Trust, put to work.

Helping people make informed choices. Helping businesses earn confidence.



A useful place to turn.

Before hiring a contractor, a person checks a business. After a purchase goes wrong, a customer needs a way to raise a concern. A business owner looks for dependable guidance and people to learn from.

BBB has a role in each of those moments. In 2025, that work included maintaining business information, handling complaints, teaching scam awareness and bringing Maryland businesses together.

1.55M

Unique Maryland visitors to BBB.org

2025 year-to-date dashboard, reported December 2

5.28M

BBB.org page views from Maryland visitors

7,756

Complaints closed

January–December 2025

4,971

Reviews published

2025 year-to-date summary

2,667

Accredited Businesses

December 2 snapshot



THE WORK BEHIND THE NUMBERS

Consumer assistance. Business standards. Practical education. Community connections. This report brings those parts of BBB's work together.

At left: 2025 Signature Event, Columbia.

A place for questions. A process for concerns.

7,756

complaints closed in 2025

Complaint handling is one of BBB's most practical services: a structured way for customers to raise concerns and businesses to respond. The full-year closed-case count captures that day-to-day work.

4,971

Customer reviews published

Customer experiences add another perspective when people research a business. Figure from the 2025 YTD summary.

19.8 days

Average time to close

Reported in the December 2 YTD dashboard. A closed complaint is not necessarily a resolved complaint.

KEEPING BUSINESS INFORMATION USEFUL

3,327

new business records added in 2025

2,405

profile updates through a dedicated business-information project

Spot the warning signs. Know what to do next.



Spot the Scam at Thurmont Regional Library · October 1, 2025

11

Community workshops

Practical guidance, close to home

BBB's outreach team brought scam awareness and Truth in Advertising presentations to libraries and community settings, including Perry Hall, Pikesville, Keswick and Thurmont.

Local media coverage extended that work, with BBB contributing guidance on fake toll notices, romance scams and misleading delivery alerts.

BBB NETWORK-WIDE IMPACT

$790k

Estimated losses avoided through BBB Scam Tracker in 2025

03 / SHRED DAY

One simple step to protect personal information.

APRIL 26, 2025
WHITE MARSH + TIMONIUM

2,000+

attendees served[5]

40,000 lb.

Estimated paper shredded

Staff estimate; not certified weight.



A volunteer welcomes drivers at the Timonium Shred Day site.

At BBB's 18th annual Shred Day, people could drive up and have sensitive documents destroyed at no charge.

Iron Mountain supplied mobile shredding trucks and recycled the paper. Accredited Businesses, board members, CCBC Upward Bound students and Towson High School students helped make the service possible.

Businesses and volunteers, showing up for the community.

Standards. Support. Connections.



Checking in at the 2025 Signature Event.

2,667

Accredited Businesses

December 2, 2025 snapshot

84.31%

Overall retention

December 2025 export

Standards behind the seal

BBB's marketplace work includes reviewing business practices and monitoring use of its name. In 2025, staff closed 23 investigations and 70 logo-violation cases.

Accredited Businesses support this work and belong to a community centered on trustworthy conduct.

Useful reasons to connect

Business education addressed insurance costs, cybersecurity and BBB marketing tools. The OGs of BD Live! panel explored networking, while July's golf tournament brought the business community together at Turf Valley.

A NEW RESOURCE IN 2025

Business Opportunity Hub

Launched in beta with EcoMap, the Hub brought Maryland business resources into BBB's member portal.

Recognizing the way business should be done.



2025 Signature Event · The Meeting House, Columbia · October 29

The Torch Awards recognize businesses whose leadership and practices reflect character, culture, customers and community. Four winners and four additional finalists were honored in 2025.

2025 WINNERS / 4

DoodyCalls Frederick
Nurse Practitioner On Call
Stay Home Senior Services of Maryland
Maryland Heating & Air

2025 FINALISTS / 4

Sew More Couture
Remodeling, M.D. LLC
Immaculate Clean
RoofPRO LLC

BBB Ambassador Award Paul Davis Restoration

A SHARED COMMITMENT

Thank you for making trust possible.

To our Accredited Businesses, community hosts, volunteers, board members and partners: thank you for supporting the everyday work behind a trustworthy marketplace.

About the numbers

Reporting year: 2025

This impact report combines full-year activity with the dated snapshots identified below. Measures have different scopes and should not be added together. It is not a financial statement.

1. Dashboard — December 2025 YTD. December 2 snapshot: 1,551,619 unique Maryland visitors; 5,283,487 page views; 2,667 ABs; 19.8 average days to close. Web measures cover Maryland visitors to BBB.org.

2. BBB Data Points — 2025 operational tables. Complaint, investigation, logo-case and business-record counts cover January–December. Closed does not necessarily mean resolved. Reviews: 4,971 in the 2025 YTD summary; exact cutoff unspecified. Profile updates may repeat businesses.

3. Overall Retention by BBB — December 2025.

4. Eleven community workshops reported as of that meeting. Session examples are supported by the 2025 education register and post-event correspondence.

5. Shred Day recap and staff report — April 28, 2025. Recap reports more than 2,000 attendees. The 40,000-pound paper figure is a staff estimate, not certified vendor weight.

6. 2025 Torch Awards announcement — October 30. Final winners, finalists and Ambassador Award recipient; October 29 event and venue.

7. Calculation: 65,926 unique visitors × 31.2% checking a possible scam × 41.3% reporting an avoided loss × $93 median reported loss = $790,031. Based on national survey assumptions published by BBB Institute, not directly documented savings.

8. 2025 education register and December board presentation. Program examples, EcoMap beta launch and media work are supported by dated records in the source inventory. No annual unique education reach is claimed.

Photography: Rachel Smith Photography, 2025 Signature Event (pages 1, 2, 6 and 7). BBB, Greater Maryland staff archives, Thurmont and Shred Day (pages 4 and 5). Cover: a moment at the October 29 Signature Event.

BBB.org 410-347-3990