Better Business Bureau®

Serving New York City, Long Island and the Mid-Hudson Region

Annual Report 2024





A Report from the President

Claire Rosenzweig, President & CEO

Trust has always been, and continues to be, at the heart of business today. The Better Business Bureau (BBB®) is a place where truth, ethics, integrity, transparency, and honesty are highly valued. Founded in 1922 by the New York Stock Exchange and other companies, some of which are still BBB Accredited, BBB Metro New York was initially focused on fostering trust in the marketplace—a mission we continue to uphold.

We are proud to promote the BBB Accredited Business Seal as "The Sign of a Better Business®." Thank you to our Board, professional staff, and the businesses accredited by BBB, who have all contributed to fulfilling our mission as we look ahead to our next 100 years.

At the Better Business Bureau, we remain committed to working with businesses to uphold standards that promote integrity, transparency, and ethical behavior. Our goal is to help people find businesses and charities they can trust. The strategic plan approved by our Board serves as our guide as we pursue the following objectives: Increased consumer engagement with BBB, growth in the number of accredited businesses, fortification of BBB's presence in the New York Metro area, and the continued resilience and sustainability of BBB of Metro New York.

While economic, social, and operational environments continue to evolve, we persist in serving our community while advancing several key initiatives—particularly a sharp focus on growth. In 2024, 8.7 million consumers – up from 8.1 million, a 7.4% increase - turned to BBB Metro New York to view BBB Business Profiles and Charity Reports. In that year, we also received over 95,000 complaints about businesses (up by 9.3%) and over 92,000 customer reviews (up by 18%).

This increasingly strong demand for BBB services highlights the critical need for consumers to identify trustworthy businesses and protect themselves from scams, particularly in uncertain times. We are proud that the Better Business Bureau Serving Metropolitan New York, Inc. is meeting this demand.

We are also grateful for the dedication of our professional staff, who continuously rise to the challenges we face, and for the valuable support provided by our volunteers, who assist with core BBB services. A special thanks to our Board of Directors, whose guidance remains essential to our success.

Most of all, we thank our distinguished BBB Accredited Business leaders, whose commitment to working with integrity does so much to build trust with customers and our community.

Sincerely,





BBB Serving Metropolitan New York: Mission

For more than 110 years, the Better Business Bureau system has been helping people find businesses and charities they can trust. In 2024, people turned to BBBs more than 218 million times for BBB information, such as Business Profiles on 5.3 million businesses and Charity Reports on about 30,000 charities, all available for free at BBB.org.

There are local, independent BBBs across the United States, Canada, and Mexico, including BBB Serving Metropolitan New York, which was founded in 1922 and serves New York City, Long Island, and the Mid-Hudson region. Visit BBB.org for more information.

Better Business Bureau® (BBB®) Serving Metropolitan New York, Long Island, and the Mid-Hudson Region is one of 92 independently incorporated BBBs across North America. BBB is a private, nonprofit, non-governmental organization that helps businesses and consumers by providing objective information, evaluation, and education.

BBB Serving Metropolitan New York reviews applications from companies that apply for BBB accreditation. In 2024, over 6,400 businesses met BBB's standards and achieved BBB Accredited status. These accredited businesses are located across the five boroughs of New York City, Nassau and Suffolk counties on Long Island, and seven lower Hudson Valley counties: Westchester, Putnam, Dutchess, Orange, Ulster, Sullivan, and Rockland.

BBB is a key resource for consumers seeking information about the reliability and trustworthiness of businesses. Our mission focuses equally on supporting good business practices and providing information to consumers. The two go hand-in-hand: responsible business practices increase consumer trust, which in turn strengthens the business marketplace.

Vision and Mission

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

Mission
BBB's mission is to be the leader in advancing marketplace trust.

We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior

- Creating a community of trustworthy businesses and charities

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive, and equitable marketplace. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.

