Better Business Bureau®

Annual Report 2019

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.
<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>32</td>
</tr>
<tr>
<td>Retention</td>
<td>90%</td>
</tr>
<tr>
<td>Complaint Resolution Rate</td>
<td>86%</td>
</tr>
<tr>
<td>Complaint Not Process Rate</td>
<td>30.12%</td>
</tr>
<tr>
<td>Complaint Avg Days to Open</td>
<td>0.40</td>
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</tbody>
</table>
Web Visitors

2019 Website Views
1,100,658
Social Networking

/bbbupstatesc
2,196 Likes

@BBBUpstateSC
1,174 Likes

Better Business Bureau Serving Upstate SC
121 Company Page Follows

@bbupstatesc
870 Followers
Accreditation Department

1,510 Accredited Businesses
0 Accredited Business Revocations

197 New Accredited Businesses
18 Accredited Business Applications Denied
Total Services Provided

4056 Complaints

86% Complaint Resolution Rate

1361 Customer Reviews Submitted

57.75% 5-star reviews

1.32% 4-star reviews

0.29% 3-star reviews

1.54% 2-star reviews

1.32% 1-star reviews
Top Ten Inquiries

1. Roofing Contractors
2. General Contractor
3. Plumber
4. Home Builders
5. Painting Contractors
6. Electrician
7. Handyman
8. Construction Services
9. Heating and Air Conditioning
10. Used Car Dealers
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
2019 Accredited Business Orientation
Business of Integrity Awards Program

LEFT TO RIGHT: Ken Peterson, Scansource Sr. Director Human Resources; Claire Lawrence, AFL Paralegal; Grant Burns, AFL Vice President and General Counsel; Ryan O’Sullivan, AFL Director of Customer Service and Distribution; Mandy Satterfield, BBB Board Chair; Ginny Beach, BBB Events Committee Chair

LEFT TO RIGHT: Ken Peterson, Scansource Sr. Director Human Resources; Paul Pappy, Sonfast Corporation President; Mandy Satterfield, BBB Board Chair; Ginny Beach, BBB Events Committee Chair
## Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Total Support and revenues</td>
<td>$619,290</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$556,622</td>
</tr>
<tr>
<td>Increase in Net Assets</td>
<td>$62,668</td>
</tr>
<tr>
<td>Unrestricted Net Assets, beginning of year</td>
<td>$558,699</td>
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<tr>
<td>Unrestricted Net Assets, end of year</td>
<td>$621,367</td>
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</table>
Trust always matters. BBB is deeply committed to building and advancing a better marketplace, a trusted marketplace for all.