

# 2009 Year in Review

Better Business Bureau | Growth Through Trust



Better Business Bureau of Southern Arizona  
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[www.tucson.bbb.org](http://www.tucson.bbb.org)

## 2009 Board of Directors

### Officers:

Sam Santistevan - Chair  
Automotive Recalibration

Jim Garrett - Vice Chair  
Aquapure Hydration

Jennee Del Vecchio - Secretary  
The Browns Are Selling

Rosemary Beck - Treasurer  
TimeTrak Systems of Arizona

Mike Harris - Past Chair  
Tucson Business Investments

### Legal Counsel:

Marc Montijo

### Directors:

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Johnny Mullholland  
Dry Heat Promotional Products

Marylee Pangman  
The Contained Gardener

Alan Schultz  
Territorial Newspapers

Jordan Simon  
Venture West

Gary Steeber  
Native Tele-Data Solutions

Chris Edwards  
Tucson Appliance

### 2009 Cochise County Advisory Council:

Frank Gonzales  
Lawley Automotive Center

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Basic Training Educational Services

Kathy Murray  
Cox Communications

Bruce Pausus  
R. V. City

Wes Smith  
Campstone Transfer

Pam Swete  
Thunder Mountain Pools

## A Message from BBB's President/CEO



Few things in the southern Arizona marketplace stayed a steady course in 2009 with the exception of uncertainty. This uncertainty led to a significant increase in the number of consumers who contacted Better Business Bureau (BBB) looking for unbiased information and trustworthy companies.

Our office provided just shy of 443,000 instances of service to local consumers in 2009, which reflects a 20 percent increase over 2008. A good portion of that increase is due to a 154 percent jump in the number of BBB Accredited Business rosters requested by local consumers. These statistics are representative of the times we face: consumers aren't willing to gamble on companies they know little to nothing about. They want a promise that their dollars are being spent with companies committed to ethical business practices, and they are turning to you – our BBB Accredited Businesses - to find that assurance.

Knowing full well the shift in consumer confidence, our focus in 2009 was to make sharing your accomplishment of earning BBB Accreditation easier. We did that through events, presentations, media coverage, social media sites, and new programs:

- We created a dedicated marketing and program development department to help you promote your company to the thousands of consumers coming to BBB.
- We streamlined our logo program, making it easier and more economical for you to advertise your accreditation online and in other venues.
- We partnered with Google, giving you an affordable and exclusive way to purchase BBB branded paid placement on the world's most used Website.
- We launched a consumer e-newsletter, allowing us direct and immediate contact with hundreds of local consumers.
- We initiated an aggressive Search Engine Optimization (SEO) effort in concert with the Council of Better Business Bureaus which has resulted in a significant jump in the number of consumers using our Website.

On behalf of our 2009 Board of Directors and staff, I would personally like to thank you and our 1,900 Accredited Businesses in Southern Arizona for your continued commitment to promoting ethical business practices. It's your support that makes it possible for us to achieve our mission of being the leader in advancing marketplace trust. Thank you.

Sincerely,

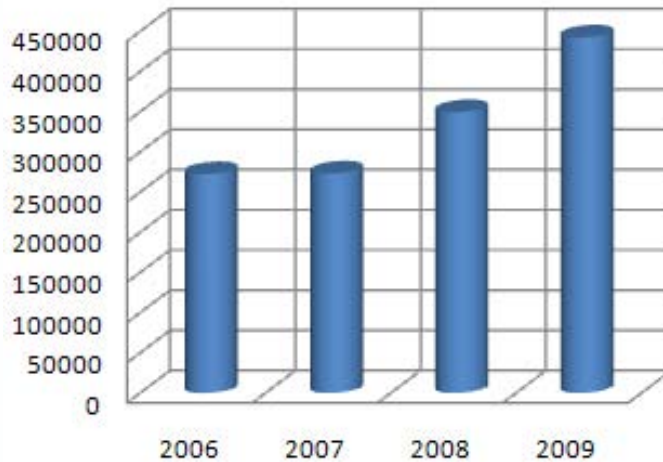
A handwritten signature in black ink that reads "Kimberly States". The signature is written in a cursive, flowing style.

