Vision

An ethical marketplace where buyers and sellers trust each other.

Mission

BBB’s mission is to be the leader in advancing marketplace trust. We do this by:
- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive and equitable marketplace. Performance speaks to a business’s track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.
The business community has undergone a major shift, specially during the last two years. Trust, however remains to be critical for positive, productive marketplace relationships. Our own research indicates that while 82% of consumers in the United States report that trust sets the foundation for the purchase of goods and services. BBB's programs are designed to establish that trust, celebrate marketplace role models and call out substandard behaviors and bad actors.

With more than 140 million unique visitors to BBB.org, consumer education and empowerment continued to be the focal point for 2021. A trustworthy marketplace requires collaboration and support from all of its members. Thankfully, we do not stand alone in this work. Your BBB is grateful to the thousands of consumers, business and community partners throughout Southern Arizona who engage with us each year. We are especially grateful to our community of Accredited Businesses (ABs) that embody trust and to anyone working with or alongside us in the effort to foster a more trustworthy marketplace for all, we thank you and appreciated your efforts. Your BBB team will continue to foster trust in Southern Arizona in 2022 with more education, empowerment and added benefits to our ABs.

From Our President & CEO
Pamela Crim
Trust matters. In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business.

90% of people are familiar with BBB*

80% of consumer say they've seen the BBB Accreditation Seal*

83% of people are familiar with a BBB letter grade are more likely to purchase a product if a business has a high BBB letter grade**

400,000+ BBB Accredited Businesses and counting

*Source: Nielsen 2018 **47% of Nielsen responders were familiar with BBB letter grade

Why Trust Matters
Brand Impact
BBB seeks to measure its performance in building and advancing a better, more trustworthy marketplace for all. We use feedback collected from our stakeholders—including partners, businesses and consumers—to help reflect our impact.
Mary Keysor, Chair
Assured Partners

Tim Bee, Vice Chair
Arizona Builders Alliance

Robert Janus, Treasurer
Ultra Air Conditioning

Carrie Hamilton, Secretary
Nextrio

Fred Knapp, Immediate Past Chair
Core Construction

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Stacy Fowler, Director
Tucson Business Networking

Sara Derrick, Board Consul
Farhang & Medcoff- Attorneys

Board of Directors
Celebrating TRUST!

With everyone's safety and health in mind we decided to host our 2021 Torch Awards for Ethics virtually again this year. Together we celebrated and recognized for-profit and non-profit organizations that are committed to promoting and maintaining our standards of TRUST! in the business community. Every single one of these organizations is incredibly exceptional and an example for others in the community.
Finalists

S.W.A.T Glass LLC
Dynamic Comfort LLC, AC And Heating
Encantada Roof Works LLC
Cal’s Plumbing Inc.
Silverado Rooter & Plumbing Inc.
Arizona Foundation Solutions LLC
Big Brothers Big Sisters of Southern Arizona
Habitat for Humanity Tucson
United Community Health Center
Treasures 4 Teachers of Tucson
Spark Award
Alejandro Vidal - Wildcat Painting Company LLC
Robert Filmore - Cam-L Towing
2021 Winners

Mrs. B's Cleaning Services LLC

Air Tropics LLC

YOUTH ON THEIR OWN

The BTC

the drawing studio

Celebrating TRUST!
Your BBB earned recognition for growth in 2021 from the International Association of Better Business Bureaus.

This could not have been done without the dedication and hard work from our Business Development Team.

National Recognition
Your BBB earned the 2020 Copper Cactus Blue Cross Blue Shield Best Place to work award!

We are honored to have received recognition from our employees. Each and every single employee is the driving force for the success of our non-profit. Our organization strives to demonstrate that our employees are not 'assets' but rather uniquely essential brand ambassadors that aid in delivering our vision and mission in Southern Arizona. We thank them for all of their dedication, resilience, loyalty and most importantly for all of the unique talent that they bring to our organization. We could not execute our strategies or mission without them. Thank you for pivoting and welcoming every challenge with a smile, we truly have one of the best teams in Southern Arizona.
At its' core, the goal of community outreach is to aid our community in functioning better. Getting involved and giving back to the Southern Arizona Community is one of your BBB's priority.

From top to bottom: Our CEO & Director of Ops presenting at the University of Arizona. Our team participating in Days of Caring with United Way of Tucson. Partnered with Hamstra's Giving Hands and helped collect over 2,700 canned items.
Our team was super excited to partner with San Miguel High School for the 2021-2022 school year. The Corporate Work Study Program (CWSP) is a unique program that allows student workers to gain experience and professional contacts in a broad range of industries. The students are such an incredible asset to our team and they are a vital part of the customer service that we are able to offer to our community.
We are ecstatic to announce our partnership with the Tucson Roadrunner as the official presenting sponsor of the Roadrunner’s Business Club. The partnership allows BBB and our Accredited Businesses to gain additional exposure through 150,000 fans, drive traffic to our website and increase our brand recognition along side the Roadrunner’s hockey team.

New Partnerships:
Roadrunners Business Club
Local Stats

- Profile Inquiries: 810,933
- E-Quotes: 11,859
- Customer Reviews: 5,658
- Phone Calls: 42,832
- Complaints: 2,444
Standards of Trust

- Build Trust
- Advertise Honestly
- Tell the Truth
- Be Transparent
- Honor Promises
- Be Responsive
- Safeguard Privacy
- Embody Integrity