



Empower Texas

BBB's Blueprint for
Small Business Success



Foundation *for*
Better Business

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A Foundation for Success

- Why Trust Matters
- Mission and Vision
- BBB® Standards for Trust
- BBB's Impact

2

Envisioning the Future

- Master Plan
- BBB serving the Heart of Texas
- BBB Foundation for Better Business
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- Partnership Opportunities
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1

A Foundation for Success

“

Partnering with BBB has been key to our success, emphasizing trust and integrity in the marketplace. In today's complex business environment, trust is more crucial than ever, and together, we are committed to transparency and accountability for our customers.”

Allison Connors
Dell Technologies



The History of the Better Business Bureau



Founded in 1912 to counter consumer fraud and advocate for ethical business practices, BBB has since expanded across the U.S. and Canada, offering business reviews, accrediting ethical businesses, and providing dispute resolution services.

Our core mission has remained consistent, emphasizing honesty and fairness in business, even in the midst of evolving commerce and technology.





BBB's Growth Across Texas

Since its founding in 1950, BBB serving the Heart of Texas has grown significantly.

- **Increased staff size** from five to more than 110 employees
- **Third largest** BBB internationally
- **Acquired property** for campus expansion in 2005
- **Expanded service region** via six mergers to date
- Currently serving **105 counties in Texas**
- **Distributed over \$45 million in COVID-related grants** to support Austin businesses



“

BBB has worked closely with the City of Austin, particularly during the pandemic when we needed assistance in administering over \$45 million in relief grants to support our local economy. BBB rose to the occasion then, and I am confident they will continue to do so.”

Kirk Watson

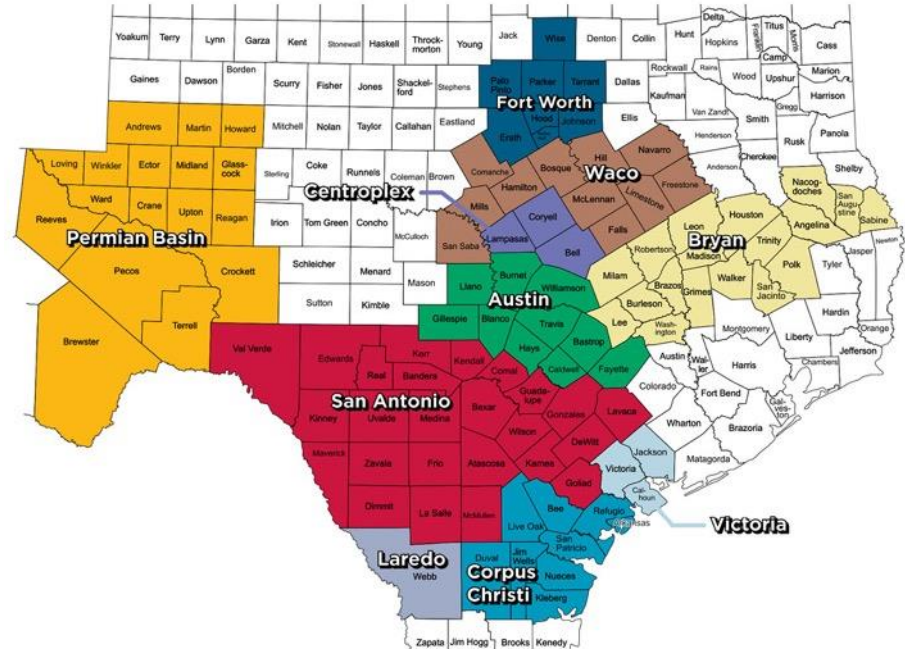
Mayor, City of Austin



BBB serving the Heart of Texas Service Area

Building a Community of Reputable, Trustworthy Businesses through BBB Accreditation

Our nonprofit business membership organization serves nearly 17,000 Accredited Businesses in 105 counties across Texas. We are the 3rd largest BBB internationally.



Our Mission

BBB's mission is to be the leader in advancing marketplace trust.

For over a century, the BBB has delivered on its mission to advance trust and integrity in the marketplace. We have a long history of partnering with esteemed entities such as the Federal Trade Commission, the Attorney General's Office, law enforcement, higher education institutions, licensing agencies, and like-minded organizations.

“

The partnership between Texas State University's School of Journalism and Mass Communication and the Better Business Bureau has been transformative. Since 2019, Texas State University's School of Journalism and Mass Communication has benefited greatly from our strategic partnership with the Better Business Bureau.”

