A Message to BBB Accredited Businesses,

Our mantra throughout 2017 was Walter Gretzky’s quote to his son, “Skate where the puck’s going to be, not where it has been.” With this in mind, staff and managers were encouraged to rely more on their instincts and anticipation.

Your BBB’s marketplace influence and connections, as well as Accredited Business activity are summarized in this review. We provided consumers and business with reviews and information before making purchase decisions as well as issuing alerts and consumer tips on a regular basis. While continuing to help businesses and consumers resolve complaints, both Customer Reviews and AB Request-A-Quote (eQuotes) became more accessible and easier to use for both our Accredited Businesses and consumers alike. Our online directory upgrade included offering accredited business logos to listings. Throughout our service area we educated seniors and organizations, represented BBB at trade shows, produced consumer education “micro websites,” and published Scam Tracker investigations.

As you look through the statistical part of this 2017 review you will see our increases in demand for services—particularly on mobile devices. We stayed relevant by going where BBB’s brand needs to be and supports our mission of “being the leader in advancing marketplace trust.” Our Accredited Business growth shows business’s recognition that the consumer public looks for businesses that have been vetted by BBB and have a commitment to BBB’s eight “Standards for Trust”.

We went to new levels of achievement in 2017. Your BBBSs exceptional team will continue to build opportunities to enhance the value of BBB Accreditation. Thank you for your continued support and commitment. Let me extend a personal reminder that we are here if you need us!

Sincerely,

Blair Looney
BBB President/CEO
BBB® STANDARDS FOR TRUST

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

Combined total of Business Reviews, TOB Accredited Business Rosters, General Advice Reports and Agency Referrals.

2013: 1,062,817
2014: 1,749,683
2015: 2,449,552
2016: 1,877,037
2017: 1,979,548
Breakdown of Services

- **1,486,972** Website Visits
- **2,956,365** Website Page Views
- **44,365** “Inquiry Cards” Sent to ABs
- **283,186** New Website Visits/Users
- **98,068** Requested AB Rosters
- **8,134** Customer Reviews Posted
- **1,214** Scam Tracker Reports Published
674,978 Business Profiles Searched on Mobile Devices

- IOS (Apple): 395,764
- Android: 266,314
- Windows: 12,455
- All Others: 1,789
MARKETPLACE CONNECTIONS

- 338,308 Social Media Mentions
- 6,543 Small Claims & UD Advisory Contacts
- 2,417 Media Mentions (NP, Radio, TV, Online)
- 81 Autoline Arbitrations
- 8,336 Complaints Closed
- 2,569 Mediations Conducted
- 134 Investigations and Ad Reviews
- 52 Trade Shows, Events & Speeches
- $10,610,532 Amount Involved in Disputed Complaints
Businesses Earning Accreditation

- **2017**: 4,321
- **2016**: 4,071
- **2015**: 3,841
- **2014**: 3,778*
- **2013**: 6,486

* 2,708 Inland Empire Accredited Businesses assigned to BBB November 15, 2013 were dropped during 2014 for not meeting accreditation standards.
Our Mission:
BBB’s Mission is to be the Leader in Advancing Marketplace Trust.
### Top 10 Inquired About Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing - Retail</td>
<td>163,218</td>
</tr>
<tr>
<td>Online Retailer</td>
<td>159,042</td>
</tr>
<tr>
<td>Contractors - General</td>
<td>100,567</td>
</tr>
<tr>
<td>Roofing Contractors</td>
<td>37,125</td>
</tr>
<tr>
<td>Auto Dealers - New Cars</td>
<td>34,275</td>
</tr>
<tr>
<td>Plumbers</td>
<td>32,747</td>
</tr>
<tr>
<td>Electricians</td>
<td>29,504</td>
</tr>
<tr>
<td>Unclaimed Funds Retrieval Services</td>
<td>29,457</td>
</tr>
<tr>
<td>A/C &amp; Heating Contractors - Commercial</td>
<td>28,224</td>
</tr>
<tr>
<td>Auto Repair &amp; Service</td>
<td>25,701</td>
</tr>
</tbody>
</table>

### Top 10 Complained About Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Retailers</td>
<td>975</td>
</tr>
<tr>
<td>Auto Dealers - New Cars</td>
<td>433</td>
</tr>
<tr>
<td>Auto Dealers - Used Cars</td>
<td>260</td>
</tr>
<tr>
<td>Auto Repair &amp; Service</td>
<td>199</td>
</tr>
<tr>
<td>Clothing - Retail</td>
<td>171</td>
</tr>
<tr>
<td>Collection Agencies</td>
<td>140</td>
</tr>
<tr>
<td>Property Management</td>
<td>135</td>
</tr>
<tr>
<td>Restaurants</td>
<td>131</td>
</tr>
<tr>
<td>Hotels</td>
<td>122</td>
</tr>
<tr>
<td>Furniture - Retail</td>
<td>114</td>
</tr>
</tbody>
</table>
How Does BBB’s Dynamic Seal Influence Purchasing Decisions?

87% of consumers are willing to buy products and services from a BBB Accredited Business vs. an unaccredited business if both have the same A+ rating and high value price.

81% of people who are familiar with BBB’s letter grade ratings are more likely to purchase from a business that has a high BBB letter grade.

Add BBB’s Dynamic Seal to your website. Use it in your advertising. Display it on your store front and on your vehicles. Promote that your business meets strict BBB Standards for Trust.

Are New Customers Important to Your Business?

Of course new customers are important to your business. BBB Request-A-Quote is a lead generating program to connect Accredited Businesses with prospective customers who are interested in your products and services.

Give Your Satisfied Customer the Opportunity to Say “Thank You”

Customers go online constantly, and they look for customer reviews to help them decide whether to hire or buy from a business. Ask your customers to post their review for you the easy way with BBB Customer Reviews.

For more information and assistance regarding Request-A-Quote and Customer Reviews, call 800.675.8118 ext. 5 for the Business Services Team.
Increase the Power of Being a BBB® Accredited Business by Using the Business Portal!

Gain a competitive edge with these and more BBB “value added” benefits. It’s never been easier to take advantage of your BBB programs and services than when you login to your BBB Accredited Business Portal to manage your account.

Boost Your Business’s Marketing Intelligence Through StreamPage

This BBB “Business Intelligence Report” provides Accredited Business with significant information that can help businesses with their online presence. This data can help Accredited Businesses with their online marketing efforts. The newly enhanced “Business Intelligence Report” analyzes how areas of your BBB Business Profile are performing based on consumer activity, and point to where you may want to focus marketing attention.

Through “ASK ME,” BBB provides each Accredited Business direct access to their BBB rep who is ready to assist them with their inquiries and questions.

For more information and assistance regarding your Business Portal and Streampage, call 800.675.8118 ext. 5 for the Business Services Team.
BBB’s Business Profiles have been redesigned to optimize the user’s experience. This new design puts more of the information consumers are seeking front and center. Customer engagement is encouraged with easily accessible “Request-A-Quote” and “Submit A Review” buttons. Each Business Profile clearly delineates a business that is BBB Accredited with the Accredited Business Seal displayed on the top-right above the business’ BBB letter rating. Check out your Business Profile at BBB.org
Trust always matters. BBB is deeply committed to building and advancing a better marketplace, a trusted marketplace for all.

800-675-8118

BBB.org | info@ccie.bbb.org
BBB® Standards For Trust

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