



Building Trust,
Together.

2025 Impact Report

Better Business Bureau® Serving the Pacific Southwest

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A Letter from the President

The dedication you show to strengthening our community through ethical business practices inspires us, and I'm sincerely grateful for the leadership you bring every day. We're grateful to work alongside businesses and partners who lead with integrity and care deeply about the impact they make.

Over the past year, we have invested in people, ideas, and spaces that encourage collaboration and thoughtful storytelling, helping ethical businesses and communities grow together. What continues to excite us is the opportunity to grow and evolve alongside the businesses we serve.

Thank you for being part of this community and for the trust you place in us. We're energized by what we can accomplish together and inspired by the future we're building rooted in ethics, connection, and shared success.

Best regards,

Matthew Fehling

President & CEO, BBB Pacific Southwest

Our Compass: Mission & Vision



Trust is the currency of a thriving community.

At our core, we are guided by this singular, powerful belief. We do not achieve this by standing on the sidelines. We actively shape the marketplace by **setting the standard** for trust, **educating** consumers and businesses on best practices, **celebrating** the role models who get it right, and **calling out** behavior that falls below the bar.

We are here to create a community of trustworthy businesses.



our mission

To be the leader in advancing marketplace trust



our vision

An ethical marketplace where buyers and sellers can trust each other.



01

Build Trust

02

Advertise Honestly

03

Tell the Truth

04

Be Transparent

05

Honor Promises

06

Be Responsive

07

Safeguard Privacy

08

Embody Integrity

Broad Reach, Local Impact



Our Campuses

Our service area is vast, encompassing most of Arizona and much of Southern and Central California. But we don't believe in "remote" impact. We insist on local touchpoints—physical spaces where handshakes happen and community is built.



Bakersfield, CA

The Bakersfield campus at 841 Mohawk St., Bakersfield, CA 93309 serves businesses and consumers at full capacity and acts as the essential command center for the BBB's mediation team. This powerful hub ensures rapid dispute resolution while driving core functions like consumer education and Accredited Business relations.



Fresno, CA

The Fresno campus at 2600 W Shaw Ln., Fresno, CA 93711 is the key campus in Central California, operating at full power to meet local market needs. Beyond standard operations, the team champions BBB PacSW's initiatives and hosts the exciting ignite sparked by BBB podcast studio, the perfect platform for amplifying crucial local voices. This campus also successfully launched the region's first-ever Industrious Women's Summit (IWS) and celebrated their 75th Anniversary/Open House event.



Lake Havasu City, AZ

The Lake Havasu City campus represents the future of entrepreneurship, currently housed in a private office with a newly constructed coworking and collaboration hub at 2119 McCulloch Blvd N., Lake Havasu City, AZ 86403. It serves as a dynamic center for entrepreneurs, businesses, and economic development leaders.



Newport Beach, CA

The Newport Beach campus at 120 Newport Center Dr., Newport Beach, CA 92660 serves many functions. With plans to reimagine the space and build an ignite hub, we are currently growing our local team to serve the market needs of the region.



Phoenix, AZ

The Phoenix campus is located at 1010 E. Missouri Ave., Phoenix, AZ 85014. The Business and Community Center serves as the cornerstone of the campus and offers six conference rooms, a podcast studio, and an array of amenities. The Innovation & Events Hub is an ideal venue for networking, fundraisers, and community gatherings. This building also hosts a video production studio, a fully-equipped production space for businesses to create compelling video content.



Prescott, AZ

The Prescott campus at 213 Grove Ave., Prescott, AZ 86301 serves as a vital branch. It is equipped with dedicated meeting space and a podcast/video production studio, specifically designed to give a massive voice to the local community.



San Diego, CA

The San Diego campus is located at 4747 Viewridge Ave. #200, San Diego, CA 92123. The San Diego Campus offers a professional space designed for the business community, providing a welcoming and inclusive environment at ignite sparked by BBB. With five meeting rooms, a designated event space, drop-in collaborative space, and a podcast studio, this space is ideal for connection, collaboration, community, and amplification.



