

ANNUAL REPORT

BBB OF GREATER MARYLAND

2024

Serving Western Maryland to the Eastern Shore

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Letter from the President/CEO

2024 was a year that reminded me — again — why BBB matters. Across Greater Maryland, people and businesses reached out to us not just for ratings or dispute help, but because they were looking for something harder to find these days: real trust.

And thanks to the work of our team, the dedication of our Board, and the support of our Accredited Businesses, we were able to meet that need in powerful ways.

This past year, BBB of Greater Maryland:

- Showed up for consumers when misinformation, scams, and uncertainty continued to rise.
- Expanded our community of Accredited Businesses, adding organizations that want to lead with integrity, not just say they do.
- Strengthened our brand's presence so Marylanders know exactly where to turn when they need a business they can trust.

And the response was overwhelming: more than 1.7 million Marylanders visited BBB.org this year. That's not just a number — that's a signal. People are actively choosing trust, and they're choosing BBB to help them find it.

Throughout the year, BBB remained focused on elevating ethical business practices and ensuring that the organization remains well-positioned to meet the evolving needs of the communities we serve.

On behalf of our Board and staff, thank you for your continued partnership. BBB of Greater Maryland looks forward to building on this progress and advancing a trusted, vibrant marketplace in the year ahead.

Strengthening Maryland's Business Community

BBB® of Greater Maryland serves as a trusted ally to local businesses, offering resources, guidance, and recognition programs that support ethical operations and long-term success. Our business-focused initiatives emphasize integrity, transparency, and responsible practices that strengthen the marketplace as a whole.

Through partnerships with business associations, chambers, and industry leaders, BBB provides educational programs that help entrepreneurs and organizations improve operations in areas such as marketing, customer service, compliance, and dispute resolution. By connecting businesses to practical tools, research, and peer communities, we help them build credibility and consumer trust.

BBB's accreditation, recognition programs, and marketplace standards encourage businesses to lead with ethics and accountability—reinforcing Maryland's reputation as a strong and trustworthy commercial ecosystem. Through these efforts, BBB of Greater Maryland continues to elevate local businesses and contribute to a healthier, more resilient marketplace.













Building Confident, Informed Communities

BBB® of Greater Maryland is committed to empowering consumers by providing clear, trustworthy information that helps individuals make confident decisions in an increasingly complex marketplace. Our consumer education efforts focus on equipping people of all ages with practical tools to recognize scams, avoid fraud, and understand their rights when engaging with businesses.

Through presentations, workshops, outreach events, and accessible digital resources, BBB delivers guidance tailored to the evolving needs of Marylanders. Supported by Accredited Businesses, sponsors, and community partners, these programs ensure that consumers have reliable support when navigating purchases, resolving disputes, or seeking trustworthy services.

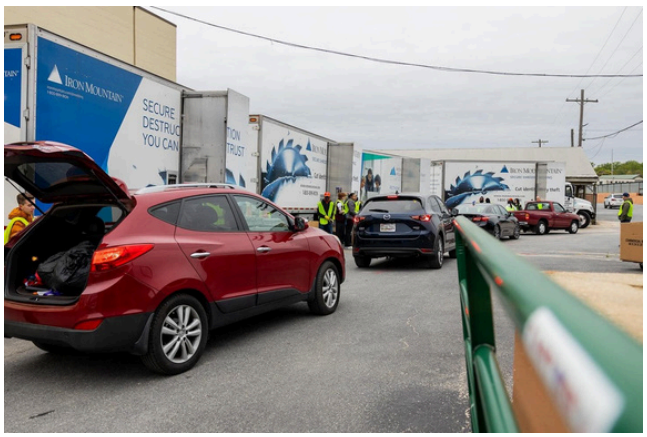
By fostering open dialogue and strengthening consumer awareness, BBB of Greater Maryland contributes to safer neighborhoods, more informed households, and a community built on transparency and trust.













Mediation and Arbitration Services
Using BBB's dispute resolution program

Every business gets complaints because no company is perfect, mistakes take place, and miscommunications happen. What matters is that the complaints are resolved. Being responsive and working to solve issues that arise is part of what sets BBB Accredited Businesses apart.

