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

Our Mission:
To be the leader in advancing marketplace trust.

BBB® accomplishes this mission by:

• Setting and upholding standards for marketplace trust
• Helping consumers find businesses, brand, and charities they can trust
• Creating a community of trustworthy businesses
• Denouncing substandard marketplace behavior
• Encouraging and supporting best practices and celebrating marketplace models
Setting and upholding standards for marketplace trust...

Build Trust
Establish and maintain a positive track record in the marketplace.

Advertise Honesty
Adhere to established standards of advertising and selling.

Tell the Truth
Honestly represent products and services, including clear and adequate disclosure of all material items.

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 agreements 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 consumers regarding the use of their information.

Embody Integrity
Approach all business dealings, marketplace transactions, and commitments with integrity.
### BBB® Performance & Accountability Standards

<table>
<thead>
<tr>
<th>Category</th>
<th>Target</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigations</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Ad Review</td>
<td>24</td>
<td>33</td>
</tr>
<tr>
<td>Retention</td>
<td>70% or more</td>
<td>89.7%</td>
</tr>
<tr>
<td>Complaint Resolution Rate</td>
<td>66% or more</td>
<td>86.50%</td>
</tr>
<tr>
<td>Complaint Not Process Rate</td>
<td>33% or less</td>
<td>27.93%</td>
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<tr>
<td>Complaint Avg Days to Open</td>
<td>2 or less</td>
<td>0.42</td>
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</tbody>
</table>
Web Visitors

2017 Website Views 786,181
Social Networking

Facebook
/bbbupstatesc
1,106 Likes

Twitter
@BBBUpstateSC
1,079 Likes

LinkedIn
Better Business Bureau Serving Upstate SC
37 Company Page Follows

Instagram
@bbbupstatesc
324 Followers
## Accreditation Department

<table>
<thead>
<tr>
<th>Accredited Businesses</th>
<th>New Accredited Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1374</strong></td>
<td><strong>183</strong></td>
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<tr>
<td>Accredited Business Revocations</td>
<td>Accredited Business Applications Denied</td>
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<tr>
<td><strong>1</strong></td>
<td><strong>16</strong></td>
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</table>
# Total Services Provided

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Complaints</td>
<td>2541</td>
</tr>
<tr>
<td>Complaint Resolution Rate</td>
<td>86.5%</td>
</tr>
<tr>
<td>Customer Reviews Submitted</td>
<td>1704</td>
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<tr>
<td>Positive Customer Reviews</td>
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<tr>
<td>Negative Customer Reviews</td>
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<tr>
<td>Neutral Customer Reviews</td>
<td>18</td>
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<tr>
<td>Unverifiable Customer Reviews</td>
<td>598</td>
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</tbody>
</table>
Top Ten Inquiries

1. Roofing Contractors
2. Collections Agencies
3. Consumer Finance Companies
4. Home Builders
5. Heating & Air Conditioning
6. Used Car Dealers
7. Payday Loans
8. Plumber
9. Home Improvement
10. Construction Services
Top Ten Complaints

1. Consumer Finance Companies
2. Collections Agencies
3. New Car Dealers
4. Used Car Dealers
5. Payday Loans
6. Loan Servicing
7. Roofing Contractors
8. Financing
9. Apartments
10. Furniture Stores
2017 Accredited Business Orientation
Business of Integrity Awards Program
Revenue

Total Support and revenues $602,250
Total Expenses $547,065
Increase in Net Assets $55,185
Unrestricted Net Assets, beginning of year $503,514
Unrestricted Net Assets, end of year $558,699
Trust always matters. BBB is deeply committed to building and advancing a better marketplace, a trusted marketplace for all.

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