Ribon cutting as BBB opens the doors to our new office.

Better Business Bureau
Serving Southern Arizona

66 Years Celebrating Ethics
2017 was an incredible year at BBB!

2017 was an incredible year at BBB! We kicked off the year by immediately opening the doors to our new downtown office which has led to a fourfold in consumer traffic. Did you see our ads featuring a few of our amazing accredited businesses? The increase of AB’s taking advantage of their full benefits and recommending us to others was evident to our business development team’s awarding winning results. We love seeing our local businesses succeed. Our consumer educational campaign debuted Millennial Max reminding his generation that they are the #1 target of scams per our BBB Scam Tracker Risk Index report. Our operations team, were extremely busy assisting consumers with complaints, dispute resolution and investigations. Hopefully you saw one of our 63 media interviews sharing scam warnings and education, or heard one of our 25 radio interviews or read one of our 44 editorials. We also unveiled our modern website design with a fresh look to our Business Directory. A soft launch of our Charity Review program is being led by award-winning, Barbara Levy. Look out for our 2018 press conference that will share all the exciting details.

Our Military Line is an additional initiative that we take to heart by reaching out to the men and women who protect our country everyday. Through monthly scam presentations to over 412 men and women at Davis-Monthan Air Force Base and Fort Huachuca, we are able to educate them on financial trainings and scam warnings specific to those who serve.

Our entire BBB team is filled with gratitude to our Southern Arizona community for their trust in us and we look forward to 2018!
L-R: Accredited Business, Nextrio, starring in Cox ad; Torch Awards in session; BBB Shredfest serving our Green Valley community; Team fun at Torch Awards; BBB Partner wall featuring valued partnerships with community organizations and media; Millennial Max stars in Cox ad.
LOCAL 2017 STATS

CONSUMER INQUIRIES
667,703

CONSUMER COMPLAINTS CLOSED
1,511

CUSTOMER REVIEWS
3,120

SCAM TRACKER REPORTS PUBLISHED
442

NATIONAL 2016 STATS

BBB BUSINESS PROFILE INQUIRIES
167,632,180

BBB AUTO LINE® CASES
15,583

GENERAL ASSISTANCE, COUNSELING & INDUSTRY INFORMATION
230K MENTIONS IN TOP 115 MARKETS

MEDIA COVERAGE IMPRESSIONS
3 BILLION

COMPLAINTS HANDLED
860,493

PUBLISHED CUSTOMER REVIEWS
346,648

MEDiations, Arbitrations & Dispute Settlement Hearings
27,579

INVESTigations conducted
6,260

General Assistance, Counseling & Industry Information
52,420,909

Scam Reports to BBB Scam Tracker
32,823

3 Billion

Views on Give.Org for charity reports and tips
3,536,943

Total instances of services to businesses, charities, and the general public
244,890,755
Value of BBB Accreditation

Build trust and credibility with customers as an Accredited Business

BBB surveyed Accredited Businesses across the U.S. and Canada to find out why BBB accreditation is important to them and how it impacts their business. Here is what we learned:

- **73%** Increases **credibility** of my business
- **72%** Builds **trust** with customers
- **43%** Shows that we **care** about our customers
- **28%** Adds **prestige** to my business
- **25%** Supports BBB’s mission of advancing marketplace trust

Visit WHYBBB.org to learn more about BBB accreditation.

Source: CBBB Research, 2016
SCAM TRACKER
Find out where scams are happening. Be alert.
bbb.org/scamtracker
OUTREACH STATS

- **Facebook Posts**: 472
- **Television Media Interviews**: 63
- **Radio Interviews**: 25
- **Editorials**: 44
- **Press Releases**: 29
- **Website Page Views**: 1,174,816
MYTHBUSTERS
• Not a government agency
• Non Profit 501 c 6
• Self Sustainable
• 66 Years Serving Southern Arizona
• Non-biased liaison between consumers and businesses

CONSUMER SERVICES
• Customer Reviews
• File a Business Complaint
• EQuote
• BBB Scam Tracker
• BBB Military Line
• BBB AutoLine
• Alternative Dispute Resolution

ACCREDED BUSINESSS BENEFITS
• Business Profile Page
• BBB Accredited Business Seal for the Web
• Advertising your BBB Accreditation
• Networking Events

DID YOU KNOW?
Charity Reports
Issues
7,141

Updated Business Profiles
58,248

Complaint
Touch Points
71,980

General Inquiries/ Advice
140,164
L-R: BBB Ambassadors at multi-chamber networking event; All dressed up for Rodeo Week; Final touches to our new office thanks to SkyPod Images; Sock Monkey fun!; Team decorates our lobby for the holidays
Left: Charity Review Advisory Board Members Kick-Off Meeting.

Above: Accredited Charity Review celebrating non-profits.

Left: Live radio interviews with Maximas.

Left: Denisse and Diana cross over the Mexico border for a LIVE radio segment on XENY.

Above: New BBB App coming soon.
OFFICERS

Alan Leffler, Chair - Jan-Pro
Cindy Schmidt, Vice Chair - Lewis Roca Rothgerber Christie LLP
John Decker, Secretary - Anchorwave Internet Solutions
Pam Hopman, Treasurer - The Hopman Group, LLC
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Mary Keysor - Elan Benefits
Robert Janus - Ultra Air Conditioning
Steve Watson - Smart Motors

EX OFFICIO

Brandy Ferrer - Pathfinder Strategies

BOARD COUNSEL

Sara Derrick - Mesch, Clark & Rothschild
The BBB Standards for Trust are eight principles that summarize important elements of creating and maintaining trust in business. Our BBB Code of Business Practices is built on these standards.

Build Trust
Establish and maintain a positive track record in the marketplace.

Advertise Honestly
Adhere to established standards of advertising and selling.

Tell the Truth
Honestly represent products and services, including clear and adequate disclosures of all material terms.

Be Transparent
Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer’s decision to buy.

Honor Promises
Abide by all written agreements and verbal representations.

Be Responsive
Address marketplace disputes quickly, professionally, and in good faith.

Safeguard Privacy
Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

Embody Integrity
Approach all business dealings, marketplace transactions and commitments with integrity.