Yuma, AZ

The Yuma campus at 350 W. 16th Street, Ste. 205, Yuma, Arizona 85364 is a strategic branch. It currently offers a meeting room for Accredited Businesses and community members, with exciting plans underway to complete our fifth regional podcast studio here in early 2026.





2025 Arizona's Largest
Business Advocacy Group



2025 Best Places to Work



Setting an Example

We practice what we preach. From our giving-back initiatives to the company culture awards we are humbled to receive, we strive to model the integrity we ask of our accredited businesses.





Our Membership

Better Business Bureau would be nothing without the commitment of our Accredited Businesses. We have the distinct pleasure of calling more than 24,000 businesses across Arizona and California “partners” in our mission.

These are the companies that have raised their hands and agreed to uphold higher standards. Our membership is diverse, evolving alongside a rapidly changing business landscape.

Top Industries of Accredited Businesses



Contractors



Automotive



Home Services

Longest Tenured Accredited Businesses

Arizona

Courtesy Chevrolet

Since 1956

APS

Since 1958

Central & Inland California

Urner's Inc.

Since 1954

AG Hardware

Since 1960

Orange County

**State College
Distributors**

Since 1967

**Pacific Coast Water
Systems**

Since 1973

San Diego

**Frost Hardwood
Lumber**

Since 1942

**Walter Anderson
Nursery**

Since 1946

Serving National Brands

BBB Pacific Southwest serves as the central hub managing the business profiles of some of the nation's most well-established brands.

