

Report to Members



✓ Your brand is strong:

BBB billboards throughout the area were seen by more than 55 million drivers.

✓ Your membership matters:

300,000 member directories were distributed via newspaper, mail, and supermarket newsstand.

✓ You educate and protect:

a year of weekly "BBB Buzz" segments on KOA reached 1.7 million listeners.

✓ You ensure wise giving:

we currently have 197 reports on local charities based on the BBB Wise Giving Alliance standards.

✓ You build confidence online:

595,428 web users clicked on the BBBOnline® seal of local members while surfing and shopping.

✓ You expand the marketplace:

in 2006 we provided more than 11,000 reliability reports in Spanish.

Thanks to your support, the Denver/Boulder BBB and its members had a record-breaking year in 2006!

Click or call: 4,000 times daily

Timely, accurate data? Thanks to you, we've got it. And via web and phone, buyers and donors turn to the BBB **4,000** times every day before they buy, sign a contract, or write a check to a charity.

Checking the Denver/Boulder BBB's web site or dialing into its automated voice response system, consumers checked **1.3 million** reports on area companies and charities last year. This represents a **20%** jump in pre-purchase inquiry activity over 2005.

We seek to be the first place that consumers and business managers turn to for information.

Our reports contain unbiased, non-commercial data on a three-year window of performance.

Our philosophy is simple. We start with trust. Just the facts. We're not providing personal anecdotes, opinions, or editorializing.

Inquiries via the BBB's web site now outnumber the phone calls 97% to 3%, a continuation of a trend that began in 1998 when reports were first available online.

Meanwhile, activity on the members' exclusive marketing site, **justgoodbusiness.biz**, grew significantly this year as well: **1.9 million** page views.



2006

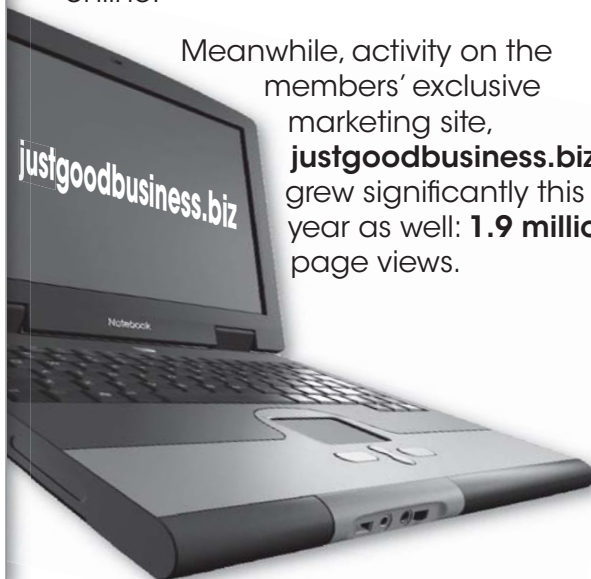
Online inquiries **97%**

Phone inquiries **3%**

The pre-purchase activity for the year was as follows, with 2005 ranking in parentheses:

MOST INQUIRED ABOUT 2006

1. Mortgages & Contracts (1)
2. Educational Consultants & Services (3)
3. Moving & Storage (2)
4. Work-At-Home Companies (8)
5. Heating Contractors (6)
6. Auto Repair & Service (10)
7. Television-Cable & Satellite (9)
8. Roofing Contractors (4)
9. Windows (11)
10. Internet Shopping Services (13)





You get referrals:
we provided more than 43,000 member-only rosters, by industry, to callers.



You're keeping advertising honest:
we conducted almost 200 ad review and challenge cases last year.

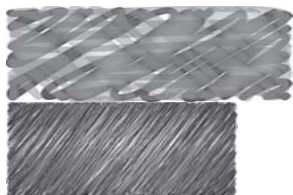


You help people:
in addition to 17,335 dispute cases, we directed people almost 3,000 times to other BBBs or to local/state offices or nonprofits.



You keep it personal:
almost 18,000 callers last year preferred a live operator to the automated system or the web.

DISPUTE RESOLUTION



A gradual downward trend in the number of dispute cases closed by the Denver/

Boulder BBB was reversed in 2006 with an increase up to 17,335. The total number of cases closed in 2005 was 12,747.

This 36% increase is partly a result of a shift in the way BBBs across the U.S. handle complainants. In the past, some minor cases against member firms could be averted via telephone, a process which is no longer used.

