



2021

**Annual
REPORT**

**BBB OF
GREATER
MARYLAND**

Serving Western Maryland
to the Eastern Shore



GREATER MARYLAND



Building on the momentum and innovation generated in 2020, BBB of Greater Maryland delivered strong results this year while remaining agile and timely to support communities from Western Maryland to the Eastern Shore.

2021 was defined by ongoing marketplace shifts and consumer behavior changes that challenged businesses to stay nimble and meet the needs and expectations of their customers. We pivoted with the rest of Greater Maryland to ensure we were providing new services that were relevant, practical, and accessible to everyone.

Surveys and focus groups revealed small businesses urgently need marketing solutions and internal communications training to grow their business while attracting and retaining employees. We met those needs by providing free digital tools and weekly virtual workshops led by experts from local Accredited Businesses. Consumers conveyed increased confidence in BBB's services, routinely turning to our website and hotline for reliable information and scam alerts. Consumer engagement on BBB.org reached 2.4 million website visitors and 7,161 customer reviews, an increase of over 71% compared to 2020.

BBB set a goal to develop community partnerships and expand our reach to new markets. We achieved this goal by building strong relationships with local organizations including the Greater Baltimore Black Chamber of Commerce, the Hispanic Chamber of Commerce, the Maryland LGBT Chamber of Commerce, and the Maryland Home Improvement Commission. Through these relationships, we delivered small business solutions to local leaders thanks to our new Grow with Google partnership program.

Our continued focus on diversity, equity, and inclusion is felt in our culture and engrained in our values. Making efforts for inclusion on our Board, committees, and staff work groups made space at the table for different voices, perspectives, and talent. BBB's people are our greatest asset and we strive to create a vibrant, diverse, respectful, and inclusive culture to provide services that make a positive impact in Greater Maryland

Thank you to the BBB Team, our BBB Accredited Businesses and our local partners who continue to turn to Better Business Bureau as the leader in marketplace trust.

- Angie Barnett, President & CEO



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Better Business Bureau Serving Greater Maryland

When our marketplace faces challenges, businesses and consumers continue to recognize the value of BBB as a trusted source of support. BBB.org topped 2.4 million users requesting information about business and trending scams. Customer reviews increased 71% over 2021 totaling 7,161 submissions, while the number of complaints handled totaled 6,728 with a 76% resolution rate.

Maryland's business community also benefited from new BBB initiatives. Free interactive workshops were held focusing on topics most needed by small business owners including digital marketing, HR services, accounting, and more. These weekly workshops were made possible thanks to a select group of Accredited Business owners who volunteered to present and give follow-up support to workshop attendees.

The Greater Maryland community of Accredited Businesses grew to 3,054 trustworthy brands and, through our partnership with the Upward Bound Program, BBB increased the number of Maryland businesses searchable on BBB.org to over 52,000 local profiles.

Business Support Workshops

Our collection of webinars, led by industry experts, offered valuable insights and practical advice for business owners and entrepreneurs. The series includes 12 sessions covered a range of topics, from building a strong foundation for your business and effective marketing strategies, to managing your finances and navigating legal issues.

BBB Business Help Center

Managing an online business presence can be complicated and time consuming. Ensuring contact information is accurate across listing sites, maintaining website security and monitoring website traffic are just three of the many features launched for Accredited Businesses in our new Help Center.

Business Profiles on BBB.org

Millions of shoppers visit our website searching for reliable information on local business profiles. To ensure accuracy, BBB of Greater Maryland set out with an intentional goal to increase the number of publicly visible profiles with up-to-date contact information, customer service history, and product & service descriptions. To date, BBB of Greater Maryland manages over 52,000 published business profiles.



Year At A Glance

"In this era of challenging ethics, BBB accreditation is one of the best possible ways to show your company's commitment to treating clients right. That's why we've been doing it for over 12 years and always will!" - Cheaper Than A Geek

MD Businesses listed on bbb.org: 52,000

BBB Accredited Businesses: 3,054

Business Inquiries: 2,181,013

Website Visitors: 2,488,976

Website Page Views: 8,180,131

Scam Tracker Reports: 475

Complaints: 6,728

Resolution Rate: 76.6%

Customer Reviews: 7,161

BBB of Greater Maryland provides an ethical marketplace where buyers and sellers trust each other. We help brands get discovered, convert feedback into opportunity, earn prestige and trust, and put their integrity on display.