Judy Oskam

*School of Journalism and
Mass Communication at
Texas State University*



BBB Standards for Trust

The BBB Standards for Trust are the principles that drive our mission to build transparency, honesty, and integrity in the marketplace, helping businesses improve reputation, customer loyalty, and profitability. These standards define ethical business practices, boosting consumer confidence in BBB Accredited Businesses and fostering better consumer-business relationships.



BBB's Reach

BBB by the Numbers

highlights web traffic,
demographics, and
membership breakdown,
emphasizing its extensive
reach and the diversity of its
Accredited Businesses,
underscoring the
organization's impact and
community engagement.

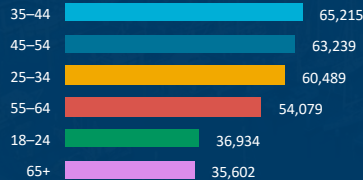


BBB.ORG REACH (2023)

3,935,028

BBB.org Website Visits in 2023

Total BBB.org User Profiles by Age



BBB Business Profiles
Provided to the Public 5,895,104

Customer Reviews Submitted 34,252

BBB Dynamic Seal Clicks 52,277

BBB ACCREDITED BUSINESSES (2023)

16,544

Total Accredited Business Locations

3,301

New Accredited Businesses

BUSINESS TYPES MOST INQUIRED ABOUT

#1 Roofing Contractors

#2 Home Builders

#3 Plumber

#4 Property Management

#5 General Contractor

CONSUMER IMPACT

Complaints Handled 35,992

Advertising Challenges 97

Source: BBB serving the
Heart of Texas

The Inside Scoop On The Value of BBB Accreditation

According to a 2024 IABBB survey of
BBB Accredited Businesses with 13,000
responses.



The BBB Seal
is The Sign of a Better
BusinessSM,

with nearly 90%
of responding
Accredited Businesses
finding it valuable to
their business.



**Four out of five responding Accredited Businesses
would recommend Accreditation**

with nearly 70% in agreement that their
Accreditation has positively impacted their business
in some way.

The top three reasons for being an Accredited Business:

01	Accreditation quickly identifies my business as reputable	
02	Accreditation builds trust with my customers	
03	Accreditation demonstrates integrity in our business practices	

Other benefits



Nearly two-thirds
find BBB to be a
helpful business
resource



Almost 90% of Accredited
Businesses we heard from
attest to the credibility-
boosting potential of BBB
Accreditation



More than 75%
acknowledged BBB's role
in connecting customers
with trusted businesses



INTERNATIONAL BBB SOCIAL ECONOMIC IMPACT

ENHANCING MARKETPLACE TRANSPARENCY

6.2 Million+

BBB Business Profiles

697,000

Published
Consumer Reviews

REPORTING MISLEADING OR CONFUSING ADVERTISING PRACTICES

2,400+

Reports from Consumers to
BBB AdTruthSM

WARNING PEOPLE OF FRAUD

1.3 Million+

Unique Users of BBB Scam TrackerSM

46,500

Scam Reports

3 BBB Scam Tracker
Research Reports

4 Scam Studies

50
Scam Alerts
Viewed by

738,000+
Individuals

CREATING A COMMUNITY OF TRUSTWORTHY BUSINESSES

400,000+

BBB Accredited Businesses
Committed to Upholding the
BBB Standards for Trust

IMPROVING THE MARKETPLACE

1.2 Million+

Disputes filed

965,000+

Disputes settled

5,500+

Investigations of Business'
Marketplace Practices

EMPOWERING CONSUMERS WITH KNOWLEDGE

140 Million+

Visitors to BBB.org

285 Million+

Reached through
Media Relations

2020 ESTIMATED SOCIAL ECONOMIC IMPACT
RESULTING FROM BBB PROGRAMS AND
OUTREACH

\$3,514,287,600

*All stats are 2020 metrics that do not include
previous years' impact, apart from the total
number of BBB Business Profiles. Impact
valuations are estimates.*



Dedicated and Continued Support for Building a Stronger Business Community



THE SIGN OF A
**BETTER
BUSINESS**



We serve BBB Accredited Business members of all sizes, but approximately 80% of our membership is made up of small businesses. It is this segment of the economy that we seek to serve in new, innovative ways.

2

Envisioning the Future

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Building on a long history of unprecedented success, growth, and financial stability, we have adopted a 12-year master plan to launch enhanced services to change the trajectory of business failure rates in Texas. Trust matters. Building successful businesses matter.”

Carrie Angell, EdD, MPAff

*President / Chief Executive Officer, BBB
serving the Heart of Texas*



12 Year Master Plan: A Dynamic New Structure to Serve Texans

We will execute our master plan through a three-part organizational structure, benefiting businesses and the broader Texas community alike.