Standards for Trust: bbb.org/standards-for-trust

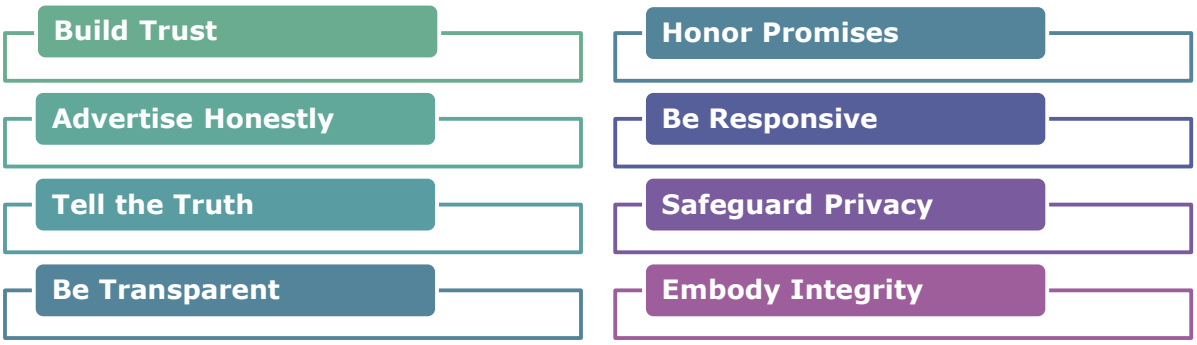
BBB Accreditation Standards: bbb.org/bbb-accreditation-standards

BBB Serving Metropolitan New York: Programs

✓ A Community of Trusted Businesses

Developing and supporting a community of Accredited Businesses that meet its high standards is at the core of the BBB mission. BBB Serving Metro New York's Accredited Business community is comprised of businesses from a broad array of industries, ranging in size from one- or two-person ventures to Fortune 500 companies.

BBB Accreditation is only available to companies that meet BBB's high standards for reputable business practices and customer service. BBB Accredited Businesses must pledge to uphold the eight ***BBB Standards for Trust*:**



Not every business that applies for accreditation is eligible. After an in-depth review, only those businesses that meet the BBB Standards for Trust are offered BBB Accreditation, for which they are assessed an annual BBB Accreditation fee. BBB Business Accreditation works to inspire confidence among consumers, government agencies, media, and within the business community by verifying a business' commitment to uphold the ethical business standards that advance marketplace trust.

Win-Win: How BBB Accreditation Benefits Businesses

Companies that are accredited by BBB **can highlight their reputation for trustworthiness by displaying the BBB Accredited Business Seal** at their place of business, in their advertising, promotional materials, business cards and on their websites. Given the faith the public has in BBB as a trusted, preferred source of information about business reliability, the seal symbolizes integrity to potential customers.

BBB Accredited Businesses are also eligible to participate in special BBB programs, dispute resolution services, and to receive helpful BBB information. These include:

Heightened visibility on the BBB Metro New York website and through participation in advertising campaigns and sponsorship opportunities;

Free or discounted attendance at BBB educational events and webinars, in addition to invitations **to periodic Accredited Business Only networking meetings;**

Employee seminars on consumer issues and business leadership, which are tailored to each firm's specific needs and presented at the company's business location or via webinars, upon request, as possible;

Monthly *Business Insights* Reports helping Accredited Businesses to monitor BBB Business Profile engagement and ROI (Return on Investment), plus helpful articles on current business topics;

No-Cost Webinars on a variety of topics ranging from managing online profiles, marketing, and social media tactics, to issues such as cybersecurity, provided by leaders from BBB Accredited Businesses, government agencies, and other experts;

***Hot Topics* E-Newsletter** which keeps Accredited Businesses informed about news and subjects of interest, and provides insight into how to make the most of the investment in BBB Accreditation;

The **BBB Accredited Business Hotline**, a special phone number that Accredited Businesses can call to get expedited help with questions about the marketplace or charities, filing complaints, challenging a competitor's advertising, or getting advice on business practices.

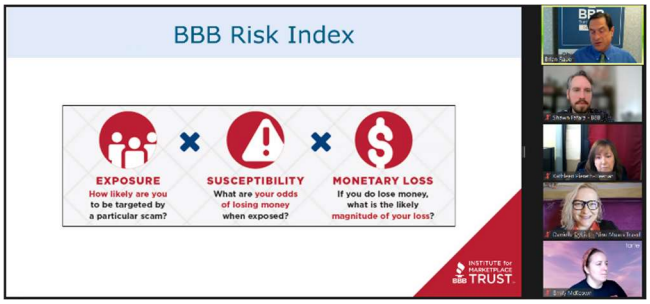
2024 Accredited Business *Honesty-Integrity-Trust* Ad Campaign

The annual BBB *Honesty-Integrity-Trust* ad campaign provides BBB Accredited Businesses with increased visibility in the marketplace, spotlighting the commitment to integrity and trustworthiness these businesses have made through BBB. By participating in the ad campaign, businesses can publicly demonstrate their support for trustworthy business practices and BBB's core values of "Honesty, Integrity, and Trust." Ads run in major digital and print news media sources including *The New York Times, NYTimes.com, New York Daily News*, *NYDailyNews.com,* and *Newsday* in Long Island.

