Table of Contents

President’s Letter ................................................................. 03
BBB Mission & Vision, BBB Accreditation ........ 04
BBB Impact .................................................................................. 05
BBB Solutions, Outreach & PR ........................................ 06
BBB is here to help ............................................................... 07

BBB® Standards for Trust

BUILD TRUST      ADVERTISE HONESTLY
TELL THE TRUTH    BE TRANSPARENT
HONOR PROMISES   BE RESPONSIVE
SAFEGUARD PRIVACY
EMBODY INTEGRITY

BBB.org/bbb-accreditation-standards
Dear Community of Trustworthy Businesses,

On behalf of the BBB Mountain West team, I express my sincere gratitude to all of you for demonstrating excellence and honesty in your day-to-day operations. You have experienced countless hurdles during this pivotal year and continued to lead with ethics and integrity.

We pride ourselves on our Standards for Trust. Through a careful vetting process and commitment to these standards, you’re among more than 4,000 businesses throughout Utah and Northern Nevada who have earned BBB Accreditation. This exemplary achievement displays your dedication to driving our mission to advance marketplace trust and you stand with the elite in doing so.

This annual review highlights BBB’s impact in 2021, and while it was a challenging year, we’ve achieved a great deal during this pandemic. Our platform of integrity is the basis for all we do, and remains the cornerstone of our work.

Although we were physically halted, our momentum continued to grow. We expanded our Accreditation benefits by adding discounts for running employee background checks, Employee Assistance Program, merchant account services and more.

Our dedicated staff did an incredible job at expanding our outreach while strengthening our programs and services.

In 2022, expect new tools and resources from BBB to advance your business goals. Thank you for continuing to exemplify BBB’s standards and your commitment to advancing marketplace trust.

Stay healthy and safe!
Sincerely,

Jane Rupp
BBB President & CEO
Mission & Vision

**mission:** to be the leader in advancing marketplace trust.

**vision:** an ethical marketplace where buyers and sellers trust each other.

BBB Accredited Businesses

# OF ACCREDITED BUSINESSES

4,146

NUMBER OF BUSINESSES ACCREDITED FOR...

<table>
<thead>
<tr>
<th>Years</th>
<th>1-5</th>
<th>6-10</th>
<th>11-20</th>
<th>21+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,092</td>
<td>871</td>
<td>671</td>
<td>328</td>
</tr>
</tbody>
</table>

STANDING BESIDE SMALL BUSINESSES FOR OVER 100 YEARS

MISSION & VISION

mission: to be the leader in advancing marketplace trust.

vision: an ethical marketplace where buyers and sellers trust each other.

83,117 ACCREDITED BUSINESS DYNAMIC SEAL CLICKS

1,270 LOGINS TO ACCREDITED BUSINESS PORTAL
BBB Impact

Business Profile Requests
3,078,821

Requests for Quotes
5,935

BBB.org Traffic
8,154,958

Unique Users

Percent of BBB.org Audience by Age

- Age 18-24: 12%
- Age 25-34: 13%
- Age 35-44: 19%
- Age 45-54: 22%
- Age 55-64: 16%
- Age 65+: 10%

Percent of BBB.org Audience by Gender

- Male: 52%
- Female: 48%

Digital Marketing

BBB’s Social Media Presence
2,705,391

Total Paid and Organic Impressions

# Social Media Video Views
123,090

Top 10 by Industry Inquiries

- Pest Control: 172,709
- Health Products: 171,713
- Burglar Alarm Systems: 96,696
- Loans: 74,940
- Solar Energy Contractors: 72,057
- Credit Repair Advance Fee: 63,902
- Online Shopping: 49,798
- Mortgage Broker: 47,618
- Vitamins and Supplements: 45,808
- Ecommerce: 45,592

Top 10 by Industry Complaints

- Burglar Alarm Systems: 2,789
- Exercise Machines: 1,151
- Online Shopping: 883
- Genealogy: 756
- Pest Control: 689
- Airlines: 599
- Leans: 582
- Collection Agencies: 495
- Leasing Services: 439
- New Car Dealers: 384
BBB Solutions

COMPLAINTS CLOSED 23,002
CUSTOMER REVIEWS POSTED 15,382

COMPLAINT RESOLUTION RATE (%)
81%

PHONE CALLS AND LIVE CHAT ASSISTANCE 24,611
AVERAGE DAYS TO CLOSE A COMPLAINT 17.33 DAYS

# OF GOVERNMENT ACTIONS ENTERED 73
# OF MARKETPLACE PRACTICE INVESTIGATIONS 47
# OF MARKETPLACE PRACTICE AD REVIEWS 34
# OF SCAMS REPORTED TO BBB SCAM TRACKER 489
# OF CLOSED BBB LOGO MISUSE CASES 39

BBB Outreach & PR

# OF NEWS ARTICLES RELEASED 228
# OF MEDIA MENTIONS 295
$7.3 MILLION ESTIMATED VALUE OF MEDIA MENTIONS 196
# OF PRESENTATION & NETWORKING EVENTS 420
# OF PRESENTATION ATTENDEES
Better Business Bureau® is here to serve you online and at two locations in Northern Nevada and Utah

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Salt Lake City, UT 84129
801-892-6009

**Northern Nevada**
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