**BBB
Foundation for
Better Business**

**BBB serving
the Heart
of Texas**

**Heart of
Texas Business
Services**

BBB Foundation for Better Business

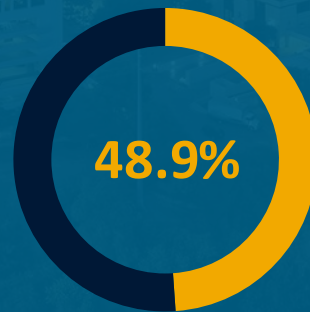
2024 was a year of reinvention and the momentum is evident. We are uniting the private, public, and nonprofit sectors to empower micro and small businesses across Texas. By engaging higher education institutions, governmental agencies, major employers, corporate champions, and philanthropic partners, we're strengthening business resiliency through community education and leadership development. Together, we're fueling growth and creating opportunities that will shape a stronger future for Texas businesses.



Texas' Small Businesses are Struggling

Small businesses make up **over 99%** of all businesses in Texas and employ nearly half of the private-sector workforce.¹

Only about half of all small businesses in Texas survive after 5 years²



SOURCES

1. Office of the Texas Governor
2. U.S. Small Business Administration, 2023



Factors Contributing to High Rates of Small Business Failure

#1

Cash Flow Problems

A significant 82% of small businesses fail due to cash flow issues, which include poor budgeting, lack of funding, and inventory management challenges.⁴

#2

Poor Management

Many small business owners struggle with management, particularly when they attempt to handle all aspects of the business themselves.⁵

#3

Insufficient Community Engagement and Communication

Lack of robust connections, vital partnerships, two-way communication, and customer trust.⁶

#4

Failure to Innovate

Lack of creativity and continuing education puts a business at risk of being outpaced by competitors.⁷

SOURCES

4. U.S. Chamber of Commerce
5. U.S. Chamber of Commerce
6. Forbes, Better Business Bureau
7. Forbes



The Importance of Micro and Small Business Clusters in the Texas Economy



Interconnected Economic Landscape

- Symbiotic relationship with large corporations.
- Small businesses are essential for providing goods, services, and innovation.
- Key to sustainability and success of larger enterprises.

Emergence Around Major Projects

- Develop around major economic development initiatives.
- Critical support to large economic entities.

Primary Drivers of Job Growth

- Small businesses create two out of every three new jobs.

Educate and Empower Entrepreneurs

Opportunity Statement

Building on the BBB's historical foundation of success, the BBB Foundation for Better Business has a unique opportunity to empower micro and small businesses throughout Texas through new programmatic initiatives which foster economic resilience and drive statewide prosperity.



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Empowering small businesses with knowledge and resources is the cornerstone of economic resilience. The BBB Foundation for Better Business's programmatic expansion is not just a commitment to reducing business failure rates; it's an investment in the future of our Texas communities. Together, we can build a stronger, more vibrant entrepreneurial landscape.”

Abby Mellott

*Market President and Publisher of
the Austin Business Journal and
proud BBB Board Member*

The Business Dependency Cycle

The BBB Foundation for Better Business is expanding services to educate and empower entrepreneurs through every stage of the Business Dependency Cycle.





Pillar I: Economic Development & Workforce Advancement

Lone Star Infrastructure Initiative

A program empowers small businesses in trade-related industries to succeed and thrive, driving subcontractor development through expert-led panels, interactive events, and accessible education. By cultivating strategic partnerships and delivering impactful professional development, we are strengthening the businesses that are building the foundation for Texas' future prosperity.

Better Business Districts

Establish a business ecosystem in a Texas community with a population of over 100,000 within the BBB HoT service area, focusing on supporting and promoting micro and small businesses to build, sustain, and thrive. These businesses will be introduced to the BBB Accreditation Standards, fostering a community of enterprises that are not yet ready for accreditation but aspire to grow and achieve it.

Small Business, Big Impact: Texas Economic Resilience Forum

A luncheon series for business leaders featuring panels and keynotes that explore economic development, the ripple effects of major business wins, and the vital role small businesses play in innovation, job creation, and community resilience.





Pillar II: Social Impact

Consumer and Small Business Education

Region-based events including educational offerings, networking opportunities for Accredited Businesses, and scam prevention for both consumers and small businesses. Offerings include Lunch & Learns, Speakers Bureau, Shred Days, Topgolf member mixers, and more.

Trust Champions Alliance: A Partnership of the NFL Alumni Association + BBB

Two powerful brands have teamed up to make a real difference in our communities. Through innovative programs to serve small businesses and former NFL player entrepreneurs, we're empowering tomorrow's leaders and driving business success.