In 2024, 129 accredited businesses participated, with 54 featured in the New York City print and digital ads and 75 in the Long Island ads. Participating companies were also featured on our BBB Centennial Celebration website as supporters. ☐



Accredited Business Only Networking Meetings





Tri-Region Accredited Business Networking Event via GoToMeeting

The Business Development and Relationships department regularly conducts special networking meetings, which cater to small groups in each region and joint groups in online networking sessions. In 2024, we invited Accredited Businesses from across all three of our regions to, once again, participate in networking events via video conference. These meetings provide the opportunity for Accredited business leaders to meet, network, find out how best to leverage their BBB Accreditation, and learn about business issues including customer relations, best advertising practices, cybersecurity, and data protection.

Business-Building Sponsorship Opportunities

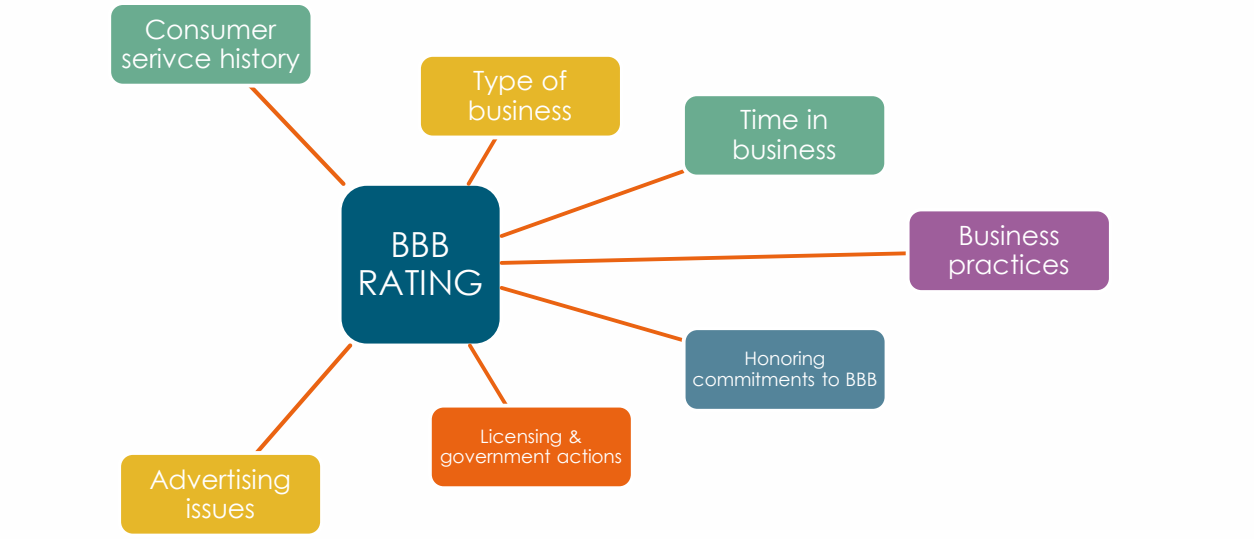
BBB Accredited Businesses can take advantage of a variety of BBB sponsorship opportunities which accommodate a wide range of budgets. These include media packages, co-op advertising, seminar and Accredited Business event sponsorship, sponsored BBB.org Enhanced Listings, BBB.org website banner ads and newsletter sponsorship. There are also sponsorship opportunities available through the BBB Education and Research Foundation programs, including the BBB Charity Effectiveness Symposium and workshop series, the BBB Forum on Corporate Responsibility, newsletter content sponsorships,

internship program sponsorships, and additional events and educational programs for businesses and consumers.

