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>Target</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigations</td>
<td>16</td>
</tr>
<tr>
<td>Ad Review</td>
<td>45</td>
</tr>
<tr>
<td>Retention 70% or more</td>
<td>88.5%</td>
</tr>
<tr>
<td>Complaint Resolution Rate 66% or more</td>
<td>84.4%</td>
</tr>
<tr>
<td>Complaint Not Process Rate 33% or less</td>
<td>30.12%</td>
</tr>
<tr>
<td>Complaint Avg Days to Open 2 or less</td>
<td>0.36</td>
</tr>
</tbody>
</table>
Web Visitors

2018 Website Views
904,577
Social Networking

/bbbupstatesc
1,477 Likes

@BBBUpstateSC
1,133 Likes

Better Business Bureau Serving Upstate SC
61 Company Page Follows

@bbbupstatesc
540 Followers
# Accreditation Department

<table>
<thead>
<tr>
<th>Accredited Businesses</th>
<th>New Accredited Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,442</td>
<td>155</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Accredited Business Revocations</th>
<th>Accredited Business Applications Denied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18</td>
</tr>
</tbody>
</table>
Total Services Provided

2636
Complaints

85%
Complaint Resolution Rate

1139
Customer Reviews Submitted

703
Positive Customer Reviews

429
Negative Customer Reviews

7
Neutral Customer Reviews

190
Unverifiable Customer Reviews
Top Ten Inquiries

1. Consumer Finance Companies
2. Collections Agencies
3. Roofing Contractors
4. Heating and Air Conditioning
5. Home Builders
6. Used Car Dealers
7. Payday Loans
8. Health Consultants
9. Plumber
10. Online Retailer
Top Ten Complaints

1. Collections Agencies
2. Consumer Finance Companies
3. Loan Servicing
4. New Car Dealers
5. Used Car Dealers
6. Financing
7. Restaurants
8. Payday Loans
9. Apartments
10. Property Management
2018 Accredited Business Orientation
Business of Integrity Awards Program
Revenue

Total Support and revenues  $619,290
Total Expenses  $556,622
Increase in Net Assets  $62,668
Unrestricted Net Assets, beginning of year  $558,699
Unrestricted Net Assets, end of year  $621,367
Trust always matters. BBB is deeply committed to building and advancing a better marketplace, a trusted marketplace for all.