EXCITING INITIATIVES IN 2019

We continued our passion for building a marketplace of trust here in Southern Arizona throughout 2019, serving both consumers and businesses. I am excited about our achievements and what’s ahead in 2020!

With over 3200 Accredited Businesses, we continued to provide relevant services to help our ABs grow.

Our 3B Review App is an incredible way for businesses to obtain immediate reviews from their customers with 1,157 reviews submitted! Our digital marketing has shown proven results of increasing visibility for those that take advantage of the opportunities. Enhanced profiles featuring videos, photos and testimonials are always getting a lot of attention.

It’s exciting to watch our businesses succeed, see our economy grow, and our consumers become educated in all of the ways we can assist them – including our bilingual and Spanish speaking community. We were honored to do ‘BBB Days’ in Nogales with Maxima 99.1 FM. Our Spanish hotline was busy and our translated outreach materials have been coupled with our regular editorials in Arizona Bilingual.

We have been busy with providing additional consumer services included the handling of 651,797 consumer inquiries, 2,023 consumer complaints, 2,641 customer reviews and 13,896 calls into our office. We also saw more than a significant traffic increase to our website with over 499,285 unique visitors, and our visitors stayed on our website gathering information for over 6 minutes. I am prideful to say we have outperformed our national metrics!

In 2019 we continued our nationally awarded Charity Review program. We now have well over 30 local charities that successfully completed the comprehensive vetting, using our Standards of Trust, and became a BBB Accredited Charity. Consumers can confidently support these organizations knowing that they are truly accomplishing their mission and using funding wisely.

I am proud to say that we won a national ‘Outstanding BBB Award’ for growth for our efforts in 2019.

I am confident we are positioned for another record-breaking year in 2020 at your BBB Serving Southern Arizona thanks to our Accredited Businesses, Accredited Charities, Board of Directors, Charity Review Advisory Board and our incredible BBB team members. With great gratitude I present to you our 2019 Annual Report.

All of you inspire me and I look forward to an amazing year ahead.
Together we recognize both for-profit and non-profit organizations that are committed to **EXCEPTIONAL STANDARDS** for ethical business practices and service to their customers, employees, suppliers, and communities. Each of our incredible finalists are always organizations that others want to emulate.

**WHO WERE THE FINALISTS?**

Alexander Carrillo Consulting  
AZ Sound and Light  
Celebrate for Good  
Davis-Monthan Enlisted Sposes Association  
High-End Used Saddles  
Literacy Connects  
Maid in Tucson  
RMHC of Southern Arizona  
Senior Home Care of Tucson  
Titan Restoration of Tucson  
Treasures 4 Teachers of Tucson  
Why I Love Where I Live
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](http://WHYBBB.org) to learn more about BBB accreditation.

Source: CBBB Research, 2016
BBB SPANISH OUTREACH

Strategic communication is essential to an organization’s ability to advance its mission and its capacity to serve the community. Reaching and engaging with the Hispanic Community continued to be a focus for 2019.

BBB Serving Southern Arizona expanded our communication and education efforts from the air waves to print. Our monthly radio segment with Maxima 99.1 focused on sharing trending scams and the importance of working with Accredited Businesses in Nogales, AZ.

Our bilingual editorials and ads reached new readership with our Nogales International newspaper partnership alongside with our dedicated editorials with Arizona Bilingual Newspaper distributed throughout Southern Arizona and Sonora.

Your BBB was not only on radio, television and print. With the shift of the digital media universe and the Hispanic Community leading the way as the most digitally savvy, we supplemented our communication initiatives with a bilingual digital campaign that reached over 50,904 consumers and businesses across Nogales and Douglas, AZ.
2019 RECAP

COMMUNITY REACH

155
Customer Review APP

1,801,728
Television Exposure

550
Networking Mixer Attendees

25,764
attendees
Tucson Roadrunners Partnership

4,337
E-Quotes

127
AB One-on-Ones
2019 OUTREACH

OUTSMART the Scammer

bb.org/scamtracker
Report & Search Scams
520.888.5353 bb.org

BBB • ENDEAVORS
Business Directory
Dispute Resolution
BBB Scam Tracker
BBB Charity Review Program
Torch Awards
BBB Military Line
BBB Auto Line
Investigative Reporting
BBB Networking Mixers

WHY HIRE ACCREDITED BUSINESSES?

They are held to the 8 BBB STANDARDS FOR TRUST
Build Trust
Advertise Honestly
Tell the Truth
Be Transparent
Honor Promises
Be Responsive
Safeguard Privacy
Embody Integrity

520.888.5353 bb.org
Become Part of the ELITE
BECOME ACCREDITED

Apply today: bbb.org

520.888.5353  bbb.org

BBB • BENEFITS
Enhanced Business Profile on BBB.org
E-Quote Program
BBB Logo Use in Promotional Materials
Arbitration & Mediation
Digital Marketing Opportunities
Events to Grow Your Business
Quarterly Newsletter

“My business has been booming lately and I accredit that in part to the BBB and the services you provide. Many times every month I hear from clients and prospects that the reason they have done business with me is due to them researching my company through the BBB. It truly adds great credibility to our company and what we do.

Also, my digital ads on the BBB website have brought great exposure and value in bringing new clients to my business. The process was easy and your team was very knowledgeable in designing a program that works for our business.

Thanks again for all you do.”

Fred Adler
Suncrest Wealth Management

520.888.5353  bbb.org
The Charity Review Program started in 2018 helps donors evaluate local charitable organizations according to the BBB Wise Giving Alliance’s 20 Standards for Charitable Accountability.

Visit www.give.org for more information on those standards.

2019 ACCREDITED CHARITIES

Animal League Of Green Valley
Arizona Youth Partnership
Arizona’s Children Association
Arizona-Sonora Desert Museum, Inc.
Assistance League of Tucson
Ben’s Bells Project
Big Brothers Big Sisters of Southern Arizona, Inc.
Boys & Girls Clubs of Tucson
Casa De Los Ninos, Inc.
Catholic Community Services of Southern Arizona, Inc.
Community Food Bank
Emerge! Center Against Domestic Abuse
Girl Scouts of Southern Arizona
Handi-Dogs, Inc.
Literacy Connects
Lupus Foundation of Southern Arizona, Inc.
Old Pueblo Community Services
Parent Aid
Southern Arizona AIDS Foundation
St. Luke’s Home
Teen Challenge of Arizona, Inc.
The Humane Society of Southern Arizona, Inc.
The Shyann Kindness Project
Tu Nidito Children and Family Services
Tucson Botanical Gardens
Tucson Children’s Museum
Tucson Museum of Art & Historic Block, Inc.
Tucson Symphony Orchestra
World Care
Youth On Their Own

Interested in becoming an Accredited Charity?
Contact dalvarez@tucson.bbb.org

ADVISORY BOARD MEMBERS

Pat Bjorhovde
Ben Buehler-Garcia
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Wendell Hicks
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Mary Keysor
Karen McCloskey
Mary Belle McCorkle
Thomas McKinney
L’Don Sawyer
Betty Stauffer
Allison Vaillancourt
2019 BBB
BOARD OF DIRECTORS

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Pam Hopman - Hopman Group, LLC
Stacy Fowler - BRAKEmax Car Care Centers & Max Auto
Steve Watson - Autoland, LLC

BOARD COUNSEL
Sara Derrick - Farhang & Medcoff
**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.