BBB Serving Metropolitan New York: Programs

✓ Provides Independent, Unbiased Information and Services for Consumers and Businesses

Better Business Bureau's standards, processes, and rating formula ensure that our BBB Business Profiles are objective and per our criteria are current and comprehensive as possible. BBB's business rating formula considers 7 key elements:



1. Business's consumer service history with BBB including consumer reviews and complaints
2. Type of Business
3. Time in Business
4. Transparent Business Practices
5. Honoring commitments to BBB
6. Licensing and government actions known to BBB
7. Advertising issues known to BBB or lack thereof

Businesses are rated against the above elements regardless of accreditation status. Accreditation does not affect business ratings.

Network of Trust Services

Telephone Assistance

BBB's Consumer Help Line is available between 9 a.m. and 3 p.m. during business days. BBB Consumer Advisors answer calls according to BBB policy. Consumer advisors provide callers with information on BBB Business Profiles, inform individuals on how to file a complaint, offer guidance on specific marketplace issues and problems, and provide referrals to government agencies, associations and out-of-area BBBs that can give additional service to inquirers. Metro NYBBB answered over 19,031 consumer phone calls in 2024.

Customer Service - Online Consumer Assistance

Visitors to BBB's websites at BBB.org can file a complaint online, find and read Business Profiles, and browse a resource library of financial and business guidance, advice, and news.

Customer Service - Resolving Disputes

BBB is a destination for people seeking marketplace resolutions. We provide information to help their pre-purchase decisions and successfully resolve consumer disputes ranging from those dealing with inexpensive mail order products to costly home improvement projects. BBB's Resolution programs aim to bring businesses and their customers together to reach fair and amicable solutions regarding marketplace issues according to BBB system-wide policy.

"Hi and thank you for reaching out to xxxxx to resolve a ticketing issue.

I was so surprised and pleased that the whole issue…from emailing you to getting tickets…was dealt with and resolved within 2 days!

Many thanks!"

- **Sue from British Columbia**

In 2024, over 187,000 customer complaints and consumer reviews about businesses were filed with BBB Metro New York. This number is calculated by adding the total number of complaints and customer reviews opened in 2024**.** The BBB Dispute Resolution team assists consumers with resolving their issues, helps businesses to maintain the goodwill and continued patronage of their customers, and makes sure that both sides have an option to mediate and solve problems without resorting to the costly and burdensome alternative of legal action.

"Just wanted to let you know that this complaint has been resolved because of the BBB. Thanks to whoever worked on it I really appreciated it.

Regards"

- **Joseph from Massachusetts**

Most complaints filed with the BBB each year are resolved by working with the consumer and the business to settle the problem.

Every year, the Dispute Resolution team at BBB Serving Metro New York helps thousands of people obtain restitution from businesses, ranging from reshipment of their ordered products to credit adjustments to full refunds of their purchases. In those cases where BBB was able to communicate with the business, 76.67% of reportable complaints were closed as resolved in 2024.

Another important function of the BBB is to analyze complaints for patterns or unusual problems that need to be brought to a company's or industry's attention. By providing companies with valuable feedback about their customers' complaints, BBB helps them identify the underlying causes of the problems and provides them with an opportunity to strengthen their customer service. Closed complaint information is covered in the company's BBB Business Profile to alert prospective customers. Failure to resolve the underlying pattern or problem can also affect the BBB Business Profile letter grade. Under certain circumstances, BBB cooperates with government agencies to help with investigations and uncover scams.

> "…You guys are the best thing in the whole world! Within a few hours of making my complaint, the company contacted me and is trying to resolve it!
>
> …You guys are amazing!
>
> Thank you for what you do…"
>
> - **Marie from Texas**

In 2024, BBB Metro New York received over 92,000 customer reviews on BBB Business Profiles. Customer reviews are vetted by BBB before publication and may include positive comments from customers. In this way, customer reviews on BBB.org can help create a valuable, fuller picture of feedback about a business.

2024 National Consumer Protection Week

BBB continuously strives to educate consumers about fraud prevention and consumer protection issues. During National Consumer Protection Week (NCPW), BBB joins forces with other groups and agencies to further this mission. On March 5, 2024, BBB Metro New York announced its annual Top Ten 2023 consumer complaint and Scam Tracker results. BBB presented the Top Ten categories of complaints for 2022, broken down by business category, in addition to the most frequently reported scams filed with Scam Tracker℠. BBB Metro New York celebrated NCPW 2024 by hosting a virtual press conference with nonprofits and government agencies such as the Federal Trade Commission, NYC Department of Consumer and Worker Protection, New York Department of State, Division of Consumer Protection, U.S. Postal Inspection Service, U.S. Social Security Administration, Internal Revenue Service, AARP, U.S. Securities and Exchange Commission and New York State Department of Financial Services.