BBB4GoodSM

Membership program offering exclusive software solutions for philanthropy, robust online social impact education, certification opportunities, networking events, and award recognition opportunities for family business owners, small enterprises, and aspiring entrepreneurs who prioritize purpose alongside profit.



Regional Community Outreach and Trust Champions Alliance launching in 2024.



Pillar III: Business Success & Entrepreneurship

Next100: Where Visionaries Unite for Entrepreneurial Excellence

A premier cohort program designed exclusively for visionary small business owners across Texas with unparalleled opportunities for standards-based growth, learning, and connection. Through peer advisory sessions, executive coaching, strategic workshops, and curated resources, Next100 empowers small businesses to unleash their full potential, overcome obstacles, and achieve remarkable success.

She Means Business

Designed to empower the women leading the charge in Texas commerce. This program's design is based on the 2024 findings of the Austin Mayor's Task Force for Women Entrepreneurs and is launching through educational and community-building opportunities. It will grow into larger scale events and certifications.





Pillar III: Business Success & Entrepreneurship

Ignite sparked by BBB

All our new programs are housed within our dynamic new small business accelerator, Ignite. Launched in Austin in 2024 and coming soon to Fort Worth, we are dedicated to educating and empowering Texas' small businesses and future leaders with a special focus on serving underserved populations of entrepreneurs. Our initiative offers dynamic events and curriculum rooted in essential business fundamentals, delivered through a customized, cohort-based model. Participants benefit from coworking spaces, meeting rooms, and podcast studios. Additionally, in-person and online educational curriculum will be offered including unique certification opportunities.



Campus Expansion in Fort Worth and Austin

The Master Plan includes phased redevelopment of our Fort Worth and Austin campuses, creating vibrant technology-focused spaces to meet the needs of Texas enterprises.

- Co-working stations
- Event and conference space
- Learning labs
- Catering kitchen
- Podcast/digital media labs
- Outdoor event space



Meeting the Needs of Entrepreneurs

Serving current and future Accredited Businesses, the Heart of Texas Business Services will equip entrepreneurs with essential resources needed to grow.

- Human Resources Support
- Payroll Management
- Tax Assistance
- Feasibility Planning
- Digital Media
- Marketing Facility
On-site digital marketing expertise and support provided by BBB staff





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The BBB has been instrumental in ABC’s journey, serving as a cornerstone of trust and reliability in our business since 1973. The BBB Seal signifies integrity and excellence, fostering strong relationships with our customers and establishing credibility in the marketplace.

As a longtime Trustee of the Foundation, I am thrilled by the program expansion that addresses the challenges of small business owners and their customers throughout Texas. This initiative represents a significant opportunity for growth and success for countless ventures across the state. I commend the BBB for their commitment to improving business success and look forward to the positive impact this expansion will have on the Texas economy.”

Bobby Jenkins

*Owner of ABC Home & Commercial Services
Trustee, BBB Foundation for Better Business*





3

Partnership Opportunities

“

I am proud to support the Foundation's expansion to support small businesses across Texas. Small businesses are the backbone of Texas, contributing to job creation, innovation, and economic growth. They excel at the goods and services they provide but face high failure rates because of a lack of basic business fundamentals. These new programs will provide crucial resources, mentorship, and training, helping businesses overcome challenges so they can thrive.”

Pete Phillips

*Senior Site Leader
at Amazon Austin*



Partner with us.

Contribute to the strengthening of the Texas economy by supporting BBB Foundation for Better Business's expansion efforts.

In 5 years, we will:

- Intensify how we educate and empower entrepreneurs.
- Broaden consumer education reach and scam prevention efforts.
- Expand our ecosystem to support businesses and consumers through strategic partnerships.



Annual Partnerships

Our annual partners support the many programs and mission of the BBB Foundation for Better Business.

Partnerships start at \$10,000 and include a robust benefits package.

Event & Program Sponsorships

Sponsorships vary and offer a variety of opportunities and entry points. Robust benefits are included.

[Learn more about Annual Partnerships](#)





Carrie Angell, EdD, MPAff

President/
Chief Executive Officer

*Better Business Bureau
serving the Heart of Texas*

Office 844-477-1099

Direct 512-503-0558



Bethany Leffingwell

Executive Director
of Development

*Better Business Bureau
serving the Heart of Texas*

Office 844-477-1099

Direct 512-415-5562

Email bleffingwell@austin.bbb.org



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[BBB.org](https://www.bbb.org)

[LinkedIn](https://www.bbb.org)