THINK OF THE BETTER BUSINESS BUREAU® AS THE

BETTER
NOT RELY
ON LUCK
BUREAU
BBB® Standards for Trust

BUILD TRUST
ADVERTISE HONESTLY
TELL THE TRUTH
BE TRANSPARENT
HONOR PROMISES
BE RESPONSIVE
SAFEGUARD PRIVACY
EMBODY INTEGRITY
## Connecting Consumers & Businesses

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBB Business Profiles</td>
<td>3,536,762</td>
</tr>
<tr>
<td>Accredited Business Online Dynamic Seal Clicks</td>
<td>40,680</td>
</tr>
<tr>
<td>Customer Reviews</td>
<td>38,474</td>
</tr>
<tr>
<td>Accredited Business Get-A-Quote Emails Sent</td>
<td>7,594</td>
</tr>
<tr>
<td>Accredited Businesses</td>
<td>4,538</td>
</tr>
</tbody>
</table>

## Resolution through BBB

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complaints Handled</td>
<td>28,963</td>
</tr>
<tr>
<td>82% Resolution Rate</td>
<td></td>
</tr>
<tr>
<td>Advertising Challenges</td>
<td>90</td>
</tr>
<tr>
<td>Business Investigations</td>
<td>88</td>
</tr>
<tr>
<td>Scams Reported to BBB Scam Tracker</td>
<td>849</td>
</tr>
</tbody>
</table>

## Staying Engaged

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Page Views</td>
<td>4,959,511</td>
</tr>
<tr>
<td>Web Visitors</td>
<td>2,684,425</td>
</tr>
<tr>
<td>Social Media Impressions</td>
<td>2,053,834</td>
</tr>
<tr>
<td>Social Media Engagements</td>
<td>7,231</td>
</tr>
<tr>
<td>Local Media Mentions</td>
<td>449</td>
</tr>
</tbody>
</table>

## Top 10 Complaints by Industry

1. Burglar Alarm Systems
2. Exercise Machines
3. Pest Control
4. Airlines
5. Collection Agencies
6. Solar Energy Contractors
7. Credit Cards and Plans
8. Loans
9. Genealogy
10. Online Shopping

## Top 10 Inquiries by Industry

1. Solar Energy Contractors
2. Health and Wellness
3. Burglar Alarm Systems
4. Pest Control
5. Health Products
6. Online Shopping
7. Loans
8. Property Management
9. Vitamins and Supplements
10. Roofing Contractors
BBB Mountain West officially opens new ignite sparked by BBB space in 2023

Traditional business operations continue to shift while the need for more affordable, sustainable coworking space remains in demand.

The ignite sparked by BBB space was created for businesses and nonprofits to navigate hybrid working solutions. We have coworking space, meeting rooms, private offices, and a podcast studio available.

BBB Accredited Businesses have 12 free hours of access to ignite sparked by BBB.

For more information, please visit https://www.bbb.org/igniteutah.
Thank You for Building Trust in the Marketplace

2023 COMMUNICATIONS

MOTIVATIONMONDAY
You will either step forward into a field of dreams or step back into safety.
— Peter Drucker

CELEBRATING ENTREPRENEURS

NEVADA SMALL BUSINESS RESOURCE FAIR
Thursday, May 4, 10:00 am - 2:00 pm

SERVICES AVAILABLE:
- Accounting
- Social Media Marketing
- Website Design
- Business Plan Assistance
- Local Resources

BBB Tip: Cleaning Your Air Ducts

BBB BUSINESS TIP: How To Handle Negative Reviews

FOR CONSUMERS
Needing a Business or Charity Complaint? Need to buy a product? We can help you guide you through the process.

Better Business Bureau
Better Business Bureau
Start Web Trust
Start USA Trust
Serving communities in
Northern Nevada and Utah

- 3703 W. 6200 S. Salt Lake City, UT 84129 801-892-6009
- 4894 Sparks Blvd., Ste. 103 Sparks, NV 89436 775-322-0657