Kimberly S. States

## 2009 Marketplace Activity:

BBB of Southern Arizona provided 442,107 instances of service in 2009.

### BBB Instances of Service



#### Ten Most Inquired About Industries

1. Air Conditioning Contractors & Systems
2. Roofing Contractors
3. Plumbing Contractors
4. Auto Repair & Service
5. Auto Dealers-New Cars
6. Contractors-General
7. Movers
8. Pest Control Services
9. Auto Dealers-Used Cars
10. Painting Contractors

#### Ten Most Complained About Industries

1. Health & Medical Products
2. Auto Dealers-New Cars
3. Auto Repair & Service
4. Auto Dealers-Used Cars
5. Air Conditioning Contractors & Systems
6. Computers Software & Services
7. Television - Cable, CATV & Satellite
8. Cellular Telephone Service & Supplies
9. Property Management
10. Furniture-Retail

### 2009 Instances of Service Breakdown

#### Company Report Requests:

261,442

#### BBBOnline Seal Clicks:

114,424

#### Accredited Business Rosters:

61,865

#### Advertising Review Cases:

35

#### Arbitration Hearings:

18

#### Complaints Filed:

3,938

#### Equote Requests:

385



# 2009 BBB Accredited Business Benefits



In 2009 your BBB was proud to introduce or improve the following benefits and programs for our Accredited Businesses.

## Visibility

### **BBB Reliability Reports**

Encourage potential customers to view your BBB Reliability Report at [www.tucson.bbb.org](http://www.tucson.bbb.org) to show them your business adheres to BBB's Standards for Trust.

### **Community Marketing**

Partner with BBB in online and mixed media marketing promoting BBB's message of trust to your potential customers and stay tuned for even more opportunities in 2010. For more information call 520-888-6161 ext. 106.

### **BBBOnline Seal**

Properly adding BBB's approved online seal not only allows consumers to identify you as a BBB Accredited Business and click through to view your report, it may also help increase your Website's search engine optimization. To view the BBBOnline seal options and details visit [www.tucson.bbb.org/business](http://www.tucson.bbb.org/business) or call 520-888-6161 ext. 107.

### **eQuote**

Consumers visiting [tucson.bbb.org](http://tucson.bbb.org) can request bids from BBB Accredited Businesses in a particular industry and zip code. Once a bid is submitted, the customer's contact information is e-mailed to the BBB Accredited Businesses in the industry the customer selected. All we need from you is a valid email address.

## Public Awareness

### **Media Relations**

BBB issued 73 press releases in 2009, resulting in over 300 media mentions. We increased our standing media presence in Tucson with a regular segment on KMSB Fox 11 called Fraud Fighters. We also launched a blog at [TucsonCitizen.com](http://TucsonCitizen.com) where we post the latest scams and consumer news.

### **Marketplace Matters**

This monthly newsletter is sent to hundreds of local consumers with links to our latest news stories, scam alerts, tips and more.

### **The Standard**

Our monthly business e-newsletter is distributed to Accredited Businesses and features the latest on new programs and discounts at BBB as well as news and important events in Southern Arizona.

### **Social Media**

Stay on top of BBB news and alerts through Facebook, Twitter, YouTube and LinkedIn.

### **Community Outreach**

Your BBB team presented numerous speeches, workshops and classes in 2009 to ensure local consumers were educated on the importance of hiring a BBB Accredited Business, the latest scams, wise purchasing, charitable giving, debt and credit management, predatory lending and more.

### **BBB Military Line ®**

Your BBB's active Military Line program put us in front of more than 600 service men and women at Davis-Monthan Air Force Base and Fort Huachuca. Our monthly courses allow BBB to promote the importance of doing business with companies that can be trusted – our BBB Accredited Businesses. We also teach courses on Debt Management, How to Buy a Car, and Understanding Credit.