Many thanks to all the consumers and businesses who support our work building marketplace trust all year round. Whether it’s through supporting ethical business practices, developing exceptional customer service relationships, or helping us defend our community from scammers and fraud, your commitment to improving trust and satisfaction in the marketplace is a critical cornerstone in the foundation of a healthy, functional local economy.

Thank you for another amazing year of building trust!
THE YEAR IN STATS

1) Skin Care
2) Furniture Retailers
3) Health & Diet Products
4) Auto Rental & Leasing
5) New Car Dealerships
6) Air Conditioning
7) Clothing Retailers
8) T-Shirt Retailers
9) TV Home Shopping
10) Storage Units

Top 10 Complaints

1) Roofing Contractors
2) Air Conditioning
3) Insurance Companies
4) Skin Care
5) Swimming Pool Contractors
6) Furniture Retailers
7) Used Car Dealerships
8) Collection Agencies
9) General Contractors
10) Health & Diet Products

THE YEAR IN STATS

6,463,500 Website Page Views
20,381 Complaints 75.12% Resolution Rate

3,257,715 Web Visitors
13,170 Customer Reviews Posted
66.6% Positive 32.2% Negative 1.1% Neutral

4,022,295 Business Profiles Provided
3,321 Mediations and Arbitrations

4,554 Accredited Businesses
539 Investigations

90,161 Accredited Business Online Seal Clicks
531 Advertising Reviews

8,895 Accredited Business Request A Quotes
885 Local Media Mentions

BBB's new website makes searching simple
Find business's accreditation status, rating, and reviews with ease on BBB's new website.

Find Trustworthy Businesses
BBB Standards for Trust

BUILD TRUST
Establish and maintain a positive track record in the marketplace.

ADVERTISE HONESTLY
Adhere to established standards of advertising and selling.

TELL THE TRUTH
Honestly represent products and services, including clear and adequate disclosures of all material terms.

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 customers regarding the use of their information.

EMBODY INTEGRITY
Approach all business dealings, marketplace transactions and commitments with integrity.
BBB Customer Reviews help consumers and businesses make wise purchasing decisions.

84% of consumers trust online reviews as much as a personal recommendation.*

Consumers Agree
- Positive reviews help build trust in a business.

90% of consumers determine whether they can trust a business after reading 10 reviews or less.*

Consumers Use
- A search engine to find reviews or go directly to a review site like BBB.org.

7 out of 10 consumers will leave a review if asked to do so.*

BBB Reviews Every Review Before Posting Them
- BBB validates the email address of each reviewer
- Reviews are shared with the business before they are published online
- Businesses can give feedback
- Businesses can address issues mentioned in reviews

BBB Customer Reviews are processed in less than 10 days

BBB uses data from Customer Reviews to help with business investigations.

Help Build Trust in the Marketplace — Leave a Customer Review on BBB.org Today

*Local Consumer Review Survey, BrightLocal, 2016