



January 2008

the New Year!

Start With Trust

Annual Report to BBB Accredited Businesses



Here is your 2008 window decal!

You may have additional ones for additional locations, too—just ask.



Dean Pisciotta

To the Accredited Businesses of the BBB Denver/Boulder:

You know that you have a tough job as a business owner: get up in the morning, delight customers, provide value while managing costs, and meeting payroll. After that, all you have to do is get up tomorrow and do it all again.

Meanwhile, your BBB has a tough job as well: providing highly trusted easily accessible, accurate information to consumers. Steering customers from inevitable pitfalls and scams, the BBB is a consumers' best advocate, and conversely, a businesses' best tool. Fostering an ethical marketplace, the BBB builds the necessary trust between the business and the consumer.

This is a unique relationship. As an Accredited Business you have committed your business organization to the highest ethical standards. You should be proud of your commitment. Your BBB is committed to bringing businesses and consumers together with trust. This relationship is what makes the Denver/Boulder area one of the best business climates in the country. I believe firmly in the power of this relationship, so it is an honor for me to serve as your BBB Board Chair in 2008.

As Colorado's largest business membership organization, the BBB understands your challenge. And like you, I am a business owner with first-hand knowledge of running a company day after day. Take a moment to review what your BBB accomplished on your behalf in the past 12 months. We are proud of what we've provided to the region, and equally excited about what 2008 has in store for the ever-changing marketplace.

Display your new decal proudly, and make it known that you are part of the BBB.

Thank you for your support,

Dean Pisciotta

Brakes Plus, Inc.

2008 Chair of the Board, BBB | Denver/Boulder

It's hard to imagine a more dynamic time in the evolution of your BBB.

Denver's local BBB web site recently converted to match dozens of BBB sites in the U.S. and Canada. Take a look (www.denver.bbb.org) at the enhanced power of one of America's best recognized nonprofit brands.

Coming soon in 2008 is a significant innovation in the way the BBB reports on a company's history and performance. We know that consumers will appreciate more data, more depth, more context. We believe these "rating" reports will also help distinguish our Accredited Businesses from companies who do not share your commitment to the highest business practices.

But first, see inside for what your BBB accomplished in 2007!

A record-breaking year



We saw an astounding **18%** increase in inquiries and a **53%** increase in complaint activity in 2007.

Consumers are consistently turning to us for information. We provided over **11 million** pieces of fact-based information to an increasing number of consumers.

We are helping businesses and consumers resolve disputes in a faster manner. In 2007, there was a **2%** decrease in the time it takes to close a complaint. A great accomplishment considering we handled over **26,000** more complaints this year!

We work to be a place where both businesses and consumers can tell their side of the story. Be proud of your business for supporting your BBB. In doing so, we are working together to maintain a trustworthy reputation by helping dissolve problems and providing consumers with timely, accurate and unbiased information.

Another year of increased activity at your BBB is all made possible with the support of Accredited Businesses like YOU!

Your BBB is proud to report that we are providing more services to the Denver marketplace than ever before in a more efficient and timely manner. And, better yet, with the same amount of staff.

This is possible due to our growing team of volunteers who dedicate their time to supporting our mission. **THANK YOU** to all of our volunteers! Students, board members and community members – we are so grateful for your support.

STRONG ONLINE PRESENCE

BBB's website was visited almost 3,000 times each month.

HONEST ADVERTISING

We asked and you responded. We closed more than 130 ad review cases last year!

KEEPING IT PERSONAL

We provided more than 51,000 callers with live operator assistance—a 200% increase!

YOU'RE VISIBLE

BBB billboards throughout the area were seen by 75 million drivers.

EXPANDING OUR REACH

BBB provided more than 11,000 instances of service in Spanish in 2007.

YOU GET REFERRALS

More than 162,000 Accredited Business industry rosters were given last year—a big increase over 2006.

2008 BBB | DENVER/BOULDER BOARD OF DIRECTORS

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99% of Accredited Business Complaints Closed as Resolved!

Our accredited businesses have shown their true devotion to BBB's mission and standards over the past year. We are proud to report that nearly all of accredited business disputes were closed as resolved. Thank you for making such a clear statement to our community!

