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

2021 Website Views
1,291,280
Social Networking

Facebook: @bbupstatesc
2,652 fans

Twitter: @BBBUstateSC
1,169 followers

LinkedIn: Better Business Bureau Serving Upstate SC
387 followers

Instagram: @bbupstatesc
1,134 followers
## BBB Performance & Accountability Standards

<table>
<thead>
<tr>
<th>Category</th>
<th>Target</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigations</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Ad Review</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Retention</td>
<td>70% or more</td>
<td>90.2%</td>
</tr>
<tr>
<td>Complaint Resolution Rate</td>
<td>66% or more</td>
<td>84.6%</td>
</tr>
<tr>
<td>Complaint Not Process Rate</td>
<td>33% or less</td>
<td>36%</td>
</tr>
<tr>
<td>Complaint Avg Days to Open</td>
<td>2 or less</td>
<td>0.4</td>
</tr>
<tr>
<td>Complaint Days to Close</td>
<td>30 or less</td>
<td>22.6</td>
</tr>
</tbody>
</table>
### Accreditation Department

<table>
<thead>
<tr>
<th>Accredited Businesses</th>
<th>New Accredited Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,542</td>
<td>244</td>
</tr>
</tbody>
</table>

- Accredited Business Revocations: 0
- Accredited Business Applications Denied: 14
Total Services Provided

3,278 Complaints
85% Complaint Resolution Rate
2,379 Customer Reviews Submitted
52.96% 5-star reviews
0.88% 4-star reviews
0.42% 3-star reviews
1.26% 2-star reviews
44.47% 1-star reviews
## Top Ten Inquiries

<table>
<thead>
<tr>
<th>Type of Business</th>
<th>Total Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Consumer Finance Companies</td>
<td>47,692</td>
</tr>
<tr>
<td>2. Dog Breeders</td>
<td>41,644</td>
</tr>
<tr>
<td>3. Collections Agencies</td>
<td>36,612</td>
</tr>
<tr>
<td>4. Roofing Contractors</td>
<td>25,187</td>
</tr>
<tr>
<td>5. Payday Loans</td>
<td>23,192</td>
</tr>
<tr>
<td>6. Heating and Air Conditioning</td>
<td>21,683</td>
</tr>
<tr>
<td>7. Home Builders</td>
<td>19,436</td>
</tr>
<tr>
<td>8. Loan Servicing</td>
<td>19,077</td>
</tr>
<tr>
<td>9. Used Car Dealers</td>
<td>15,428</td>
</tr>
<tr>
<td>10. Plumbers</td>
<td>10,805</td>
</tr>
</tbody>
</table>
Top Ten Complaints by Type of Business

1. New Car Dealers
2. Used Car Dealers
3. Apartments
4. Hospitals
5. Restaurants
6. Roofing Contractors
7. Property Management
8. Consumer Finance Companies
9. Heating & Air Conditioning
10. Home Builders
Accredited Business Orientation

Only one virtual AB orientation was held in 2021 due to COVID-19
2021 Business of Integrity Awards

The BBB Business of Integrity Awards recognizes companies that demonstrate integrity and a strong commitment to ethics in all aspects of business. Applicants must be a for-profit business open for at least 3 years. Businesses are not required to be a BBB Accredited Business.

- **Upstate Service Solutions**
  Customer Service & Marketplace Ethics
  (1-10 employees)

- **Stokes & Company, CPA’s, PC**
  Customer Service
  (11-49 employees)

- **Guy Roofing, Inc.**
  Customer Service
  (50-199 employees)

- **RJ Construction**
  Customer Service
  (National category)

- **Weichert Realtors-Shaun & Shari Group**
  Community Service
  (1-10 employees)

- **Complete Heat & Air, LLC**
  Community Service
  (11-49 employees)

- **Upstate Granite Solutions**
  Marketplace Ethics
  (11-49 employees)

- **ProGrin Dental**
  Marketplace Ethics
  (50-199 employees)
2021 Student of Integrity Awards

The Student of Integrity scholarship program recognizes high school seniors who personify high character through personal integrity, leadership, community service, and academic accomplishments.

Lyndsey Marie Cloninger
Toyota, Kia & Hyundai of Greer
Greer High School

Daniel Alexander Romoser
Bonitz
Woodmont High School

Emilee Victoria Thompson
Piedmont Natural Gas
Woodruff High School

Jill Alison Brown
Benson Nissan, Kia, Hyundai of Spartanburg
James F. Byrnes High School

Ruthie Alice Dean
GBS Building Supply
Union High School
2021 L.A.R.P. Applause Winners

The BBB Local Advertising Review Program presents an Applause Award to a local business in our ten county area "in recognition of the company’s adherence to the BBB Code of Advertising guidelines" on a quarterly basis.

Goldfinch Wealth Management
February Winner

Hale's Jewelers
June Winner

Simply Southern Chiropractic
September Winner

Muncaster Financial Group
December Winner
## Revenue

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Support and revenues</td>
<td>$681,013</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$641,546</td>
</tr>
<tr>
<td>Increase in Net Assets</td>
<td>$40,220</td>
</tr>
<tr>
<td>Unrestricted Net Assets, begin</td>
<td>$661,855</td>
</tr>
<tr>
<td>Unrestricted Net Assets, end</td>
<td>$702,075</td>
</tr>
<tr>
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</tbody>
</table>
Trust always matters. BBB is deeply committed to building and advancing a better marketplace, a trusted marketplace for all.

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