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BETTER BUSINESS BUREAU SERVING THE PACIFIC SOUTHWEST

# IMPACT REPORT

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**2023**

The year "2023" is displayed in large, bold, black, sans-serif numerals. Each numeral is contained within a white rectangular box that has a slight 3D effect with a shadow on the right side. The '3' is partially obscured by a white paper strip that is folded over it from the bottom right, creating a layered effect.



## A MESSAGE FROM OUR PRESIDENT

**Dear Community of Trustworthy Businesses,**

Your commitment to ethical operations inspires us, and I extend my sincere gratitude for consistently leading with integrity. We're excited to highlight the impact we've made over the past year, which wouldn't have been possible without your dedication to driving our mission forward. From fostering entrepreneurial education, providing business loans and student scholarships, to elevating purpose-driven businesses and cultivating collaboration through coworking and meeting spaces, we strive to uplift our communities. We remain dedicated to innovation, ensuring we meet the evolving needs of both businesses and consumers. Thank you for your trust and loyalty as we continue to exceed our brand promise to you. Gratefully,

**Matthew Fehling**

President & CEO  
BBB Serving the Pacific  
Southwest

A black ink handwritten signature of Matthew Fehling, written in a cursive style.

### THE MISSION

To be the leader in advancing marketplace trust.

### THE VISION

An ethical marketplace where buyers and sellers trust each other.

### STANDARDS FOR TRUST

Build Trust	Honor Promises
Advertise Honestly	Be Responsive
Tell the Truth	Safeguard Privacy
Be Transparent	Embody Integrity



Everything Is Made  
Possible **By You**

On average, the star ratings of BBB Accredited Businesses are 61% higher than those of Non-Accredited Businesses

## CUSTOMERS CONTINUE TO TURN TO BBB

**12,323,244**

BUSINESS PROFILE REQUESTS



**86,008**

COMPLAINTS CLOSED

**108,276**

CUSTOMER REVIEWS

## POSITIVE CUSTOMER REVIEW COMPARISON

**52,491**

ACCREDITED BUSINESSES

**10,046**

NON-ACCREDITED BUSINESSES

## AVERAGE DISPUTE RESOLUTION RATE

**99.85%**

ACCREDITED BUSINESSES

**62.69%**

NON-ACCREDITED BUSINESSES



**YOU** BUILD A BETTER COMMUNITY

**BBB FOUNDATION FOR EDUCATION  
AND ENTREPRENEUR LEADERSHIP  
PROVIDES RESOURCES TO MAIN  
ST. BUSINESSES IN THE PACIFIC  
SOUTHWEST.**



\$157,195

RAISED FOR ETHICAL  
PROGRAMMING

\$69,077

AWARDED TO

43

ETHICAL  
STUDENTS

\$384,500

RAISED FOR  
ENTREPRENEUR PROGRAMMING

976

ENTREPRENEURS EMPOWERED  
THROUGH OUR PROGRAMS

\$113,500

IN KIVA LOAN FUNDS DISPERSED TO

15

MAIN ST. BUSINESSES

## STUDENT AND ENTREPRENEUR SUPPORT INITIATIVES

**Better Money**  
A BBB Financial Workshop Series



**Empower**  
by **GoDaddy**



**LEARN · EDUCATE · GROW**  
CONFERENCE  
In partnership with GoDaddy x BBB®



All Of This Is Made Possible By The Example  
Set By Our Accredited Businesses

**YOU** BUILD A BETTER COMMUNITY



**BBB4GOOD BUILDS UPON BBB ACCREDITATION BY ELEVATING BUSINESSES INCORPORATING A HIGHER PURPOSE INTO THEIR MISSION.**

In March 2023, our BBB became one of only six to launch BBB4Good. The BBB4Good Trustmark verifies a business' commitment to using its platform to create positive change in the community like donating proceeds, volunteering or protecting our environment.