Top 10 Industries for 2007 BBB INQUIRIES

with 2006 ranking in parentheses

1. Mortgages & Contracts (1)
2. Work-At-Home Companies (4)
3. Roofing Contractors (8)
4. Movers (3)
5. Heating Contractors (5)
6. Educational Consultants & Services (2)
7. Windows (9)
8. Auto Repair & Service (6)
9. Television - Cable & Satellite (7)
10. Plumbing Contractors (12)

Top 10 Industries for 2007 BBB COMPLAINTS

with 2006 ranking in parentheses

1. Television - Cable & Satellite (1)
2. Telephone & Telecommunication Companies (2)
3. Internet Shopping Services (9)
4. Internet Access Providers (12)
5. Mail Order & Catalog Shopping (19)
6. Collection Agencies (5)
7. Auto Dealers - New Cars (6)
8. Billing Services (18)
9. Magazines - Subscription Agents (7)
10. Home & Auto Warranty Plans (3)



BBB Accreditations Revoked in 2007

The following companies had their BBB accreditation revoked by the Board of Directors in 2007. For additional information, consult BBB reliability reports at denver.bbb.org.

A New Beginnings Moving & Storage Inc.
Accentuate Real Estate Improvements
Affordable Sprinkler & Landscape, LLC
Apex Consulting, LLC
Argonaut Wine & Liquor Store, Inc.
Aroundtuit Handyman
AVS Wholesale Studios
Citywide Movers, Inc.
Colorado Stone Planking

Community Automotive
Concrete Dunrite, LLC
Corporate Image Limousine
Coulson Construction Company
Decorative Concrete Resurfacing, LLC
F P S
First Option Home Improvements
Foothills Roofing, LLC
Homefront Quality Roofing, Inc.
Interstate Custom Hardwood
L M Interiors
Larsen Invest, LLC

Marble & Granite Restoration
National Home Buyers Assistance
Perfection Plus Roofing, Inc.
Premier Basements
Scrubs Car Wash Express, Inc.
T. M. Concrete
Tri Star Roofing, Inc.
Vend Direct, Inc.
Vending Services of America Corporation
Vintage Body Tech and Collision, Inc.
Willow Creek Dental

Add more value to your BBB affiliation!

ONLINE DIRECTORY

Stand out on BBB's online directory with different listing options. We offer bold type, color listings and logo placement. Take it a step further by purchasing a banner to promote your business! Many affordable options!

**COUPONS
& SPECIAL
OFFERS**

COUPONS & SPECIAL OFFERS

Consider adding a special offer or coupon to BBB's online marketing site. It's a fresh, affordable way to underscore your affiliation with BBB. Let us help drive ready buyers directly to you! Take a look at denver.bbb.org.

Call Robin Rene at 303.996.3988 or drop a note to rrene@denver.bbb.org for details.

9NEWS
Where News Comes First

my20KTVD

TV

For a limited time only! Ask us about co-marketing packages with BBB on 9News, My20, and 9news.com. Make a powerful impact and receive great airtime while telling the world that you are the BBB! Packages start at \$675.

KBCO
97.3 FM

850 KOA
NEWS RADIO

RADIO

Another limited time offer to expose your business to new markets! We are offering opportunities to co-brand your business with BBB on Newsradio 850KOA and KBCO with 30-second spots. As low as \$199 per spot!

BBB | Denver/Boulder is a membership-based nonprofit 501(c)(6) organization dedicated to promoting and fostering the highest ethical relationship between businesses and the public through voluntary self-regulation, consumer and business education, and service excellence. Founded locally in 1951 and an active member of the Council of Better Business Bureaus (CBBB) based in Arlington, VA, the BBB | Denver/Boulder offers free information on business and charities in addition to dispute resolution, mediation, and arbitration services. Along with The BBB Foundation, a 501(c)(3) nonprofit dedicated to consumer, business and marketplace education, the BBB provides 24-hour services through its automated inquiry line at 303-758-2100 and web site at denver.bbb.org. Our offices are located at 1020 Cherokee St., Denver, CO 80204.