BBB Metro New York received 12,508 complaints concerning Financial Services and Insurance companies, the most complained-about category noted in 2023 and reported in 2024. Health, Beauty, and Fitness came in second place, with 7,136 complaints. Online Retailer scams were the third most complained about, with 6,714 complaints in 2023. Online Purchases also led the way in Scam Tracker reports, with 1,779 reported scams with overall $2,217,912 lost. Investment scams had the highest dollar loss at $1,213,874, although that category had the 10th most reported scams.

Investigations

BBB Serving Metro New York combats deceptive business practices through:

1. **Government Collaboration**: Supported 58+ investigations, aiding agencies like the NY Attorney General, FTC, NYC DCWP, and FBI.
2. **Investigations**: Conducted 89 investigations in 2024, with results shared publicly to ensure transparency.
3. **Business Oversight**: Works with businesses to resolve issues; refers unresolved cases to agencies or media.
4. **Consumer Education**: Issues regular scam warnings via its website and media.

This comprehensive approach protects consumers and promotes ethical business practices.

Scam of the Year:

Online Purchase scams are the most reported scams to Metro NY BBB. These typically involve e-commerce purchases initiated through social media ads or fake websites mimicking well-known brands. Consumers report being charged immediately but often never receive the items or receive substandard products. Sellers may require costly overseas returns for refunds, making resolution difficult.

Scam Tracker [SM]:

In 2024, Metro NY BBB received 5,868 submissions to the Scam Tracker[SM], BBB's free interactive tool that provides consumers across North America with a place to report scams and fraud, and to warn others of malicious or suspicious activities. All BBBs operating in Canada and the United States are collecting information from consumers, which is shared with law enforcement agencies for use in identifying and prosecuting scammers.

Of these 5,868 submissions, 3,643 were published as Scams, and 1,811 were determined to be consumer disputes or reviews against legitimate businesses. In those cases, the consumers were referred to file a complaint or customer review. The remaining entries were de-activated because of incomplete or illegible submissions or are under review pending additional research.

Metro NY BBB uses the information in Scam Tracker to track trends, begin investigations, develop reports, and issue consumer alerts as needed.

Advertising Review

BBB conducts an Advertising Review program to foster business self-regulation. In 2024 BBB Serving Metro New York performed 3 Ad Reviews. The BBB Code of Advertising calls for businesses to avoid using misleading, deceptive, and false advertising. It guides BBB's efforts to protect consumers and assist businesses in promoting their products in a clear and transparent way. BBB regularly monitors websites and local newspapers for misleading advertising. When BBB believes that an advertisement may confuse or deceive consumers, it forwards the ad to the business in question and requests voluntary modification or substantiation of the ad's claims. Questionable advertising practices that BBB investigates include deceptive claims of results for products or services, false claims of lowest

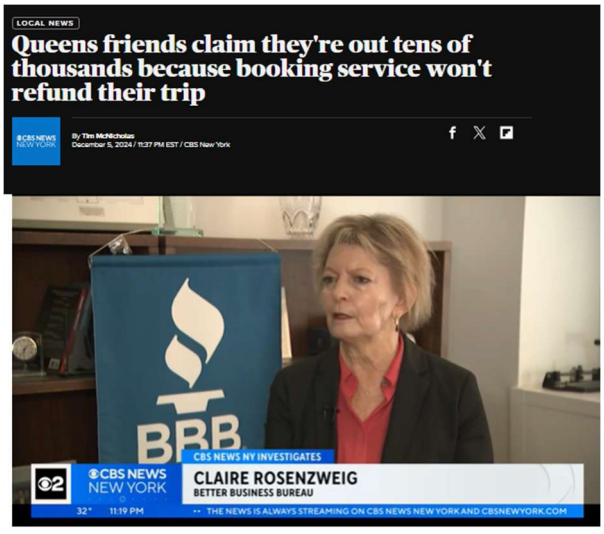
pricing, products advertised as being free and guarantee or warranty offers without disclosure of the applicable terms and conditions. About one-third of the BBB ad review cases resulted in adequate substantiation, revision, or discontinuation of challenged ads.