Cox Communications

GoDaddy

LA Fitness

Opendoor

U-Haul

Vizio

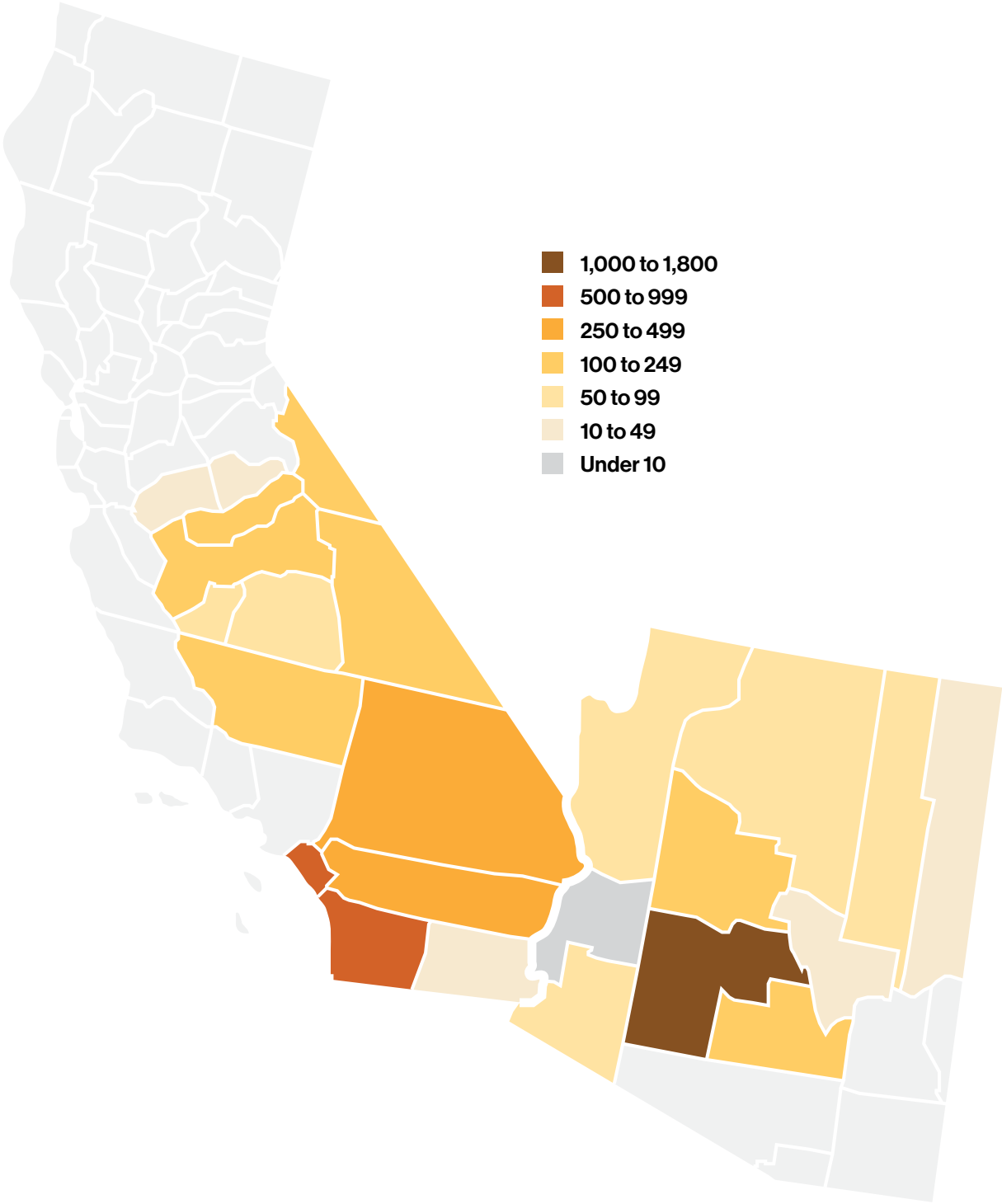
loanDepot

Moss Bros. – Riverside

Jack in the Box

San Diego Padres

Accredited Businesses Counties Heatmap



A man and a woman are standing in front of a wooden building frame under construction. The man, on the left, is wearing a yellow hard hat, a light blue t-shirt, and a high-visibility yellow safety vest. He is smiling and has his arm around the woman's shoulder. The woman, on the right, is wearing a white hard hat, a light blue t-shirt, and a high-visibility yellow safety vest. She is also smiling. The background shows the wooden studs and red metal scaffolding of the building under construction.

“Being accredited with the Better Business Bureau has been a valuable asset.”

It reinforces our commitment to professionalism, transparency, and ethical service—values that align directly with our mission to be the trusted advocate for policyholders.

Our A+ BBB rating establishes instant credibility with new clients, enabling us to stand out in a competitive field and attract policyholders seeking a dependable partner during the stressful insurance claims process.

The BBB also provides a respected platform for verified reviews and offers an added layer of accountability, strengthening long-term client relationships and supporting our growth as a reputable leader in the public adjusting industry.

AJR Public Adjusters

Maricopa County, Arizona
BBB Accredited Since 2014

Guided by Local Leaders

Our strategy is steered by a Board of Directors. These individuals bring a wealth of experience from across our entire service area, ensuring we remain responsive to the needs of both consumers and businesses.

Board of Directors

Officers/Executive Committee



2026 Board Chair

Jodi Low
U & Improved
Maricopa County



2026 Board Vice Chair

Jacque Keenan
SRP
Maricopa County



2025 Treasurer

Bradley Smith
Rescue One Financial
Orange County



2026 Secretary

Jimmy Dunn
California Health
Sciences University
Fresno County



2026 Past Board Chair

Nicole Donnelly
Miramar Kitchen & Bath
San Diego County



Robert Behic
Countywide Mortgage
San Diego County



Dave Burns
Burns Pest Elimination
Maricopa County



Aaron Frazier
American Technology
Specialists
Maricopa County



Owen Freeman
Tel-Tec Security
Systems, Inc.
Kern County



Jonathan Gallagher
Coastal Payroll Services Inc.
San Diego County



Glenna Gates
Spherion Staffing
Fresno & Tulare Counties



Anthony Nardo
Timeproof USA
Orange County



Carrie Young
Unravel My Travels
Maricopa County

Directors

Richard Artis

Pine Pedroncelli & Aguillar, CPAs
Tulare County

Julien Brandt

Ampra AI
San Diego County

John Craven, Sr.