**THIS AWARD HONORS BUSINESSES THAT SET THE BAR FOR ETHICS! THESE SHINING EXAMPLES WIN THE TRUST AND ADMIRATION OF EVERYONE THEY SERVE.**



**2023 TORCH AWARDS WINNERS**

**Arizona**

Weld Like A Girl  
Friendly Auto Centers  
Gold Star Plumbing & Drain  
George Brazil Air  
Conditioning & Heating  
Greulich's Automotive Repair

**Orange County**

TURF  
South Coast College  
taxrise  
New American Funding

**San Diego**

Joint Venture Marketing  
Countywide Mortgage  
Lending  
Ideal Plumbing  
Marrokal Design and  
Remodeling  
BrightStar Home Care

**[torchawards.bbbcommunity.org](http://torchawards.bbbcommunity.org)**

**YOU** ARE A BETTER BUSINESS

## DISPLAY YOUR TRUST SEAL



### BBB TRUST SEAL DECAL

Order your decal on the Accredited Business Portal.

### BBB TRUST SEAL FOR WEBSITES

Download yours right now on the Accredited Business Portal.

146,471

BBB ONLINE TRUST SEAL CLICKS

### BBB ACCREDITED BUSINESS SAVINGS WITH UPS DISCOUNT

\$10K

NUMBER OF DISCOUNTS OFFERED TO BBB ACCREDITED BUSINESSES IN 2023

20



All-in-one business management platform with best-in-class tools.

- Simple Setup
- Dedicated Support
- 30% - 50% Savings

## GET A QUOTE

12,027

REQUESTS FOR QUOTES

Customize yours on the Accredited Business Portal.

Unlock the full power of your BBB Accreditation. Join our FREE webinar, BBB University, for interactive sessions that teach you how you can take advantage of more savings like these.

Visit [events.bbbcommunity.org](https://events.bbbcommunity.org) to reserve your spot.



Better Business Bureau  
**University**



**AS A BBB ACCREDITED BUSINESS, YOU ARE ENTITLED TO COMPLIMENTARY HOURS TO TAKE ADVANTAGE OF BBB MEETING AND EVENT SPACES**

**BBB Accredited Businesses used our facilities for a total of over 1,500 hours in 2023**



**ignite sparked by BBB**  
San Diego, California



**BBB Business & Community Center**  
Phoenix, Arizona



**ignite sparked by BBB**  
Phoenix, Arizona

*Additional meeting space is available at the Prescott, Lake Havasu City, Yuma, and Newport Beach Campuses.*

# THANK YOU FOR HELPING BUILD OUR ETHICAL COMMUNITY

## OUR CAMPUSES

### 1. PHOENIX CAMPUS

1010 East Missouri Avenue  
Phoenix, AZ 85014  
602.264.1721

### 2. PRESCOTT CAMPUS

213 Grove Avenue  
Prescott, AZ 86301  
928.772.3410

### 3. LAKE HAVASU CITY CAMPUS

2119 McCulloch Boulevard  
Lake Havasu City, AZ 86403  
928.302.3701

### 4. YUMA CAMPUS

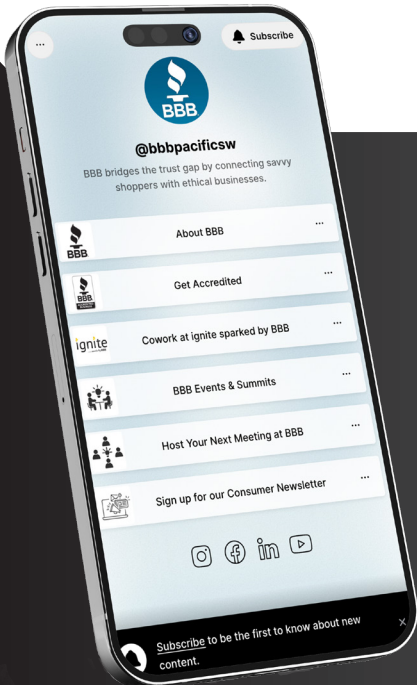
350 West 16th Street, Suite 205  
Yuma, AZ 85364  
928.919.7940

### 5. SAN DIEGO CAMPUS

4747 Viewridge Avenue, #200  
San Diego, CA 92123  
858.496.2131

### 6. NEWPORT BEACH CAMPUS

120 Newport Center Drive  
Newport Beach, CA 92660  
714.930.7803



## SCAN HERE TO CONNECT WITH US

[linktr.ee/bbbpacificsw](https://linktr.ee/bbbpacificsw)