A Letter from the President and CEO

As your BBB embarked on its next 100 years of fulfilling its mission of advancing marketplace trust, it focused on remembering its roots, while taking a giant leap into the future. In 2013, BBB services to the public increased more than ever before, showing that your BBB is not only continuing to grow in relevance, but in awareness as well.

**BBB helps people find and recommend businesses, brands, and charities they can trust.** In 2013, your BBB hosted more than 2.6 million website visits and provided more than 2.5 million BBB Business Reviews on more than 108,000 local businesses. In addition, people clicked through more than 140,000 times on BBB Dynamic Seals on BBB Accredited Business websites. These are people checking to verify a business’ BBB Accreditation status.

In 2013, your BBB continued its focus of promoting BBB Accredited Businesses throughout its 79 county service area. BBB touched millions of people through television, print, and outdoor advertising mediums. BBB also partnered with media outlets that aired thousands of BBB PSA messages from educational tips to scam alerts and hard-hitting investigations. BBB continues to be your key advisor, most reliable evaluator, and most objective expert on the topic of trust in the marketplace.

2013 was another award-winning year. Your BBB was again recognized as a leader in the BBB system and was awarded the coveted Marshall A. Mott award. This honor is awarded to BBBs for outstanding communications in print and broadcast media, programs before groups, BBB originated material and material from other sources, cooperation with private and public consumer protection groups, and maintenance and expansion of membership support. BBB was also recognized for its efforts in outreach and social media presence.

Not only was your BBB recognized as a leader internally, your BBB earned recognition from outside organizations such as PR Daily, the International Academy of Visual Arts, the Association of Marketing and Communication Professionals, the Public Relations Society of America, AVA Digital Awards, and Hermes Creative Awards for its marketing and communications efforts. These awards signify our continued commitment to expanding the BBB brand promise of delivering trust with creative and strategic communications.

The community is also supported by an award-winning staff. In 2013, BBB was recognized as one of the 50 Best NonProfits to Work For by the *NonProfit Times*, as well as a top workplace by the *Austin American-Statesman*.

As a more than $6 million dollar organization with more than $3.5 million in assets, we are proud to serve over 12,000 Accredited Business locations throughout five area offices. More and more businesses are seeking BBB Accreditation as the standard under which businesses must operate — The Standard of Trust - and your local BBB continues to be one of the largest business associations in Texas. These accomplishments would not be possible without strong support from the business community, a forward-thinking Board of Directors, and a dedicated staff.

In closing, I want to express my gratitude to all BBB Accredited Businesses for your ongoing dedication to BBB’s mission of advancing marketplace trust.

On behalf of the BBB Board and staff, I am honored to present this year’s Annual Report.

Respectfully Submitted,

Carrie A. Hurt, President/CEO

BBB Serving Central, Coastal, Southwest Texas and the Permian Basin

President/CEO: Carrie A. Hurt
BBB helps people find and recommend businesses, brands, and charities they can trust.

People today are overwhelmed with choices – and often unsure about where to find verified, unbiased information. There are more than 30 million businesses in North America alone; and hundreds of thousands of sites around the world where people shop online. There are thousands of free and subscription websites that offer a range of information, including reviews, reports, directories, listings, and gripe sites.

**BBB is the one place you can find it all.**

**For over 100 years**, BBB has helped people make smarter decisions and is evolving to meet fast changing marketplace needs.

BBB sets standards for ethical business behavior and monitors compliance. Almost 400,000 Accredited Businesses meet and commit to our high standards.

BBB helps consumers identify trustworthy businesses, and those that aren’t, through more than 4 million BBB Business Reviews.

BBB sets standards for and evaluates thousands of advertisements each year to ensure that people can trust what advertisers say.

BBB sets standards for and evaluates the practices of thousands of charities so that donors know where their money is going.

BBB coaches businesses on ethical behavior and how to build stronger, more trusting relationships with their customers.

BBB offers its national and local consumer services online and in person.

*Through our efforts, BBB helps millions of people each year.*
Disputes Handled 19,751
Dispute Resolution Rate 78.66%
Avg. Days to Close Disputes 29.5

Total Accredited Business Locations 12,358
Total Phone Calls Handled 50,786
Mediations 37

Arbitrations 31
Advertising Challenges 127
Investigations 85

New Accredited Businesses 2,282
Reapproved Accredited Businesses 7,445

Number of Total BBB Business Reviews Available 108,893

BBB Accreditation Revocations 47
Accreditation Application Denials 158

BBB Business Reviews 2,579,538
Accredited Business Directory Page Views 580,198

Our Vision:
An ethical marketplace where buyers and sellers can trust each other.