Cox Communications
Maricopa County

David Dick

Donald P Dick
Fresno County

Heidi Feeney

Belmont Memorial Park
Fresno County

Cathy Graham

Desert Financial Credit Union
Maricopa County

Harry Langenberg

Optima Tax Relief
Orange County

Steve Mahlum

Acrisure Insurance Agency
Fresno County

Jeff Nkansah

CalViva Health Administration
Fresno County

Mike Senter (ACIAC Chair)

Chas Roberts Air Conditioning and Plumbing
Maricopa County

Celia Waddington

Ignite Creative Services
Maricopa County

Maria Barquin

Chavez Media
Maricopa County

Brian Burt

Snell & Wilmer
Maricopa County

Chris DeMarco

FBS Property Management
San Diego County

Rick Dircks

Dircks Moving and Logistics
Maricopa County

Byram Frost

Frost Hardwood & Lumber Co.
San Diego County

Ville Houttu

Privv
Maricopa County

Scott Ledesma

Generation Contracting & Emergency Services, Inc.
San Diego County

Vincent Matranga

First Pacific Bank
San Diego County

Jeff Periera

Jeff Periera Home Energy
Kern County

Chris Sharfner

C & J Professional Cleaning Services, Inc.
Maricopa County

Dr. Pamela Williamson

WBEC-West
Maricopa County

Ken Bonham

Budget Blinds of Phoenix and East Valley
Maricopa County

Todd Cahill

San Diego Gas & Electric Company
San Diego County

Ed Dena

Ed Dena's Auto Center
Tulare County

Saint Dominguez

Oasis Air & Solar
Kern County

Michael Goldfarb

Manco Abbott, Inc.
Fresno County

Carmen Jandacek

APS
Maricopa County

Andrea Lovell

Littler Mendelson
Maricopa County

Allen Maxwell

Omni2Max
San Diego County

David Ralls

Commit Agency
Maricopa County

Gary Sneed

Director
Maricopa County

Tyler Yates

Yates Buick GMC
Maricopa County

Mike Bontrager

Alston Construction
Maricopa County

Paul Carter

Momentum Broadcasting
Tulare County

Craig DeShields

FFB Bank
Fresno County

Mike Donley

Donley Services
Maricopa County

Roxanne Govari

Pemberley Realty Group
San Diego County

Elaine Labedz

TriWest Healthcare Alliance
Maricopa County

Patrick Lozano

Echelon Security Group
Tulare County

Eric Newton (ARAC Chair)

Curt's Auto Repair
Maricopa County

Steve Reding

C. A. Reding Company, Inc.
Fresno County

Ken Steitz

EcoWater of Central California
Fresno County



Why We Do What We Do



The Need for Clarity in a Crowded Room

We envision a marketplace where buyers and sellers trust each other implicitly. But in 2025, that is harder than ever. The marketplace is crowded, digital noise is at an all-time high, and sensible buying decisions are rarely clear-cut.

Our Two-Pronged Approach

01

Build Better Businesses

We believe an ethical marketplace starts with ethical businesses. We offer accelerators, summits, and tools to help businesses launch and scale the right way.

02

Elevate Customer Awareness

We empower consumers with the information they need to navigate potential pitfalls.

From the “Joe Knows Better” series that exposes scams, to our comprehensive dispute resolution services, we are the bridge over troubled waters. Whether you are looking for a reliable roofer or need help resolving an unfair transaction, we are the tool for success.

