

# Annual Report



**BBB serving Central Virginia**  
**BBB Foundation of Virginia**

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## Standards For Trust

### Build Trust

Establish and maintain a positive track record in the marketplace.

### Advertise Honestly

Adhere to established standards of advertising and selling.

### Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms.

### Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

### Honor Promises

Abide by all written agreements and verbal representations.

### Be Responsive

Address marketplace disputes quickly, professionally, and in good faith.

### Safeguard Privacy

Protect any data collected against mis-handling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

### Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity.

## 2010 BBB Board of Directors

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**Page Ewell III** Richmond Window Corporation

**Harry Garmon** The Bookkeeping Department

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**Hardy James** Barrett Capital Management, LLC

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**William King** Westminster-Canterbury Richmond

**Edward Lane** Lane Homes & Remodeling, Inc.

**Teresa Mueller** Closet Factory

**Mike Mulvihill** CRT/tanaka

**June Seay** Office of the Garrison Commander, Fort Lee

**Mark Smith** Midas Auto Systems Experts

**David Taylor** Libbie Market

**Kenneth B. Wayland II** Free Agents Marketing

**Dick West** Parcel Plus

### Our Mission:

BBB's mission is to be the leader in advancing marketplace trust. BBB accomplishes this mission by creating a community of trustworthy businesses; setting standards for marketplace trust; encouraging and supporting best practices; celebrating marketplace role models; and denouncing substandard marketplace behavior.

# 2010 Program Descriptions and Accomplishments

## BBB Business Reviews:

BBB develops reviews about companies and makes the information available to the public. Reviews are based on documented behavior and instances and the data is provided to the public at no charge through the support of accredited businesses.

## Charity Evaluations:

BBB evaluates local charities against a set of 20 voluntary standards. Reports are developed based on evaluation results to help donors make sound giving decisions and to foster public confidence in charitable organizations. There is no charge for the charity evaluation or for public access to the reports.

## Accreditation Program:

BBB Accredited Businesses and Charity Seal Holders contractually agree to adhere to the highest standards of fair and honest behavior as outlined in the BBB Standards for Trust.

## AutoLine:

Our dispute resolution program can help you resolve your lemon law complaint, and you don't even have to hire a lawyer. Our lemon law complaint program covers car warranty issues against participating manufacturers. Our role is to open communication between you and your manufacturer and to assist in the speedy resolution of your auto warranty or lemon law dispute.

## MilitaryLine:

BBB Military Line® provides free financial literacy and consumer protection resources/support to our military communities – all through the efforts of local BBBs and an online presence.

## Dispute Resolution Services:

BBB works with consumers and businesses to reach solutions to marketplace disputes. The dispute resolution process is an alternative to going to court - it's informal and user-friendly and it helps resolve thousands of complaints each year. BBBs offer several methods to resolve disputes: conciliation, mediation, and arbitration. BBB staff advises consumers and businesses of the appropriate steps to resolve their particular disputes.

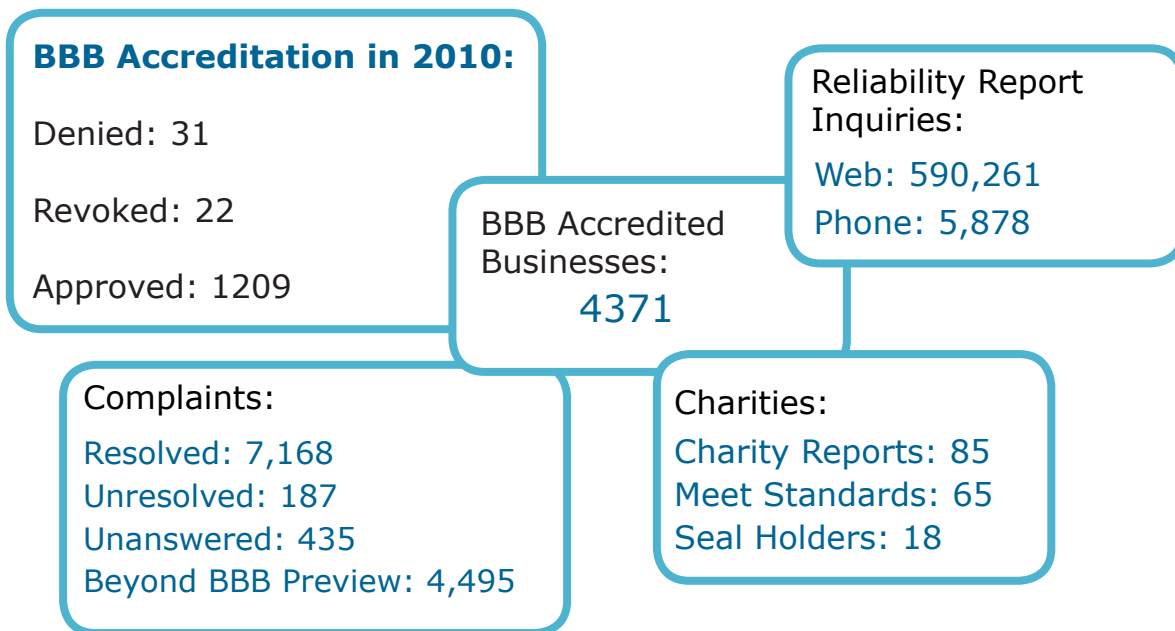
## Secure Your ID Day:

Protect Your ID Day is held in April and October of each year. Shredding services are made available to businesses and consumers at no charge to promote the importance of protecting personal and financial information.

## SeniorFraud Prevention and Community Outreach:

BBB staff regularly meets with law enforcement officers and representatives of local agencies to share information on scams operating in the area. Staff also participates in consumer education meetings to share with consumers ways to avoid being victimized by unscrupulous businesses.

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## Social Media

Facebook "Fan" us: search "Better Business Bureau"

LinkedIn "Connect" with us: search in groups for BBB

Twitter "Follow" us: @richmondbbb

YouTube "Subscribe" to BBB Channel: search "RichmondBBB"



BBB Mobile App