

BBB Annual Report Fiscal Year 2008-2009



Better Business Bureau®

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BBB Accredited Businesses

- 2915 BBB Accredited Businesses
- New programs:

Share Your BBB Pride - Refer a Business You Trust

Save money on your BBB Accreditation with our business referral program.



Webinars for Hawaii's BBB Accredited Businesses

Important information and insights from local business experts.



Affordable Advertising Opportunities

Exclusively for BBB Accredited Businesses.



Hawaii's BBB Introduces a New BBBOnLine Pricing Structure

Use the BBB logo as a symbol of trust on your web site.



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2009 BBB Torch Awards

- Hawaii's BBB Torch Awards honor those reflecting BBB's mission to advance marketplace trust. Awards were presented as follows:
 - Small Business: Hawaii Self Storage and ING Direct (tie)
 - Medium Business: Coastal Windows
 - Large Business: Atlas Insurance
 - Public Charity: Aloha United Way
 - Mark Recktenwald received the first BBB Ka Mea o Kāko'o award, honoring an individual who has significantly advanced marketplace trust by their demonstrated commitment to consumer advocacy, protection or education.



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Top 10 Type of Business Inquiries

Rank	Type of Business	Inquiries
1 (1)	Wedding Consultants	5517
2 (2)	Travel Agencies & Bureaus	5060
3 (3)	Roofing Contractors	4433
4 (11)	Contractors-General	3614
5 (7)	Plumbing Contractors	2934
6 (8)	Pest Control Services	2930
7 (6)	Mortgage Companies	2379
8 (13)	Construction & Remodeling Services	2240
9 (5)	Real Estate Agents or Agencies	2170
10 (9)	Auto Dealers-New Cars	2001

- Requests for BBB Reliability Reports FY09: 138,447

- Complaints received FY09: 2,745

* Numbers in () previous FY rank.



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Consumer Services

- 40% increase in number of complaints.
- 75% increase in requests for BBB Accredited Business lists.
- New Web site visitors more than doubled.



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Consumer Education

- Provided direct contact and resources for more than 1400 consumers at:
 - BBB Military Line[®] activities.
 - Presentations for senior citizens.
 - Consumer-education events.
 - Tradeshows.
 - Professional association meetings.



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Secure Your ID Day September 20, 2008

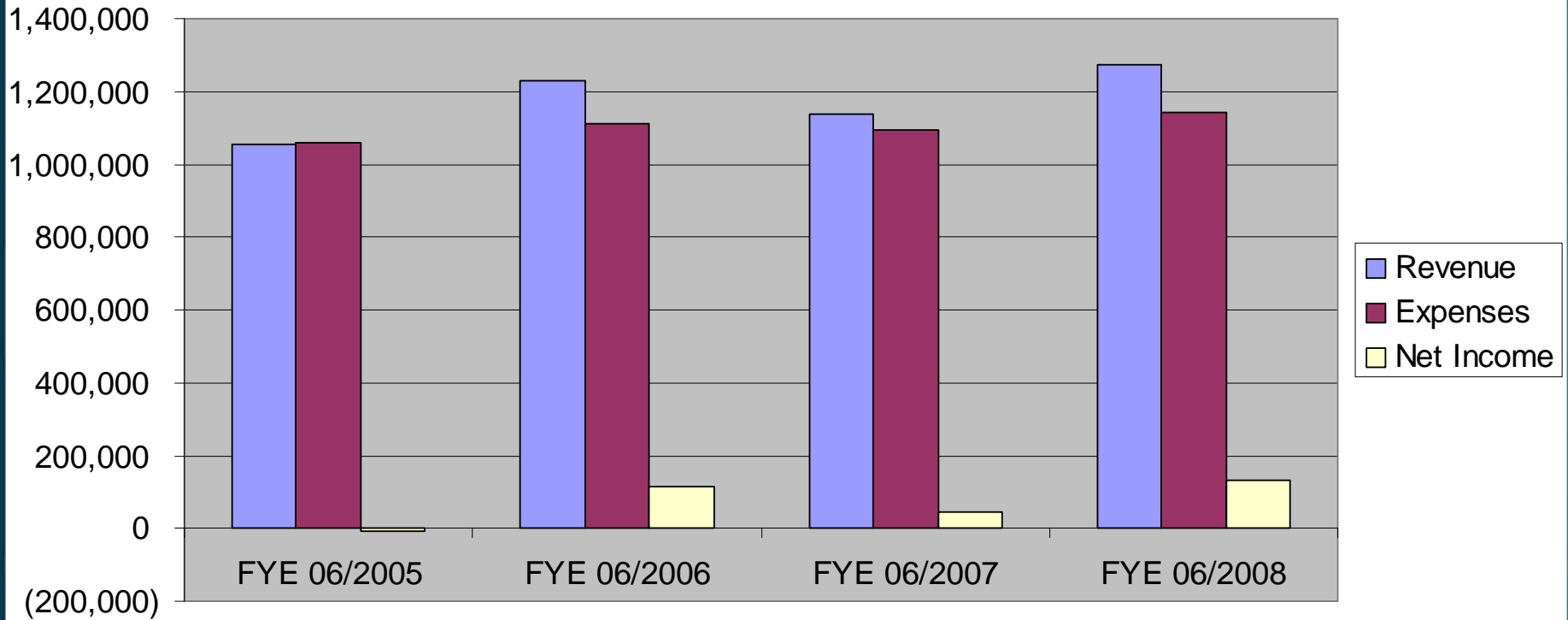
- Three locations on Oahu and in Kona on the Big Island.
- More than 870 vehicles delivered almost 2,000 boxes or bags of personal documents for shredding—totaling more than 47,600 pounds or 23.8 tons.



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BBB Financial Performance FYE 2005 - 2008



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