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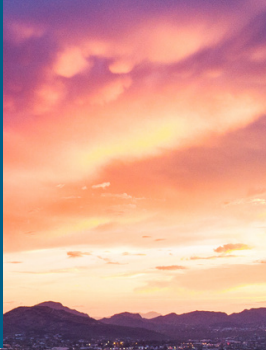
# Annual Report



Better Business Bureau  
Serving Southern Arizona



# 20 21



## Vision

An ethical marketplace where buyers and sellers 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

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.



# Start With Trust<sup>®</sup>

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## Thank You!

The business community has undergone a major shift, specially during the last two years. Trust, however remains to be critical for positive, productive marketplace relationships. Our own research indicates that while 82% of consumers in the United States report that trust sets the foundation for the purchase of goods and services. BBB's programs are designed to establish that trust, celebrate marketplace role models and call out substandard behaviors and bad actors.

With more than 140 million unique visitors to BBB.org, consumer education and empowerment continued to be the focal point for 2021. A trustworthy marketplace requires collaboration and support from all of its members. Thankfully, we do not stand alone in this work. Your BBB is grateful to the thousands of consumers, business and community partners throughout Southern Arizona who engage with us each year. We are especially grateful to our community of Accredited Businesses (ABs) that embody trust and to anyone working with or alongside us in the effort to foster a more trustworthy marketplace for all, we thank you and appreciated your efforts. Your BBB team will continue to foster trust in Southern Arizona in 2022 with more education, empowerment and added benefits to our ABs.

From Our President & CEO  
Pamela Crim

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Trust matters. In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business.

80%

of consumer say they've seen the BBB Accreditation Seal\*

90%

of people are familiar with BBB\*

83%

of people are familiar with a BBB letter grade are more likely to purchase a product if a business has a high BBB letter grade\*\*

400,000+

BBB Accredited Businesses and counting

\*Source: Nielsen 2018 \*\*47% of Nielsen responders were familiar with BBB letter grade

Why Trust Matters  
Brand Impact

# 2021

BBB seeks to measure its performance in building and advancing a better, more trustworthy marketplace for all. We use feedback collected from our stakeholders—including partners, businesses and consumers—to help reflect our impact.

## RETURN ON MISSION

for every \$1 invested in BBB

**\$4.08**

DIRECT RETURN ON MISSION

**\$12.98**

ESTIMATED MEDIA OUTREACH IMPACT (INDIRECT)

**\$17.06**

TOTAL ESTIMATED RETURN ON MISSION

### ENHANCING MARKETPLACE TRANSPARENCY

**6.2 Million+**

BBB Business Profiles

**697,000+**

Published Consumer Reviews

### CREATING A COMMUNITY OF TRUSTWORTHY BUSINESSES

**400,000+**

BBB Accredited Businesses Committed to Upholding the BBB Standards for Trust

### REPORTING MISLEADING OR CONFUSING ADVERTISING PRACTICES

**2,400+**

Reports from Consumers to BBB AdTruth™

### IMPROVING THE MARKETPLACE

**1.2 Million+**

Disputes Filed

**965,000+**

Disputes Settled

### WARNING PEOPLE OF FRAUD

**1.3 Million+**

Unique Users of BBB Scam Tracker™

**46,500** Scam Reports

**3** BBB Scam Tracker Research Reports<sup>9</sup>

**4** Scam Studies<sup>10</sup>

**50** Scam Alerts Viewed by

**738,000+** Individuals

### EMPOWERING CONSUMERS WITH KNOWLEDGE

**140 Million+**

Visitors to BBB.org

**285 Million+**

Reached through Media Relations

2020 ESTIMATED SOCIAL ECONOMIC IMPACT RESULTING FROM BBB PROGRAMS AND OUTREACH:

**\$3,514,287,600**

# The Impact of a Trustworthy Marketplace

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Mary Keysor, Chair  
Assured Partners

Tim Bee, Vice Chair  
Arizona Builders Alliance

Robert Janus, Treasurer  
Ultra Air Conditioning

Carrie Hamilton, Secretary  
Nextrio

Fred Knapp, Immediate Past Chair  
Core Construction

John Decker, Director  
Anchor Wave Internet Solutions



Board of Directors

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Anthony King, Director  
Associated Konsultants

David Couture, Director  
Tucson Electric Power

Dori Stolmaker, Director  
Distinctive Cleaning & Maintenance Services, Inc.

Jeremy Thompson, Director  
Cox Communications

Stacy Fowler, Director  
Tucson Business Networking

Sara Derrick, Board Consul  
Farhang & Medcoff- Attorneys



Board of Directors

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With everyone's safety and health in mind we decided to host our 2021 Torch Awards for Ethics virtually again this year. Together we celebrated and recognized for-profit and non-profit organizations that are committed to promoting and maintaining our standards of TRUST! in the business community. Every single one of these organizations is incredibly exceptional and an example for others in the community.



