BBB helps people find and recommend businesses, brands, and charities they can trust.
Welcome to Our Community of Trustworthy Businesses,

After being in the BBB system for the last 23 years, working for several BBBs across the country, I can honestly say this is the most exciting time I’ve had with the iconic brand. In fact, I started out as an intern with the Richmond Virginia BBB and today humbly greet you as leader of this 107-year old standards-based organization. We are grateful to be supported by over 19,000 companies throughout Greater Arizona and Southern California who’ve earned BBB Accreditation, as well as our dynamic board of directors and staff.

This annual review was created to provide highlights of our BBB’s impact over the last 12 months. In it, you will discover the standards we value, our relevancy in building trust and promoting ethics as well as how we empower communities throughout the Pacific Southwest.

For those unaware, in early 2018, we had an opportunity to expand our service area to encompass the Pacific Southwest (essentially Southern California and Greater Arizona) to reduce redundancies that were unnecessary, and double down on those things that are good—more community involvement, more business engagement, more engagement with the buying public—just really being able to be present in the community. In a nutshell, we got big to go small to get our roots out. The results have been overwhelmingly positive from developing new business offerings, a renewed brand perspective, a thriving culture across six BBB campuses and increased board engagement, just to name a few.

That said, I’d personally like to thank you for your leadership within your industry and community by supporting BBB’s mission to be the leader in advancing marketplace trust. I look forward to connecting with you as we move forward in amplifying the BBB brand and our work in the communities we love.

Sincerely,

Matthew Fehling, BBB President & CEO
**BBB MISSION & VISION**

**Mission:** to be the leader in advancing marketplace trust.

**Vision:** an ethical marketplace where buyers and sellers can trust each other.

[standards.bbbcommunity.org](http://standards.bbbcommunity.org)
<table>
<thead>
<tr>
<th><strong>BBB INFLUENCE</strong></th>
<th><strong>A MEETING DESTINATION</strong></th>
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<tbody>
<tr>
<td>151,000+ People Impacted by BBB Presentations and Events</td>
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<tr>
<td>9,856 visitors to our Business &amp; Community Center at 608 Meetings</td>
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<tr>
<th><strong>A TRUSTED RESOURCE</strong></th>
<th><strong>INFORMATIVE</strong></th>
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<tbody>
<tr>
<td>8,627,315 Business Profiles Requested</td>
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<tr>
<td>79K+ Consumer Newsletter Subscribers</td>
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<tr>
<th><strong>NEWSWORTHY</strong></th>
<th><strong>SOCIAL MEDIA IMPRESSIONS</strong></th>
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<tr>
<td>9.3K+ Media Mentions Equaling $11M in Value Coverage</td>
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<tr>
<td>1.4M+</td>
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<thead>
<tr>
<th><strong>BBB.ORG AUDIENCE: GENDER</strong></th>
<th><strong>BBB.ORG AUDIENCE: AGE</strong></th>
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<tbody>
<tr>
<td>51.8% male 48.2% female</td>
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<tr>
<td>24% of users age 25-34 21% of users age 34-44 18% of users age 45-54</td>
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<tr>
<th><strong>TORCH AWARDS FOR ETHICS</strong></th>
<th><strong>ETHICAL STUDENT SCHOLARSHIPS AWARDED</strong></th>
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<tbody>
<tr>
<td>11 BBB Pacific Southwest Business Winners</td>
<td></td>
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<tr>
<td>$55K</td>
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49,978 Scams Reported to BBB’s Scam Tracker

46,777 Complaints Closed - 73% Resolution Rate

ARAC CASES - 89% Resolution Rate
(Auto Repair Advisory Committee)

ACIAC CASES - 100% Resolution Rate
(Air Conditioning Industry Advisory Committee)

282 Problematic Marketplace Practices Investigated & Exposed

CONNECT.BBBCOMMUNITY.ORG
BBB ACCREDITATION

30 Business Seminars Conducted

19,211 BBB Accredited Businesses in our Service Area

5,534 views to the benefits page of the BBB Accredited Business Portal

50,108 logins to the BBB Accredited Business Portal

4,632 Requests for Quotes Forwarded to BBB Accredited Businesses

More than $200 PER MONTH Average Saved by BBB Accredited Businesses Using the Prescription Savings Card* 

*October 2017 - October 2018

INTRODUCING...

ignite

connection & coworking
Better Business Bureau® is here to serve you online and at six campuses throughout Southern California and Greater Arizona.

1. Orange County Campus
120 Newport Center Drive, Newport Beach, CA 92660
714.269.3255

2. San Diego County Campus
4747 Viewridge Ave #200
San Diego, CA 92123
858.496.2131

3. Mohave County Campus
60 S. Acoma Blvd. Suite #B102
Lake Havasu City, AZ 86403
928.302.3701

4. Yuma County Campus
350 W. 16th Street, Suite 205
Yuma, AZ 85364
928.919.7940

5. Yavapai County Campus
213 Grove Avenue
Prescott, AZ 86301
928.772.3410

6. Maricopa County Campus
1010 E. Missouri Ave.
Phoenix, AZ 85042
602.264.1721

bbb.org