BBB and Media Relations

BBB Serving Metro New York cultivates relationships with media channels and journalists as part of our ongoing effort to educate consumers. BBB helps reporters by offering assistance in investigations, acting as liaison with consumers or fraud victims who may want to share their stories, providing access to knowledgeable BBB executive staff for interviews, and serving as a source for general business and consumer-related information. By working with media, BBB seeks to share useful information with consumers to assist them in making educated purchasing decisions while promoting good business practices and trust in the marketplace.

In 2024, BBB Serving Metro New York assisted television, print, online and radio media for various stories. These stories reached consumers locally, regionally, and nationally. The topics ranged from gift card scams to advice for holiday shoppers. Earned media during 2024 exceeded $1.89 million.

A BBB Serving Metro New York spokesperson appeared or commented on over 31 unique news stories in 2024, with 2,416 total mentions. Our assistance was provided on many other media stories.

	
Metro NY BBB President & CEO Claire Rosenzweig featured on CBS News, New York, speaking to Tim McNicholas on a travel booking scam. December 5, 2024.	Metro NY BBB General Counsel Brian Rauer featured on OPEN, BronxNet Community TV, speaking on home improvement scams July 11, 2024.

BBB Volunteers

BBB Serving Metro New York welcomes members of the New York Community who support our mission and wish to volunteer their time. Volunteers participate in our dispute resolution department, where they help consumers and businesses to resolve disputes amicably. Volunteers in BBB Dispute Resolution undergo a training process that helps them become knowledgeable and skillful complaint analysts. Additional volunteers participate in BBB Foundation programs.

BBB volunteers may include both active professionals and retirees. Some commit substantial time to the BBB regularly and volunteer for many years, while others stay for shorter periods, sometimes simply offering one-time assistance and expertise for special events and programs.

NYC BBB, Mid-Hudson BBB, and Long Island BBB

In addition to the headquarters office in Manhattan, BBB Serving Metropolitan New York includes two additional regional units; one in the Mid-Hudson region of New York State and the other in Long Island. These units serve the mission of BBB and carry-on BBB core activities including monitoring and reporting on local businesses, reviewing businesses for BBB Accreditation, and providing local complaint and mediation services. They work with local media, government, professional associations, educational facilities, business, and nonprofit communities to promote high standards for marketplace trust and to conduct relevant educational programs in their respective regions for businesses and the public on good practices. During 2024 all our personnel were working remotely for the most part. The offices were open as needed for those personnel approved to be there. In 2024, the Mid-Hudson and Long Island BBB offices participated in, presented and/or sponsored numerous educational or business-related events and programs, in collaboration with the New York City headquarters office of the Metro NY BBB and with Metro New York's independent but affiliated BBB Education and Research Foundation. In 2024, opportunities emerged for more virtual programming in place of in-person meetings. Pivoting to online platforms has enabled a broader reach into our entire region to make for a convenient and engaging experience for Accredited Businesses located a greater physical distance from our offices.

Programming, External Relations & Activities – 2024 Select Highlights.

- **Media:** B. Rauer interview with Bronxnet TV – Three (3) 2024 scam interview topics:
(1) holiday returns
(2) weight loss scams
(3) romance scams
(tv show air date: 1/2024).

- **BBB Program**: JCC-Manhattan – B. Rauer presented webinar program - *Scam Avoidance: Online Scams, Cyber Safety & ID Theft Prevention* (2/7/24).

- **BBB Accredited Business program –** BBB of Metro New York Accredited Business Online Networking Event (joint regional interactive online event for New York City, Long Island & Mid-Hudson Accredited Businesses) - B. Rauer moderated in coordination with S. Fafara (focus discussion topics: generative A.I. & customer reviews/online reputation) (2/21/24).

- Government Relations: NYS Department of Financial Services – C. Rosenzweig and B. Rauer interviewed – BBB public comment re: financial institutions/financial literacy/financial related scams/complaints (2/22/24).

- **Community Business/Bar Association Program:** New York City Bar Association - B. Rauer as moderator for online program/webinar – *How the Uniform Commercial Code Affects Transactions with Small Businesses* (3/21/24).

- **BBB System Committee Program (NYBBB representation on Committee via B. Rauer)** - *DEIA Fireside Chat: Celebrating Inclusion and Dedication! A Women's History Month Chat* (3/28/24).

