2017 Annual Report
Better Business Bureau of Greater Maryland

**Mission:** to be the leader in advancing marketplace trust
**Vision:** an ethical marketplace where buyers and sellers trust each other.

- 1,855,266 inquiries into Maryland business profiles
- 1,227,440 Unique users visited Maryland’s bbb.org
- 9,929 complaints handled
- 455 ScamTracker Reports from Maryland
- 81% resolution rate
- 3,762 customer reviews
- 71% positive reviews
- 2,600 Accredited Businesses in our MD service area
- 482 New Accredited Businesses accepted
- 46 Businesses revoked or denied Accreditation

**ScamTracker Reports**

**Investigations**

**ADR Sessions**

**BBB's CEO** named by The Daily Record as one of Maryland's Most Admired CEOs & Top 100 Women

**BBB's ADR services** named a 2017 Reader Rankings winner

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## 2017 Financial Report

**TOTAL ASSETS**
- $575,262

**TOTAL LIABILITY**
- $316,535

**TOTAL EQUITY**
- $258,727

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Administration</td>
<td>$1,034,088</td>
</tr>
<tr>
<td>BBB Core Services</td>
<td>$342,380</td>
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<tr>
<td>Marketing</td>
<td>$306,802</td>
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<tr>
<td>Sales</td>
<td>$187,753</td>
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<tr>
<td>Other</td>
<td>$67,990</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td><strong>$1,939,013</strong></td>
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<table>
<thead>
<tr>
<th>Source</th>
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<tbody>
<tr>
<td>Accreditation</td>
<td>$1,528,948</td>
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<tr>
<td>Co-Op Advertising</td>
<td>$79,527</td>
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<tr>
<td>Events &amp; Sponsors</td>
<td>$122,255</td>
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<tr>
<td>BBB Service Income</td>
<td>$14,966</td>
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<tr>
<td>Other</td>
<td>$57,003</td>
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<tr>
<td><strong>Total Income</strong></td>
<td><strong>$1,802,698</strong></td>
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<tr>
<td><strong>Net Income</strong></td>
<td><strong>$(136,314)</strong></td>
</tr>
</tbody>
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**Reserves:** $252,114  
**Days of Reserves:** 51.2
2017-2018 Board of Directors

Chair - Lisa Manzone - McCormick & Co., Inc.
Vice Chair - Dr. Shohreh Kaynama - Towson University
Treasurer - Sean Walker - Clifton Larson Allen LLP
Secretary/CEO - Angie Barnett - BBB of Greater MD
Ellie Meyd - BBB Education Foundation
Melissa McGuire - Law Office of Melissa Menkel McGuire
Arlene Thayer - KatzAbosch, P.A.

Chris Barber - Cheaper Than A Geek!!!
Jeffrey Baxter - The Whiting-Turner Contracting Co
Kate Bridgeman - Hague Quality Water of MD Inc.
Ronald N. Carstens, Jr. - Baltimore Gas & Electric
Dan Condon - Baltimore Ravens
Kevin Crysler - Mr. Handyman of Anne Arundel & NE PG
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Peggy Feeney - Von Paris Moving & Storage
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Greg Pierce - SPARKS! Marketing Communications
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Marta Rosado - AT&T Mobility
Charles W. Sawyer - The Sawyer Group Inc.
Allison Siegel - Next Day Blinds
Arlene Thayer - KatzAbosch, P.A.

Legal Counsel
Kimberly S. Grimsley, Esq. - Oliver | Grimsley