Delivering on the Promise

Turning Friction into Fairness

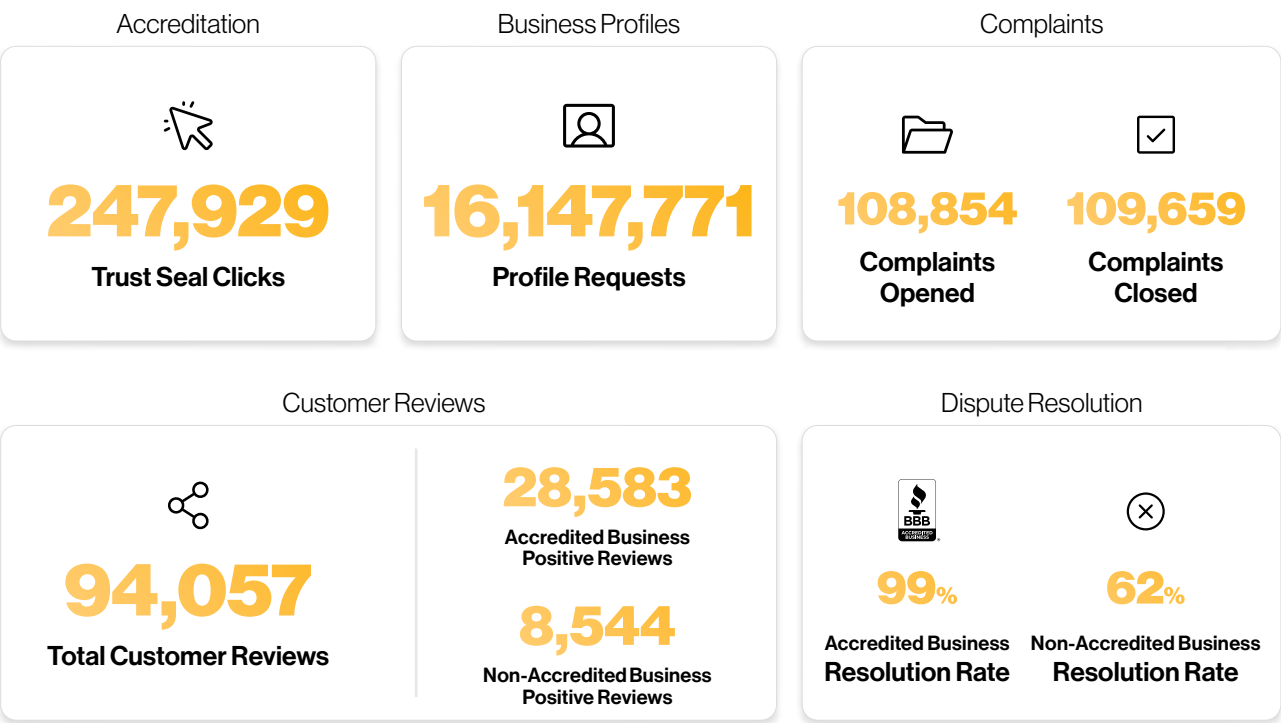
Our core services are the engine of trust. Every day, we accredit ethical businesses, provide a platform for public reviews, and offer dispute resolution for those seeking answers.

The results speak for themselves: data consistently shows that BBB Accredited Businesses demonstrate a significantly higher commitment to ethical standards than their non-accredited counterparts.



I trust BBB for my own searches, so I know it works. Holding businesses accountable and keeping transparency is important.

—
Anonymous Accredited Business
2025 Voice of Accreditation Survey



Get a Quote

The **BBB Get a Quote** tool enhances market integrity by connecting consumers exclusively with BBB Accredited Businesses that meet high ethical standards. By submitting quote requests through Get A Quote, consumers bypass untrustworthy sources and receive vetted proposals. Simultaneously, the program affords accredited businesses critical exposure by delivering their estimates directly to motivated customers.



16,933

Quotes Requested



Better Business Bureau
University

BBB University offers educational webinars designed to ensure maximum utilization of BBB Accreditation benefits. The program provides a structured walkthrough of the member portal tools, highlights exclusive discounts and perks, and instructs businesses on leveraging their accredited status to build deeper consumer trust and market presence.



Sign up for BBB University!



Monthly Virtual
Sessions



Quarterly
In-Person
Sessions



Spanish
Sessions
Offered



To manage your Get A Quote, BBB Profile, Accredited Business Benefits, and more, visit the Accredited Business Portal.