- **Media:** B. Rauer conducted interview with Bronxnet TV - Credit repair & debt consolidation/relief (air date: 4/2/24).

- **Community/Organizational Event**: Nonprofit Leadership Summit 2024 (in-person event) - B. Rauer represented NYBBB/Foundation, with vendor table – Networking; program education/promotion (4/9/24).

- **BBB Program:** Quest Lifelong Learning Community (associated with City College of NY) – C. Rosenzweig and B. Rauer co-presented in-person program - *What we should all know about Scam Avoidance and the A.I. Impact* (4/15/24).

- Government Relations: B. Rauer and Upstate New York BBB CEO W. Clark met with FEMA re: potential emergency response information-Accredited Businesses; possible education/programming options, potential organizational coordination, as appropriate (4/19/24).

- Media: B. Rauer conducted interview with Bronxnet TV - employment scams (air date: 5/8/24).

- BBB Accredited Business Networking Program: B. Rauer co-moderated with S. Fafara (Focus discussion topics: managing social media/marketing/A.I., etc.) (5/15/24).

- BBB Program: New York Public Library - B. Rauer presented program on Scam Avoidance and Cyber Safety: Navigating the New Age of Scamming (5/22/24).

- BBB System Program: DEIA educational program: Speaker David Hubbard with B. Rauer as moderator (6/13/24).

- Media: B. Rauer conducted Bronxnet TV interview: deepfake/imposter scams (air date: 7/2/24).

- Media: B. Rauer conducted Bronxnet TV interview: recent home improvement scams.

- Community/Organizational Outreach: Orange County Chamber of Commerce: C. Rosenzweig and B. Rauer met with Orange County Chamber of Commerce leadership re: potential working relationship and synergies (7/29/24).

- BBB Accredited Business Networking Program: B. Rauer as moderator w/ S. Fafara (Focus discussion topics: A.I./usage & impact on the small business community and reputation management) (10/9/24).

- Community Event/Outreach: Nonprofit Community Event-*Westchester Nonprofit OpCon*: *Streaming Processes for Nonprofits in Westchester* (in-person event at Westchester County Center) -MHBBB/NYBBB represented/networking by S. Cohen (10/30/24).

- BBB Program: JCC Annual Symposium- C. Rosenzweig as sole presenter of program co-developed by C. Rozenzweig and B. Rauer (11/11/24).

- BBB Program: NY Public Library Business Center: B. Rauer presented webinar program: Scam Avoidance & Cyber Safety: Navigating the New Age of Scamming (12/3/24).

- BBB Accredited Business Networking Program: B. Rauer moderated w/ S. Fafara (12/5/24).

The Education and Research Foundation of the BBB of Metropolitan New York, Inc.

- ✓ **Provides accountability information on charities and educational programs for charities, businesses, consumers, and professionals who are at the early stages of their careers.**

Metro New York BBB's Foundation: Affiliate and Collaborator

BBB Serving Metropolitan New York works closely with the separately incorporated and independently governed Education and Research Foundation of the Better Business Bureau of Metropolitan New York, a 501(c)(3) charity.

The Foundation's work is generously supported in part by voluntary donations contributed above accreditation fees, by thousands of BBB Accredited Businesses in Metro New York. **We thank the BBB Accredited Businesses that participate in the Foundation's efforts by providing valued contributions.** The BBB Foundation's most recent annual report is available on request or can be viewed online at **https://www.bbb.org/content/dam/0121-metro-ny-(nyc)/bbb-bbbf-annual-reports/2023BBBFoundationAnnualReportFINAL.pdf**

The Foundation's principal activities are:

- The Charity Accountability Program, which includes preparation of BBB Charity Reports
- Educational events and outreach programs for businesses, charities, and consumers
- The Skill-Building Volunteer Intern Program, which provides student volunteers with access to business skills and career talks with prominent leaders

The BBB Foundation's Charity Accountability Program evaluates charity practices and reports on locally soliciting charities, works to promote accountability in the nonprofit sector, encourages wise giving practices, and manages the BBB Accredited Charity Seal Program for qualifying charities that have first met all the 20 BBB Standards for Charity Accountability. The Metro New York Charity Accountability Program is one of the largest local BBB charity reporting services in the country. Donors can view BBB charity information at **give.org**.