Celebrating TRUST!



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## Finalists

S.W.A.T Glass LLC  
Dynamic Comfort LLC, AC And Heating  
Encantada Roof Works LLC  
Cal's Plumbing Inc.  
Silverado Rooter & Plumbing Inc.  
Arizona Foundation Solutions LLC  
Big Brothers Big Sisters of Southern Arizona  
Habitat for Humanity Tucson  
United Community Health Center  
Treasures 4 Teachers of Tucson  
Spark Award  
Alejandro Vidal - Wildcat Painting Company LLC  
Robert Filmore - Cam-L Towing

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# Winners



Mrs. B's Cleaning Services LLC



YOUTH ON THEIR OWN™



the drawing studio  
where art meets life



Celebrating TRUST!

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Your BBB earned recognition for growth in 2021 from the International Association of Better Business Bureaus



This could not have been done without the dedication and hard work from our Business Development Team

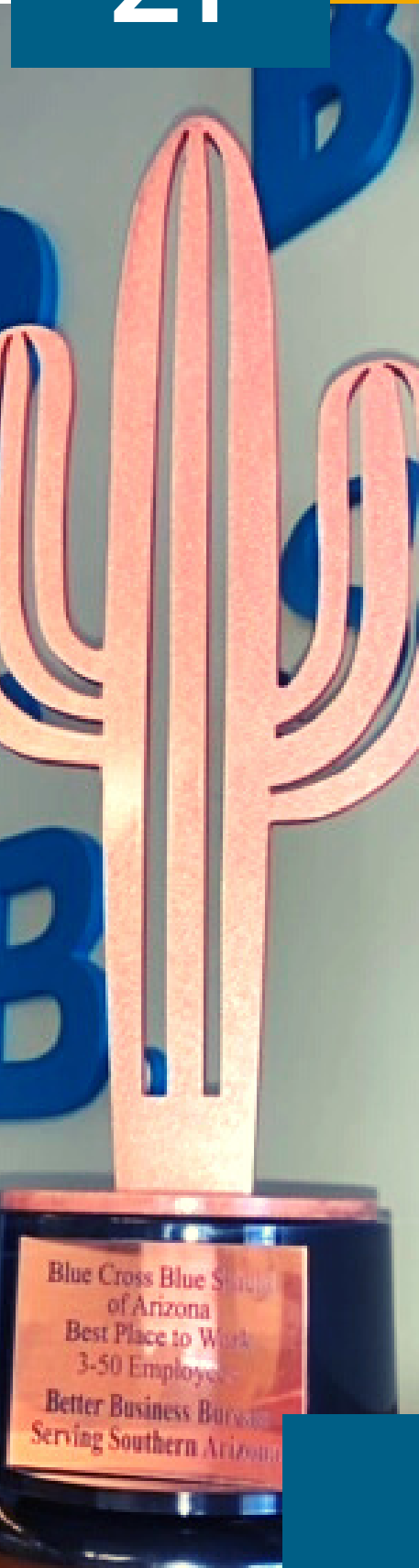
National Recognition

# 20 21

## Your BBB earned the 2020 Copper Cactus Blue Cross Blue Shield Best Place to work award!



We are honored to have received recognition from our employees. Each and every single employee is the driving force for the success of our non-profit. Our organization strives to demonstrate that our employees are not 'assets' but rather uniquely essential brand ambassadors that aid in delivering our vision and mission in Southern Arizona. We thank them for all of their dedication, resilience, loyalty and most importantly for all of the unique talent that they bring to our organization. We could not execute our strategies or mission without them. Thank you for pivoting and welcoming every challenge with a smile, we truly have one of the best teams in Southern Arizona.



## Best Place To Work Copper Cactus Award

# 20 21

At its' core, the goal of community outreach is to aid our community in functioning better. Getting involved and giving back to the Southern Arizona Community is one of your BBB's priority.

From top to bottom: Our CEO & Director of Ops presenting at the University of Arizona. Our team participating in Days of Caring with United Way of Tucson. Partnered with Hamstra's Giving Hands and helped collect over 2,700 canned items.



## Community Outreach

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Our team was super excited to partner with San Miguel High School for the 2021-2022 school year. The Corporate Work Study Program (CWSP) is a unique program that allows student workers to gain experience and professional contacts in a broad range of industries. The students are such an incredible asset to our team and they are a vital part of the customer service that we are able to offer to our community.



## New Partnerships: San Miguel High School

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We are ecstatic to announce our partnership with the Tucson Roadrunner as the official presenting sponsor of the Roadrunner's Business Club. The partnership allows BBB and our Accredited Businesses to gain additional exposure through 150,00 fans, drive traffic to our website and increase our brand recognition along side the Roadrunner's hockey team.