Amplifying Your Reputation

As the leading authority on trust, the Better Business Bureau (BBB) maintains a strong media presence through articles and interviews on ethics and business leadership.



7,000+

Media Mentions



22,216

Social Media Followers



6

Media Markets



13,664,751

Combined Social Media Engagement

This active outreach educates the public—your customers—on how BBB Accredited Businesses positively impact the community. **Our large and growing BBB reputation for marketplace trust directly drives better visibility and success for Accredited Businesses.**

Scams & Consumer Education: Shining a Light

Scams are more prevalent than ever, costing millions annually. We fight back with information. Through BBB ScamTracker, we identify trends in real-time. Through *Joe Knows Better*, featuring investigative reporter Joe Ducey, we tell the stories that keep you safe.



12,804

Scams Reported by the Public

Top 3 Scams Types

- 01 Online Purchase
- 02 Employment
- 03 Phishing

\$ Reported Lost

- \$16,150,324.13 Employment
- \$4,121,127.34 Investment
- \$3,129,826.02 CryptoCurrency
- \$29,975,029.22 Total



37

Current Episodes

Watch Joe Knows Better
on Youtube



Top Episodes



Empowering Scam Survivors to Share their Stories



I actually don't even have the full number yet, but I know [they took] probably over \$20,000.

I deal with the stress of it and feeling like a failure, feeling that I'm stupid that I fell for it once again and why can I just not just walk away. It's harder on me than anything."

—

"Ann"

on her scam experience

Entrepreneurship: Building Better Businesses

It is one thing to accredit a business; it is another to help build one. Enter **ignite sparked by BBB**.

We have transformed the traditional BBB model into a thriving hub for collaboration. Our campuses in Phoenix, San Diego, and beyond are no longer just offices—they are campuses where better businesses are built.

Our Spaces Ignite Success

Phoenix

Innovation Hub
Video Production Studio
Town Square

San Diego

Collaboration Space
Podcast Studio

Fresno, Prescott, & Newport Beach

Meeting Rooms
Media Production



A Historic Milestone: 100,000 Guests!

This year, ignite sparked by BBB welcomed its 100,000th guest. From coworking spaces to podcast studios, we are bringing business leaders together physically to unite under the banner of trust.



Video Production Studio

We recognized that high-quality video is essential for businesses to engage audiences and drive growth. To directly support and amplify our businesses' marketing efforts, we committed to creating a dedicated, professional production facility.

The build-out of the **Video Production Studio at our Phoenix Campus** was successfully completed throughout the first half of 2025 (Q1–Q2) and is now a fully equipped, versatile resource for our community.

The studio includes **a variety of professional backdrops, integrated lighting systems, and a generous camera package.** This robust setup is designed to empower you to produce a wide range of high-quality content, including social media content, how-to videos, professional headshots, internal staff videos, and more.

We are proud to announce that the studio is now fully complete and ready for use!



Reserve the space today!

ignitesparkedbybbb.org



BBB BREAKTHROUGH ACCELERATOR

A 10-week, high-impact hybrid program for emerging owners.

108

graduates

70%

increased confidence to scale



\$200,000

in microgrants distributed

100%

of respondents recommend the program



“

The BBB Breakthrough Accelerator program offers an incredible platform for small business owners to grow both personally and professionally.

What sets it apart is the emphasis on real-world application and community—you're not just learning concepts, you're building connections and implementing strategies that make an immediate impact. The interactive format, peer support, and accessible resources make it a truly empowering experience.

— Medeliza Roel, Sbay Print and Design

“

This program was a godsend.

It has shined a light on all the areas my business is lacking. I initially wanted to leave this program selling and making more money, but what I needed was to get into the bones and foundation of my business to build it correctly so that it can sustain the success I'm seeking.

I am confident that the sales and profitability will come, now that I have finished this program. This was a priceless experience.