As an impartial third party, BBB helps businesses and consumers find fair solutions, while avoiding costly lawsuits and public settlements. In addition to free complaint conciliation, BBB offers low-cost mediation and arbitration that helps businesses and consumers work through complaints to reach a mutually agreed-upon resolution.

BBB complaints are processed for Accredited and non-accredited businesses, and BBB asks all businesses to respond to any complaints they receive and address the issue(s) stated. This is just one additional way BBB is helping create a community where businesses and consumers can trust each other.

Year At A Glance

BBBserving Greater Maryland notonlysets the standards for trust in business, but also ensures they have access to support when resolvingmarketplace disputes. Our local footprint allows us to act as a trusted community partner to both businesses and buyers.

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
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

Local Impact

BBB.org Visitors from Maryland: 1,728,681

BBB.org Pageviews from Marylanders: 6,292,888

Accredited Business in Greater Maryland: 2,724

Complaints: 7,469

Complaint Resolution Rate: 70%

Customer Reviews: 6,534

ScamTracker Reports: 505

Mediations & Arbitrations Hosted: 50



2023 BBB Scam Tracker℠ Risk Report

HIGHLIGHTS

Findings from the annual *BBB Scam Tracker Risk Report* can provide timely insights on how you can protect yourself from scammers. Key highlights and tips are provided below, but you can read the full report at **BBBMarketplaceTrust.org/RiskReport**.

Top 5 riskiest scams reported by consumers

1. **Investment/cryptocurrency scams**
   Investment scams prey on the desire to make money without much risk or initial funding. Some scenarios include pressure to purchase, trade, or store digital assets (cryptocurrency) with fraudulent exchanges.

2. **Employment scams**
   Job applicants are led to believe they are applying for or have just been hired for a promising new position when instead they have given personal information via a fake application or money to scammers for "training" or "equipment." In another variation, a person may be "overpaid" with a fake check and asked to transfer the difference to another account.

3. **Online purchase scams**
   Scammers offer attractive online deals but, once the payment is made, no product or service is delivered. In some cases, fraudsters send low-quality or counterfeit products.

4. **Home improvement scams**
   Door-to-door solicitors offer quick, low-cost repairs and then either take payment without returning, do shoddy work, or "find" issues that dramatically raise the price. These types of schemes often occur after a natural disaster.

5. **Romance scams**
   An individual, believing he/she is in a romantic relationship, agrees to send money, personal/financial information, or items of value to the perpetrator.

Key findings:

INVESTMENT/CRYPTOCURRENCY SCAMS

$3,800
REPORTED MEDIAN $ LOSS

High reported median $ loss and high percentage of reports with a $ loss (80.4%).

EMPLOYMENT SCAMS

$1,995
REPORTED MEDIAN $ LOSS

Reports of employment scams rose 54.2% from 2022 to 2023.

SCAMS PERPETRATED ONLINE

68.4%
OF ALL SCAMS REPORTED

More likely to result in a reported $ loss than were scams perpetrated in person or via phone.

ONLINE PURCHASE SCAMS

41.9%
OF ALL SCAMS REPORTED

More than 82% reported losing money when targeted by this scam type.

HIGHEST MEDIAN $ LOSS OF ALL AGE GROUPS

$155
REPORTED MEDIAN $ LOSS

People ages 18 to 24 reported the highest median dollar loss for the second year in a row.

SCAMS PERPETRATED VIA SOCIAL MEDIA

56.7%
INCREASE FROM 2022

The percentage of **scams perpetrated via social media with a $ loss** increased from 2022.

U.S. POSTAL SERVICE

Reported to be the **most often impersonated** by scammers in 2023.

ROMANCE SCAMS

$3,600
REPORTED MEDIAN $ LOSS

The percentage of romance scams with a monetary loss **more than quadrupled** from 2022 to 2023.

EMOTIONS FELT AFTER BEING TARGETED

Anxiety/stress
Ages 18–44

Anger
Ages 45+