



**Annual Report 2010**  
**BBB Serving the Snake River Region**

## *A Letter from the President*



2010 was a busy year for your BBB. The Better Business Bureau serving southwest Idaho and eastern Oregon and the Better Business Bureau serving eastern Idaho and western Wyoming merged during the first half of the year to become the Better Business Bureau serving the Snake River Region. The service area now stretches from Vale, Oregon to Jackson Hole, Wyoming. With the addition of 268 new Accredited Businesses in 2010, your BBB now has grown to over 2,400 businesses acting with ethics and integrity - building trust with customers.

2010 showed a huge increase in the number of people seeking out the BBB for advice; almost 330,000 Reliability Reports requested and more than 260,000 unique visitors to the website (bbb.org). The dedicated team at the BBB is encouraged by the increasing number of people making careful buying decisions. Consumers are hearing our message: ***Start with Trust.***

In addition to growing, your BBB is also on the move - in a variety of ways. We moved to a new location - in the Idaho Statesman building early in 2010. We're on the move - using technology to help accredited members. During 2010 we introduced a new Online Seal program that makes it easier than ever for consumers to check out Accredited Business. The Google Adwords program has a loyal following of businesses that rave about the program's ability to attract great customers.

I would like to sincerely thank our dedicated staff and board members. It is because of you that we have been able to grow and provide more services. I also want to thank BBB Accredited Businesses for supporting the BBB and its mission. I look forward to 2011 as we continue to find new ways to grow trust in the marketplace and serve consumers, the community and BBB accredited Businesses.

Sincerely,

Dale Dixon  
President & CEO



## 2010 Marketplace Statistics

### Over 500,000 Instances of Service in 2010

Business Inquiries	328,481
Trusted Business Directories	160,000
Complaints Received	3,358
Mediations & Arbitrations	33
Advertising Reviews	30
Media & PR Spots	936
Request-A-Quote	278
Online Seal Clicks	1,789
Google AdWord Click	3,907
General Advice	2,250

**Total Instances of Service 501,062**

**We had over 260,000  
unique visitors to  
[snake-river.bbb.org](http://snake-river.bbb.org)  
in 2010!**

### Top Ten Inquired Categories

1. Manufacturers & Producers	22,568
2. Financial Services	11,199
3. Heating & Air Conditioning	10,154
4. Business Opportunity Cos.	9,006
5. Internet Shopping Services	7,112
6. Real Estate Management	6,887
7. Credit & Debt Counseling	6,629
8. Roofing Contractors	5,979
9. Auto Dealers-Used Cars	5,842
10. Computers Software & Services	5,036

### Top Ten Complaint Categories

1. Internet Shopping Services	144
2. Real Estate Management	139
3. Manufacturers & Producers	119
4. Auto Dealers-New Cars	108
5. Health Clubs	107
6. Auto Dealers-Used Cars	106
7. Business Opportunity Cos.	88
8. Silversmiths & Goldsmiths	42
9. Collection Agencies	41
10. Heating & Air Conditioning	41

## 2010 Community Outreach

**28,482 Individuals** were exposed to the BBB through Information booths, speeches and events

**960 Senior Citizens** participated in our BBB Senior Outreach programs.

**2409 Students & Teachers** were touched by BBB School Outreach Programs.

**3523 Business Professionals** participated in BBB events and programs.

**153 Employees** attended BBB training and education programs.



## 2010 Visibility

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### Exposure

- 93** Presentations to groups throughout Idaho
- 104** Newspaper articles for consumers & businesses
- 711** Radio & Television appearances
- 39,000** Copies of our e-newsletter sent out to Accredited Businesses
- 160,000** Trusted Business Directories distributed throughout Southern Idaho

### BBBOnline Seal

The new BBBOnline Seal program makes it easier than ever for businesses to tell potential customers they are a BBB Accredited Business and are committed to adhere to the BBB Code of Business Practices.

### Google Adwords

The BBB's Google AdWord program is up and running in Eastern and Western Idaho. Nearly 4,000 people checked out businesses in 2010 through our AdWord program.

### Request-A-Quote

Consumers visiting [snake-river.bbb.org](http://snake-river.bbb.org) can request bids from BBB Accredited Businesses (AB) in a particular industry and zip code or request specific ABs. Once the bid is submitted, the customer's contact information is e-mailed to the BBB Accredited Businesses the customer selects.

### BBB Mobile Site

[m.bbb.org](http://m.bbb.org) allows users to find a BBB Accredited Business from their cell phone, PDA or other wireless handheld device. The site has recently undergone some major changes making it easier to use.

### Social Media

With almost 200 facebook "likes", 1275 Twitter "followers" and almost 1,000 "views" on our YouTube channel our social media influence is growing every year. Check us out and help spread the word.