— Aeryonna Ware, HappyGodGirl Productions

Growth Surge Bootcamp

A two-day intensive for clarity and purpose.

92
attendees



LEADERSHIP LOWDOWN

powered by  + 

Our podcast takes listeners behind the scenes of success, offering thought leadership to help educate and motivate budding entrepreneurs.



32

Episodes



“



I didn't know what I was doing, but you don't need to know what you're doing to be successful. You need to just keep going.

— Jonathan Buford, Ep. 27 *Stay True or Adapt*

“



The important thing that I want to extract from the people is: what brings you joy in work? Because that is what is going to get us to work as a team and to deliver something awesome.

— Jacquelyn Keenan, Ep. 16 *Empowering Teams for Success*



For seven years, we have championed women driving change in male-dominated industries.



300

Attendees

across Fresno & Phoenix

Highlight Topics Covered

- | Artificial Intelligence
- | Finance
- | Marketing & Media Relations
- | Company Culture
- | Legal & Risk Management

and more!



BBB-Hosted Events

BBB-Hosted Events are a key component of the BBB's commitment to community enrichment and education.

BBB is proud to be a convener—of small businesses and solopreneurs, community leaders, charities, and those who share our vision of a more trustworthy marketplace. These events, which are often sponsored by BBB or co-hosted in our spaces, are specifically designed to empower entrepreneurs, offer resources to under resourced communities, and spotlight ethical leadership within the business world.

Event Highlights



AZ Impact for Good: NextGen Development Panel

Hosted by AZ Impact for Good at ignite sparked by BBB, this event brought together nonprofit leaders, community partners, and purpose-driven professionals for a morning of connection, collaboration, and impact-focused conversation.



Black Chamber of Arizona: Impact AZ

The Impact AZ 2025 program launched with a kickoff event at ignite sparked by BBB, marking the start of a statewide initiative designed to support underserved businesses in preparing for contracting and growth opportunities.



Grant Success Stories

Hosted at ignite, sparked by BBB, the event brought together entrepreneurs, nonprofit leaders, grant writers, and community partners for an interactive experience focused on crafting compelling narratives that help organizations stand out in grant applications.



Spark Hope: A BBB Holiday Mixer for Good

The event brought together business leaders, nonprofit partners, and community members to celebrate the holiday season while making a tangible impact through the "Tech the Halls" Computers2Kids drive.

Foundation Activities: All About Community

Our focus goes beyond the bottom line to support the people behind every business. BBB's mission shines brightest through our local **Foundation for Education & Entrepreneur Leadership (f.e.e.l.)**.

From verifying purpose-driven operations and highlighting ethical standouts, to educating service members and awarding youth scholarships, the Foundation actively serves the heart of our community.



Verifying businesses' social good initiatives, helping purpose-driven companies stand out in a crowded market.



35

Verified BBB4Good
Businesses



“

Family and community are at the top of our list of core values. So, when those are my filters for how I make business decisions, we're designed to make a positive impact.

In short, becoming a BBB4Good Verified Business in San Diego truly shows that we care about our community.

— Sean Brody, Surf Education Academy



The highest honor we bestow. These awards recognize companies that generate a high level of trust among their employees, customers, and communities.

Celebrating our 2025 Winners!

Fresno	Orange County	Arizona	San Diego
Griswold Fire Protection	Jackson's Kare	Empowerment Unlimited Coaching, LLC	House Collective
Fresno Construction	Amour Propre, LLC	Music Lessons Arizona, LLC	Young Black & N' Business
Auspice In Home Care & Transportation Services	ONE NINE Architecture	Sir Speedy Prescott	Lotus Sustainables
	Quality Mobile Home Services, Inc.	3A Automotive & Diesel Repair.	Greenway Landscape Design & Build.
	Guardian Tax Network	George Brazil Plumbing and Electrical	At Your Home Familycare
	Leidos QTC Health Services	Dentistry Support	Bill Howe Family of Companies



Keynote Speaker
Anthony Robles



Title Sponsor
Desert Financial Credit Union



Investing in the Future

It is never too early to make ethics a big deal, that's why we've partnered with local leaders to shine a light on high school students doing the right thing.