**ROADRUNNERS**  
**BUSINESS**  
*CLUB*

Presented by the  
Better Business  
BBB Bureau

**SIGN UP NOW**

**ALL MEMBERS RECEIVE:**

- SPECIAL TICKET OFFERS ALL SEASON
- IN-GAME PROMOTIONAL OPPORTUNITIES
- OPPORTUNITY FOR IN-GAME BUSINESS SPOTLIGHT
- LISTING ON BUSINESS CLUB WEB PAGE
- NETWORKING OPPORTUNITIES

**New Partnerships:  
Roadrunners Business Club**

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E-Quotes  
11,859



5,658



2,444

Complaints



Profile Inquiries  
810,933



42,832



Phone Calls

## Local Stats



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Build Trust



Advertise Honestly



Tell the Truth



Be Transparent



Honor Promises



Be Responsive



Safeguard Privacy



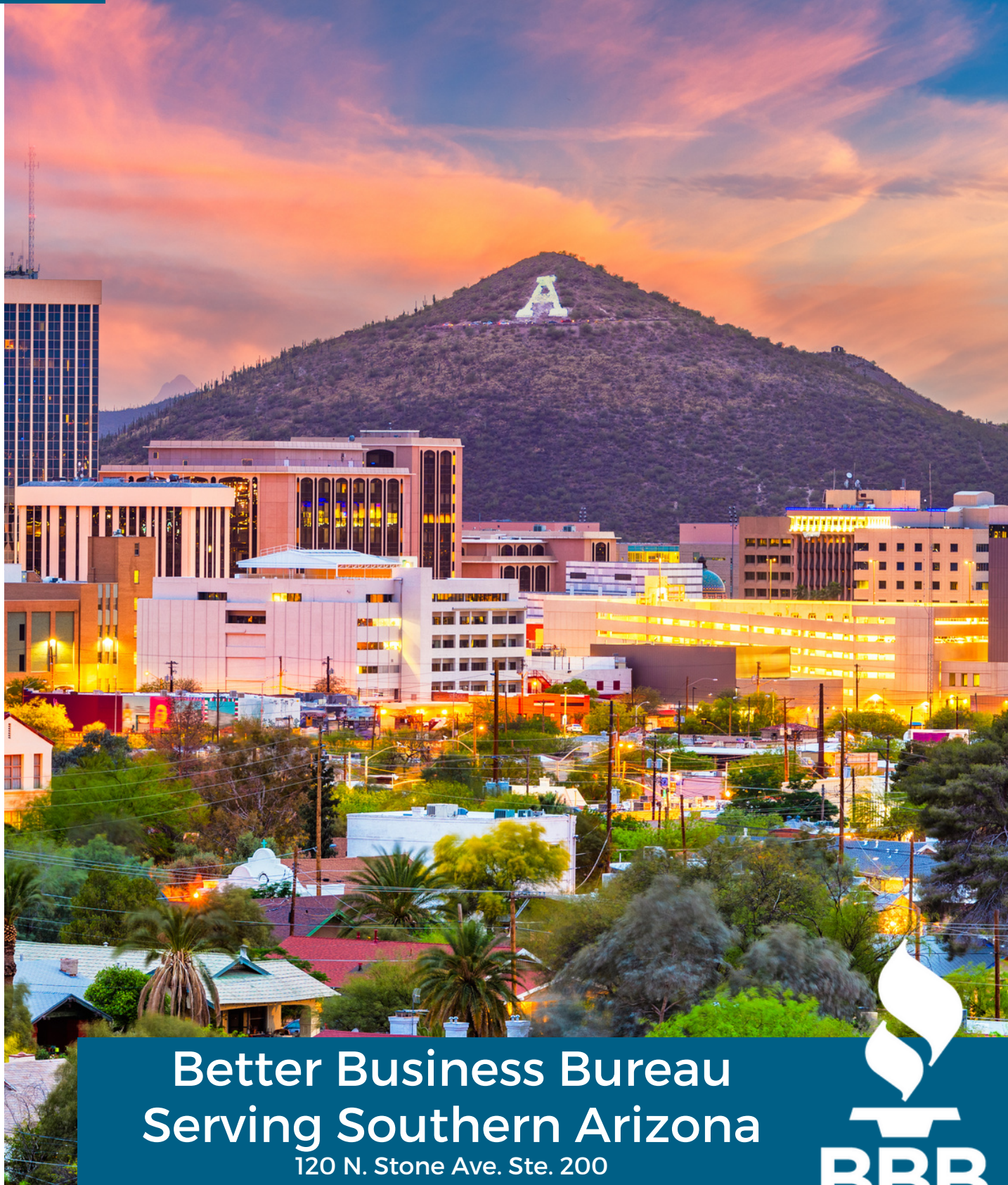
Embody Integrity



Standards of Trust

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CONTACT US



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Serving Southern Arizona**

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