

# BBB 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 mishandling 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.



### How to Reach Us:

720 Moorefield Park Drive  
Suite 300  
Richmond, VA 23236  
[www.richmond.bbb.org](http://www.richmond.bbb.org)  
[info@richmondbbb.org](mailto:info@richmondbbb.org)

### Accredited Business Hotline:

804.648.0030  
888.648.0030 (toll free)

**Fax:** 804.320.0248

### 24-Hour Report Lines:

804.648.0016 (Richmond)  
434.971.3707 (Charlottesville)  
540.373.9872 (Fredericksburg)  
804.648.0016 (Tri-Cities)

### Elder Fraud Hotline:

804.780.2222

### Dispute Resolution Center:

804.343.7355

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The Better Business Bureau of Central Virginia, Inc.  
**2008 ANNUAL REPORT**

# FAULTLESS EXECUTION





**Bob Reynolds**  
Chair

**Tom Gallagher**  
President & CEO

## Dear Friends of the BBB,

**Change.** It was clearly the word of choice for America's presidential hopefuls throughout most of 2008. But, as we entered the fourth quarter, a new word began rolling off the tongues of political and media pundits — Bailout.

Bailout sums up the incredible and unfortunate turn of economic events witnessed late last year. We saw the bubble burst in the housing market as the bottom fell out of the mortgage industry. This prompted a catastrophic plunge in the stock market, the worst in nearly 80 years.

Every BBB-accredited business knows all too well the pain of this economic collapse. No one is immune, including your BBB. We saw a 5.9-percent drop this year in accredited businesses, the first decline in years. Many of the businesses that left our rolls in 2008 are building and trades contractors, one of the industries hardest hit by the downturn.

The downturn resulted in a revenue shortfall. Fortunately, we have ample reserves, due to longtime sound management, to cover any eventuality.

Despite the drop in accredited businesses, inquiries to the BBB continue to increase. Last year, we logged more than 1.1 million inquiries from both consumers and businesses.

The BBB's concept of self-regulation extends beyond the business community to the non-profit sector. Charities are also asked to comply with a comprehensive list of standards. We review their performance on an ongoing basis. At the end of 2008, 89 charities in the region met the standards of the BBB.

We obviously have no control over factors governing our economy. All we can do is focus on the mission before us

and do our jobs to the best of our abilities. That's what we call **faultless execution**. Those words became our mantra in 2008 and will guide us throughout the New Year.

While we continue to pursue the faultless execution of our daily tasks, change will be apparent in 2009 for many of us. The biggest of these changes at the BBB has already occurred. On Jan. 2, we moved our offices from downtown Richmond to Moorfield Office Park in northern Chesterfield County. The new office provides bigger space and is more convenient for many of our accredited businesses.

Also, effective Jan. 1, the BBBs nationwide adopted a new rating system for businesses. Businesses are now receiving letter grades, similar to those used by teachers, to reflect the degree to which they Start with Trust. We think consumers will find the new ratings more descriptive and easier to understand.

But, amid the changes and the economic uncertainties, one ideal remains constant. The BBB's accredited businesses in central Virginia started the year with trust and ended the year with trust. Consumers should expect nothing but the same in 2009.

Best wishes to each of you as we enter this exciting year!

Sincerely,

Bob Reynolds  
Chair

Tom Gallagher  
President & CEO

## 2008 Key Statistics

(Unaudited)

Accredited Businesses	<b>4,400*</b>
Total Inquiries (verbal and Web-based)	<b>1.1 million</b>
Charities Meeting BBB Standards	<b>89*</b>
Total Revenue	<b>\$1,796,116</b>
Total Expenses	<b>\$1,830,885</b>

\*as of Dec. 31, 2008

## 2008 Board of Directors\*

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Parcel Plus

\*As of Dec. 31, 2008

## Charter Members

BBB charter members who have supported the Better Business Bureau continuously since 1954:

AAA of Virginia  
Dominion Virginia Power  
Franklin Federal Savings & Loan  
Hirschler Fleischer  
Ruffin & Payne  
Schwarzschild Jewelers  
Southern States Cooperative  
Universal Ford

## 2008 Corporate Sponsors

Aireco Supply Inc.  
American Family Fitness  
Amerigas Propane, L.P.  
AMF Bowling Worldwide, Inc.  
Anthem Blue Cross and Blue Shield of Virginia  
Ashley Furniture HomeStore  
Bank of America-Virginia  
Barrett Capital Management, LLC  
BB&T  
Bon Secours Richmond Health System  
Brown Auto Super Center  
Capital One Bank  
CarMax, Inc.  
Circuit City Stores, Inc.  
ClearPoint Financial Solutions  
Cobb Technologies, Inc.  
Comcast Cable Vision  
Dominion Virginia Power  
Eagle Corporation/Southern Concrete Products  
Firestone Tire and Service  
First Market Bank  
Franklin Federal Savings & Loan Assoc.  
Greater Richmond New Car Dealers Assoc.  
HCA Healthcare Corp.  
Kroger Grocery Stores  
Markel Insurance Company  
Mattress Discounters  
Mondial Assitance  
New Market Corporation  
Patient First Corporation  
Richmond Newspapers, Inc.  
S & K Famous Brands, Inc.  
SunTrust Bank  
Target  
The Pearson Companies  
Tredgar Corporation  
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Wachovia Bank  
Woody Funeral Home & Cremation Service  
Wyeth