Partnering with Swiss America and Kiwanis Club honoring high school students for navigating ethical dilemmas



I was stunned and filled with joy to know that my hard work paid off.

After high school, I plan to attend college to pursue a business degree and this scholarship will help with costs,

— Zachary Preston, Mountain View H.S.

ARIZONA

- 1st  **Zachary Preston**
Mountain View H.S.
- 2nd  **Shubdutt Bellamkonda**
Mountain Ridge H.S.
- 3rd  **Reagan Davis**
Corona del Sol H.S.
- 4th  **Z. P.**
Tri-City Prep H.S.
- 5th  **Nathan Zermeno**
Peoria H.S.

ORANGE COUNTY

- 1st  **Cora Woodward**
Sunny Hills H.S.
- 2nd  **Diana Peñaloza**
Rosary Academy
- 3rd  **Kayla Priest**
Cypress H.S.
- 4th  **Suhana Kaur**
Portola H.S.
- 5th  **Jayden Yeo**
Fairmont Preparatory Academy

SAN DIEGO

- 1st  **Daniel Zhang**
Canyon Crest Academy
- 2nd  **Aidan Harrison**
Westview H.S.
- 3rd  **Lucinda Anderson**
Helix Charter H.S.
- 4th  **Delaney Shamaya**
Steele Canyon H.S.
- 5th  **Bezawit Ketema**
San Ysidro H.S.



Partnering with AIA to honor integrity on and off the field

“

Throughout my tennis career, I've always tried to play with integrity and respect.

I'm extremely honored to receive this award and I am going to continue to work for what this award stands for.

— Tyler Woo, Brophy College Preparatory

2024-2025 Winners

ETHICAL CHAMPION



Alexis Jones
Ironwood H.S.



Evan Quick
Florence H.S.



Tyler Woo
Brophy College Preparatory

ETHICAL CHAMPION



Kendal Bonjour
Williams Field H.S.



Destiny Hernandez
Glendale H.S.



Campbell Finley
University H.S.



Partnering with SRP to honor JROTC leadership

“

Through my time in MCJROTC, I've learned independence, the importance of community, and the value of perseverance.

[These skills] will guide me as I pursue a career in science and medicine.

— Monserrath Acosta, Tolleson Union H.S.



Alexander Shaffer
Highley H.S.



Alexandra Veprek
Gilbert H.S.



Ashley Nowacki
Basha H.S.



Bentley Weaver
Basha H.S.



Emma Lomibao
Cesar Chavez H.S.



Ethan Radke
Hamilton H.S.



Jhoanna Echeverria
Cesar Chavez H.S.



Kaitlin Murdock
Skyline H.S.



Leslie Cisneros Fuentes
South Mountain H.S.



Liam Kalfus
Basha H.S.



Monserrath Acosta
Tolleson Union H.S.



Victoria Thom
Campo Verde H.S.



INTEGRITY

GOLF CLASSIC

The programs of f.e.e.l. are fueled by the support of our generous sponsors and local partners.



Total Amount

\$121,826

across Arizona, Orange County, and San Diego



Total Golfers

240

across Arizona, Orange County, and San Diego

Looking to 2026: The Road Ahead

We are just getting started. As we look toward 2026, we are excited to expand our footprint and deepen our impact.



**More Resources for
Local Businesses**



**AI Integration &
Offerings**



**Next Gen Business
Acceleration**

In Closing

As we close the book on 2025, we look back with pride and forward with anticipation. Every dispute resolved, every entrepreneur mentored, and every student scholarship awarded was a step toward a more trustworthy marketplace.

None of this—absolutely none of it—would be possible without the support of our BBB Accredited Businesses. You are the backbone of this mission. Thank you for standing with us, for prioritizing integrity, and for building a better marketplace for everyone.

Here's to an amazing 2026!





bbb.org

