



2025

IMPACT REPORT

Better Business Bureau®

Serving West Florida

Pinellas, Hillsborough, Pasco, Hernando, Charlotte, Collier, DeSoto,
Hardee, Lee, Sarasota, Manatee



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Our Vision:

An ethical marketplace where buyers
and sellers trust each other.

Our Mission:

To be the leader in advancing
marketplace trust.



6,018 Accredited Businesses



BBB Accreditation shows that a business is
committed to the BBB Standards for Trust, fueling
customer confidence that they're dealing with an
ethical and vetted business.



2025 At A Glance

Creating a Community of Trustworthy Businesses

43,359
BBB Online Trust Seal Clicks

24,095 **288**
Complaints Closed Investigations

593 **2,643**
Advertising Concerns Scam Tracker Submissions on Florida's West Coast



Enhancing Marketplace Transparency

5,753,445 **22,329**
Business Profile Requests Requests for Quotes

22,410 **5,614,120**
Customer Reviews Business Category Rosters Issued



BBB
Start With Trust™

Building a Better Community Together

Top 10 Complaints

1. Auto Rentals and Leasing
2. Online Retailers
3. New Car Dealers
4. Collection Agencies
5. Fitness Centers
6. Furniture Stores
7. Air Conditioning Contractors
8. Property Management Companies
9. Portable Storage Units
10. Medical Equipment

Top 10 Inquiries

1. Roofing Contractors
2. Air Conditioning Contractors
3. Online Retailers
4. General Contractors
5. Vitamins and Supplements
6. Plumbers
7. Free Trial Offers
8. Pool Enclosure Companies
9. Pool Contractors
10. Property Management Companies

Empowering Consumers with Knowledge

1,484,808
Social Media Impressions

226,539
Social Media Engagements

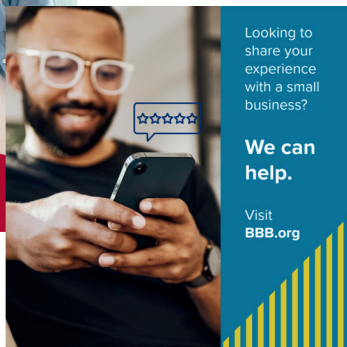
3,253
Local Media Mentions



If it feels off—it probably is.

SEARCH SCAMS

[BBB.org/ScamTracker](https://www.bbb.org/ScamTracker)



Looking to share your experience with a small business?

We can help.

Visit [BBB.org](https://www.bbb.org)

HAVE A QUESTION ABOUT A BUSINESS?
We can help. Visit [BBB.org](https://www.bbb.org).



THE SIGN OF A BETTER BUSINESS
[BBB.org](https://www.bbb.org)



Advancing Trust in the Marketplace

BBB ensures that we provide the resources and skills to create an ethical community. BBB is proud to partner with organizations that lead with integrity and strive to foster future generations.



Junior Achievement™
of Tampa Bay

BBB at JA Biztown 20th Anniversary



Pinellas Education Foundation

Enterprise Village



Inaugural Patricia S. White Memorial Scholarship



Stetson Business Ethics Competition



SBA U.S. Small Business Administration



UPPER TAMPA BAY
Chamber of Commerce

Non-Profit Round Table



JMI
The Jim Moran Institute For Global Entrepreneurship

12th Annual Small Business Leadership Conference



Supporting Our Accredited Business

Inspire a
BETTER
marketplace
with BBB®



THE SIGN OF A BETTER BUSINESS.



Supporting Small Businesses