BBB serving Louisville, Southern Indiana, and Western Kentucky

OUR VISION
An ethical marketplace where buyers and sellers trust each other.

OUR MISSION
BBB’s mission is to be the leader in advancing marketplace trust.

BBB STANDARDS FOR TRUST

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 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 customers regarding the use of their information.

Embody Integrity
Approach all business dealings, marketplace transactions, and commitments with integrity.
BBB BY THE NUMBERS

Top Ten Inquiries of 2018

- Roofing Contractors
- Heating & Air Conditioning
- Construction & Remodeling Services
- Plumbing Contractors
- Auto Dealers-Used Cars
- Home Builders
- Electricians
- Contractors-General
- Tree Service
- Home Improvements

Top Ten Types of Business Complaints

- Roofing Contractors: 506
- Heating & Air Conditioning: 232
- Construction & Remodeling Services: 189
- Plumbing Contractors: 155
- Auto Dealers-Used Cars: 148
- Home Builders: 135
- Electricians: 96
- Contractors-General: 85
- Tree Service: 78
- Home Improvements: 65

Top Ten Scams of 2018

- Employment
- Online Purchase
- Fake Check/Money Order
- Home Improvement
- Advance Fee Loan
- Romance
- Tech Support
- Investment
- Travel/Vacation
- Government Grant
In 2018, 5,423 CUSTOMER REVIEWS were submitted and approved.

3,566 complaints closed in 2018.

153,241 complaints pages read in 2018.

*135,951 customer reviews pages read.

BBB BY THE NUMBERS

BBB Better Business Bureau Louisville

449 followers

1,940 followers

2,530 likes
BBB BY THE NUMBERS

32 PRESS releases

12 radio interviews

48 TV interviews

518 New Accredited BUSINESSES

89.35% Overall Retention RATE

4,272 Total Accredited BUSINESSES

BBB ACCREDITED BUSINESS
Where your BBB has been in 2018

- Adelante Hispanic Achievers
- Backside Learning Offices
- Bardstown Rotary
- Bellarmine University
- Builders Association TableTop Expo
- Bullitt County Chamber
- Campbellsville Chamber
- Cinco de Mayo at Fourth Street Live!
- Country Ham Days
- Dixie Area Business Expo
- Dixie Business Expo
- Entrepreneurship Resource Expo
- Give for Good Louisville
- Greenhurst Senior Condominiums
- Hardin County Chamber
- Hispanic Achievers
- Home Builders of South Central Kentucky
- Humana
- Jewish Community Center
- Jewish Hospital Shelbyville
- Jtown Business Expo
- KRA Day at the Races
- KY Veterans Business Alliance
- La Casita
- LIBA Business Expo
- Lincoln Trail Home & Garden Expo
- Lincoln Trail Senior Celebration
- Louisville Has Talent & Opportunity Fair
- Louisville Home Show
- Louisville Rotary
- Madisonville Home & Garden Expo
- Maryville Elementary Career Day
- Middletown Chamber
- Multi-Purpose Community Action Agency
- National Night Out
- Paducah Business Expo
- Radcliff Small Business Alliance
- Senior Information Fair - Etown
- Shelby County Business Expo
- Shelbyville Rotary
- Shelbyville Senior Center
- Silver Creek High School
- South Central KY Business Expo - Glasgow
- Southern Star Baptist
- SportsFest
- St Mary & Elizabeth Hospital
- St. Andrews Church
- St. Thomas Moore Center
- University of Louisville
- Virginia Ave Baptist Church
- Wescott Construction Business Expo
- Wesley House
- Western Kentucky Homebuilders Association Expo
- Women in Business Expo and Conference
- ....and more!
Thank you for your support! It is crucial to BBB’s mission!