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

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

We do this by:
• Setting standards for marketplace trust
• Encouraging and supporting best practices by engaging with and educating consumers and businesses
• Celebrating marketplace role models
• Calling out and addressing substandard marketplace behavior
• Creating a community of trustworthy businesses and charities

CORE VALUES
Our core values shape how we behave with our stakeholders in business and the community.

BBB is:
• Honest and fair
• Accessible and credible
• Ethical and responsible
• Unbiased and impartial
• Knowledgeable and responsive
• Respectful of individual and cultural differences

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive and equitable marketplace. Performance speaks to a business’s track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.
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.
Web Visitors

2020 Website Views
1,416,835
Social Networking

@bbbupstatesc
2,583 likes

@BBBUpstateSC
1,171 followers

Better Business Bureau Serving Upstate SC
300 followers

@bbbupstatesc
1,034 followers
BBB Performance & Accountability Standards

<table>
<thead>
<tr>
<th>Target Category</th>
<th>Target</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigations</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Ad Review</td>
<td>24</td>
<td>65</td>
</tr>
<tr>
<td>Retention</td>
<td>70% or more</td>
<td>90%</td>
</tr>
<tr>
<td>Complaint Resolution Rate</td>
<td>66% or more</td>
<td>88%</td>
</tr>
<tr>
<td>Complaint Not Process Rate</td>
<td>33% or less</td>
<td>30.32%</td>
</tr>
<tr>
<td>Complaint Avg Days to Open</td>
<td>2 or less</td>
<td>0.55</td>
</tr>
</tbody>
</table>
Accreditation Department

Accredited Businesses: 1,580
New Accredited Businesses: 220
Accredited Business Revocations: 1
Accredited Business Applications Denied: 22
Total Services Provided

3,556 Complaints
88.2% Complaint Resolution Rate
2,013 Customer Reviews Submitted

53.70% 5-star reviews
1.09% 4-star reviews
0.45% 3-star reviews
0.99% 2-star reviews
43.67% 1-star reviews
Top Ten Inquiries

1. Dog Breeders
2. Collections Agencies
3. Consumer Finance Companies
4. Loan Servicing
5. Roofing Contractors
6. Heating and Air Conditioning
7. Home Builders
8. Payday Loans
9. Online Realtors
10. Used Car Dealers
Top Ten Complaints

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

Only one AB orientation was held in 2020 due to COVID-19
Business of Integrity Awards Program
Canceled in 2020 due to COVID-19

The BBB Business of Integrity Awards recognizes companies that demonstrate integrity and a strong commitment to ethics in all aspects of business.

Entry guidelines:
• The business must be open 3 years or more
• They don't have to be an Accredited Business
• Small and large businesses may apply
• Our awards are open to for-profit businesses only

Categories for entry are:
• Marketplace Ethics
• Customer Service
• Community Service
### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Support and revenues</td>
<td>$662,759</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$632,303</td>
</tr>
<tr>
<td>Increase in Net Assets</td>
<td>$30,456</td>
</tr>
<tr>
<td><strong>Unrestricted Net Assets</strong>, beginning of year</td>
<td><strong>$631,399</strong></td>
</tr>
<tr>
<td><strong>Unrestricted Net Assets</strong>, end of year</td>
<td><strong>$661,855</strong></td>
</tr>
</tbody>
</table>
Trust always matters. BBB is deeply committed to building and advancing a better marketplace, a trusted marketplace for all.

864-242-5052
BBB.org/upstatesc
info@upstatesc.bbb.org

408 N. Church St. Suite C Greenville, SC 29601