2024 Audited Financials

	Year Ended December 31	
	2024	2023
REVENUE AND SUPPORT		
Accredited Business Fees:		
Renewals	$ 3,773,552	$ 3,800,429
New members	1,000,897	860,953
Advertising campaign and other income, net of direct expenses of $74,123 and $85,199 in 2024 and 2023	291,984	425,605
Program administration income	37,220	55,469
Interest income	92,791	41,631
Other income	165,921	465
Total Revenue and Support	5,362,365	5,184,552
EXPENSES		
Program Services Expenses		
Dispute resolution	859,269	952,946
Investigation and dissemination of information	660,307	471,515
Total Program Services Expenses	1,519,576	1,424,461
Supporting Services Expenses		
Management and general	1,411,299	1,289,646
Membership development	2,651,158	2,414,311
Total Supporting Services Expenses	4,062,457	3,703,957
Total Expenses	5,582,033	5,128,418
Change in Net Assets	(219,668)	56,134
NET ASSETS		
Beginning of year	1,930,909	1,874,775
End of year	$ 1,711,241	$ 1,930,909

2024 BBB Board of Directors

Larry Scott Blackmon, *Chair*
(2021 – 2024)
CEO
Larry Scott Blackmon LLC/Blackmon Organization

Vincent Dell'Osa, *Vice-Chair*
(2020 – 2023)
Principal,
DellOsa Consulting

Michael Gates, *Vice-Chair*
(2022 - 2025)
General Manager,
Vice President Sales
New York Daily News

Mary Ann Kerr, *Treasurer*
(2022 - 2025)
Director Global Operations, Consumer Affairs
Coty Inc.

Kekoa Cabrera, *Director*
(2022 - 2025)
Senior Vice President, Talent Management
The New York Times

Katrina Dibbini, *Director*
(2023 – 2026)
Senior Counsel
GREY Group

Joel Goldberg, *Director*
(2021-2024)
Retired Partner
Stroock & Stroock & Lavan LLP

W David Hubbard, *Director*
(2021 – 2024)
Vice-President & Deputy General Counsel
Verizon Communications

Melissa Krantz, *Director*
(2021 – 2024)
President
Krantz & Co.

Martin Lee, *Director*
(2021 – 2024)
Partner, Assurance Services
EY

Judd Levine, *Director*
(Long Island Advisory)
President
Triple Crown Maffucci Storage Corp

Marci Lobel-Esrig, *Director*
(2021 – 2024)
Founder, CEO and General Counsel
Silver Bills

Limor Mann, *Director*
(2021 – 2024)
Vice President, Chief Marketing & Disruptive Innovation Counsel
Colgate-Palmolive Company

Joan McGillycuddy, *Director*
(2022 - 2025)
Deputy General Counsel
Rainbow USA, Inc.

Sabrina Mizrachi, *Director*
(2022 – 2025)
VP, Litigation & Global Product Regulatory
Estee Lauder Companies

Patricia Sampson, *Director*
(2023 – 2026)
Vice-President & Head of Corporate Fair and Responsible Banking Compliance
Popular, Inc.

Sharonda Weatherspoon, *Director*
(2023 – 2026)
Head of Operations, Client Development & Transformation NA Retail
Ralph Lauren

Tim Zuber, *Director*
(2021 – 2024)
Partner
KPMG LLP

Claire Rosenzweig, *Director*
President & CEO
Better Business Bureau Serving Metropolitan New York

2024 BBB Advisory Council Members

John Baloga
Consumers Warehouse Center, Inc.

Dominick Benvenuto
D & S Roofing Corp.

Jason Byer
Suburban Exterminating

Don Chiappetta
Top To Bottom Chimney Cleaners, Inc.

Robert Cunningham
Cunningham Duct Cleaning

Judd Levine (Chairperson)
Triple Crown Maffucci

Marianne Rosner
Napoli Marble & Granite Designs, Ltd.

Frederick Stumpf
The Floor Store

Kathleen Piereth-Heenan
Executive Director
Long Island Better Business Bureau *(Ex-officio)*

Your questions and feedback will be welcome. Please contact us using the information below.

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New York, NY 10016
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Monday through Friday
Phone: 212.533.6200
Fax: 212.477.4912
Inquiry@newyork.bbb.org

Better Business Bureau
Serving Long Island
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Consumer advisors are available 9 a.m. to 3 p.m., Monday through Friday, except holidays.