Members can feel proud of the fact that virtually all cases involving a member are resolved (in fact, 99%), while the results for non-member firms are much lower (68%).

MOST DISPUTE CASES 2006

2005 ranking in parentheses

1. Television - Cable and Satellite (1)
2. Telecommunications (2)
3. Home & Auto Warranty Plans (19)
4. Garbage Collection (NR)
5. Collection Agencies (6)
6. Auto Dealers - New (4)
7. Magazine Subscription Agents (3)
8. Lawn & Grounds Maintenance (10)
9. Internet Shopping Services (9)
10. Medical Savings Plans (NR)



2006 REVOKED BBB MEMBERSHIPS

The following companies had their BBB membership revoked by the Board of Directors in 2006. For additional information, consult BBB reliability reports at denverbbb.org.

A Advantage Limousine	Broadway Auto Sales	Colorado Nanny, Inc.	Metropolitan Siding & Window Discount Co.
Andersen & Sons	Caboose Hobbies Inc.	Community Mortgage Group, Inc.	Mile High Capital Group
Arborist Arms Tree Company	Chimney Sweeps of America	Design Benefits	Mile High Erections
Asset Global Funding, Inc.	Climate Extremes Heating & Air Conditioning	E.A.S.E. Builders and Engineers, Inc.	Public Auto Auction Re-Newell Construction, Inc.
Auto Glass Experts, Inc.	Colorado Basement Company	Hammers & Nails Contracting	Replacement Property Solutions
Bearfoot Hardwood Floors	Colorado Clear Bra & Window Tinting, LLC	Infinity Mortgage Company, LLC	Westurn Roofing & Supply
Blake Roofing & Construction		Landscape Associates, Inc.	



Dear BBB Members:

A nonprofit organization is "owned" by the community. In your case, you are not just a beneficiary of this BBB, you are an owner and stakeholder. Without the annual dues of local companies just like yours, the Denver region would have no BBB. And our marketplace would be the worse for it.

This BBB is strong and continuing its quest to be the best in the country. We are indebted to you and your company for your support and your belief in our mission. This report provides a highlight of our efforts . . . of which you can be justifiably proud.

Thank you!

Jean Herman, CAE, President/CEO

The Denver/Boulder Better Business Bureau 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 Denver/Boulder BBB offers free information on business and charities in addition to dispute resolution, mediation, and arbitration services. Along with The BBB Education 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 denverbbb.org. Our offices are located at 1020 Cherokee St., Denver, CO 80204.



Dear BBB Members,

2007 BBB EXECUTIVE COMMITTEE

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Chair

Jeff Metz

Done Service Group

Vice-Chair

Dean Piscioffa

Brakes Plus Corporate

Treasurer

Tamela Lee

City & County of Denver

Secretary

Craig Reynolds

*Lord & Reynolds
Electrical Services*

Immediate Past Chair

Bowen Banbury

DocuVault

Ex-Officio With Vote

Jean Herman

*Denver/Boulder Better
Business Bureau*

Members

Jan Campbell

Wells Fargo Bank

Jerry Kaiser

GHP Horwath

Tim Scott

Minor & Brown



Does anyone have enough customers, or for that matter, enough top-notch employees to serve them? Is any one of us not concerned about health care costs, other insurance costs, and energy bills?

I think I know what your challenges are. I have them too. I am a small business owner, just like so many of the other 7,600 members of the Denver/Boulder BBB. As a volunteer, I am honored to have been elected by my peers to chair your Better Business Bureau in 2007.

Heard the news lately? Some say the "ethical crisis in business" is still raging. Some say that consumer confidence and brand loyalty is faltering. Some say this is too tentative or lean a time to invest in the future, build strong and motivated teams of employees, or deliver exemplary service.

But together—as the elite subset of the marketplace—I think we are in a position to succeed, to grow, and to help make our region one of the safest, most ethical, most profitable ones in the country. There are at least 110,000 businesses in the metro area, and fewer than 7% are BBB members. You are one of them. You have proven your commitment to a very high standard of business practices. BBB members model the highest business practices for others to see. *Display your new enclosed membership decal proudly.*

Yes, we live in uncertain times. And speaking of the news, some predictions for the Colorado economy in the year ahead are not overwhelmingly positive. But day by day, transaction by transaction, customer by customer, I think we know better.

Let's prove them all wrong!

Yours for Better Business,

Jeff Metz

Done Service Group, Inc.

2007 Chair of the Board, Denver/Boulder BBB