Our Mission:
BBB’s mission is to be the leader in advancing marketplace trust. BBB accomplishes this mission by:

- Creating a community of trustworthy businesses
- Setting standards for marketplace trust
- Encouraging and supporting best practices
- Celebrating marketplace role models, and;
- Denouncing substandard marketplace behavior

Host of the 2013 National Assembly:
In 2013, your local BBB hosted the International Assembly of BBBs in Austin. The International Assembly of Better Business Bureaus dates back to 1971, and is a yearly gathering of BBB CEOs and high-level BBB professionals from North America. The International Assembly of Better Business Bureaus is a cornerstone of our 100-year-old commitment to upholding the highest standards of marketplace trust. This annual meeting is hosted in select cities around North America where there is a strong BBB presence. It provides BBB CEOs and BBB professionals with opportunities to network, share best practices, develop new strategies to strengthen the BBB brand and celebrate successes. This year, Austin, Texas was selected as the host city for BBB Assembly. On average, the Assembly attracts more than 300 professionals and their families from all over North America and is the single best place to address the entire North American BBB system as a whole.
Advertising Examples

BBB Awards

- Marshall A. Mott Award (Winner)
- Outreach Award - Quick Stop for BBB Quick Tips (Winner)
- Technology/Internet Award - Consumers "Like" Our #Social Media Presence (Winner)

International Academy of Visual Arts

- International Davey Awards - 2013 Annual Report (Silver)

Digital PR Awards

- PR Daily - "Watch Your Buck" Blog (Honorable Mention)

Hermes Creative Awards

- Advertising/Direct Mail Piece - People Are Asking About You Postcard (Gold)
- Publications/Annual Report - BBB Annual Report 2013 (Honorable Mention)
- Video/Educational - BBB Quick Tips (Honorable Mention)

AVA Digital Awards

- Web Element/Webcast - BBB Rewind (Honorable Mention)
- Website/Nonprofit - BBB Rewind (Gold)
- Audio Production/Radio/PSA - BBB Centennial PSA (Gold)

Public Relations Society of America

- 2013 Bronze Anvil Award of Commendation

Council of Better Business Bureaus 2013 Outstanding BBB Awards

- Marshall A. Mott Award (Winner)
- Outreach Award - Quick Stop for BBB Quick Tips (Winner)
- Technology/Internet Award - Consumers "Like" Our #Social Media Presence (Winner)

Nationwide Series

Car Sponsorship

TechTools Campaign

(10.5 million impressions)

Austin American-Statesman - Top Workplaces 2013 - Winner

The NonProfit Times - Best NonProfits to Work For
Staying Connected

- **Website Page Views**: 4,901,476
- **Website Visits**: 2,689,013
- **Media Mentions ROI**: $1,852,568
- **News Media Appearances**: 9,366

**Mobile Devices**
- **Mobile Visits**: 730,348
- **Percentage of Total Visits**: 27.16%

**Request a Quote**
- **Emails Sent**: 6,943

**Blog**
- **Page Views**: 65,344

**Social Media**
- **Website Page Views**: 200,498
- **Total Followers**: 2,993
- **Video Views**: 30,667
- **Unique Post Views**: 104,487
- **Likes**: 6,084

**Speakers Bureau Touches**: 33,312

**Dynamic Seal Clicks**: 140,944
## Top 10 Complaints and Inquiries

### 10 Most Complained about Categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepaid Debit/Credit Cards</td>
<td>1,209</td>
</tr>
<tr>
<td>Auto Dealers - New Cars</td>
<td>581</td>
</tr>
<tr>
<td>Apartments</td>
<td>568</td>
</tr>
<tr>
<td>Auto Dealers - Used Cars</td>
<td>414</td>
</tr>
<tr>
<td>Television - Cable, CATV &amp; Satellite</td>
<td>414</td>
</tr>
<tr>
<td>Insurance Companies</td>
<td>410</td>
</tr>
<tr>
<td>Auto Repair &amp; Service</td>
<td>343</td>
</tr>
<tr>
<td>Furniture - Retail</td>
<td>316</td>
</tr>
<tr>
<td>Property Management</td>
<td>312</td>
</tr>
<tr>
<td>Consumer Finance &amp; Loan Companies</td>
<td>255</td>
</tr>
</tbody>
</table>

### 10 Most Inquired about Categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roofing Contractors</td>
<td>95,627</td>
</tr>
<tr>
<td>Home Builders</td>
<td>74,334</td>
</tr>
<tr>
<td>Prepaid Debit/Credit Cards</td>
<td>70,271</td>
</tr>
<tr>
<td>Air Conditioning Contractors &amp; Systems</td>
<td>59,682</td>
</tr>
<tr>
<td>Construction &amp; Remodeling Services</td>
<td>57,300</td>
</tr>
<tr>
<td>Plumbers</td>
<td>44,810</td>
</tr>
<tr>
<td>Auto Dealers - Used Cars</td>
<td>44,261</td>
</tr>
<tr>
<td>Auto Repair &amp; Service</td>
<td>42,099</td>
</tr>
<tr>
<td>Contractors - General</td>
<td>39,607</td>
</tr>
<tr>
<td>Insurance Companies</td>
<td>37,842</td>
</tr>
</tbody>
</table>