2021 Financial Report

General Administration	\$ 1,129,220
BBB Core Services	\$ 376,407
Marketing	\$ 313,672
Sales	\$ 193,431
Other	\$ 78,419

TOTAL ASSETS

\$ 900,619

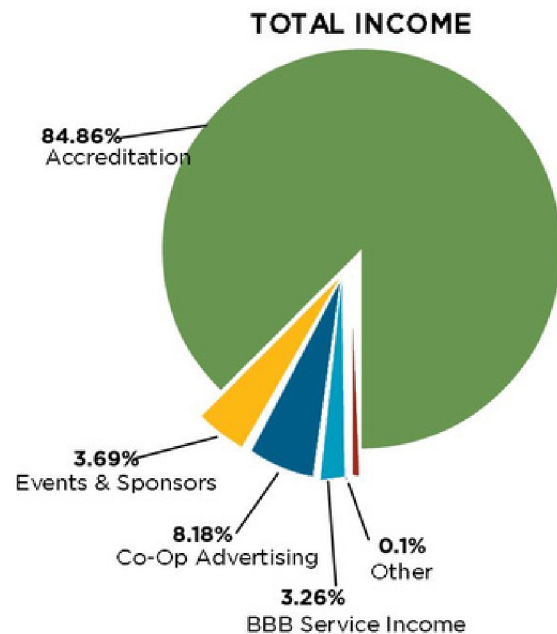
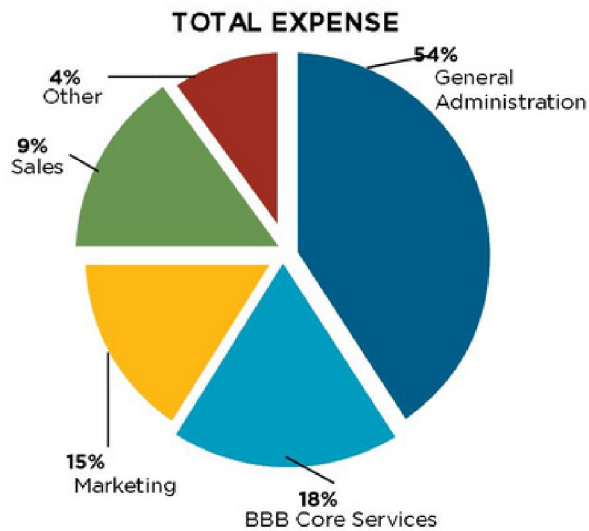
TOTAL LIABILITY

\$ 385,037

BBB Service Income	\$ 8,759
Co-Op Advertising	\$ 211,397
Events & Sponsors	\$ 17,925
Accreditation	\$ 1,845,978
Other	\$ 41,934

TOTAL EQUITY

\$ 515,582



Board of Directors

Officers

Bruce Quakenbush, Jr., American Contracting Services, Inc. - *Chair*

Gregory Talbott, Strategic Tax Resolution LLC - *Treasurer*

Angie Barnett, BBB Greater MD - *Secretary/President*

Executive Committee Directors

Katherine Armstrong, - Armstrong Financial Group

Chris Barber, - Cheaper Than A Geek!!!

Edward Hernandez, - McCormick & Co.

William Thrush, - Friedman, Framme & Thrush P.A.

Peggy Feeney, - Von Paris Moving & Storage

Directors

Andrew Altman, - Best Buy Waterproofing LLC

Keith Armington, - Supply Chain OpEx Consulting LLC

Matthew Blake, - Blake Consulting and Sales Training Inc.

Clark Carter, - Mason & Carter Inc.

Kevin Crysler, - Mr. Handyman of Anne Arundel & North PG

Michelle Coates, - Howard Bank

Carl Delmont, - Freedmont Mortgage

Evelyn Gaines, - G&G Solutions LLC

Ryan Howard, - PNC

Debra Keller-Greene, - Keller Professional Services Inc.

Darryl McCallum, Esq. - Shawe Rosenthal LLP

Brenda McChriston, - Spectrum HR Solutions

Theresa McCoy, CPA - American Community Management Inc

Paul Michalski, - The Whiting-Turner Contracting Co.

Kelly Mitchell, - ImpactHR LLC

Allison Mulford, - Associate General Counsel

Gina Ramsey, - Pink Dog Digital

Jaron Rice, - Magothy Payments

Jim Ries, - Offit Kurman

Mark Ring, - Jacob William Advisory

Chad Seifert, - KatzAbosch

Legal Counsel - Non-Voting

Kimberly. S. Grimsley, Esq. - Oliver I Grimsley



Help

Assistance

Guidance

Support



2021



Annual Report

