

Growing by leaps and bounds.

BBB Annual Report 2007

Message from the President & CEO

Napoleon Hill, one of America's earliest authors of personal-success literature once said, "Strength and growth come only through continuous effort and struggle." For your Better Business Bureau, 2006 was a year of outstanding effort coupled with hard work that resulted in incredible growth!

As a membership organization, our most valuable asset is our members, those companies just like yours that support the BBB's mission of promoting ethical marketplace practices. Our organization's growth and prosperity are wholly dependent on increasing the number of companies that we call BBB members.

Your local Bureau increased its BBB member roster by nearly 19% from year-end 2005 to year-end 2006. More than 6,900 companies within our fifty-two county service area call themselves Better Business Bureau members. This record growth was recognized nationwide as your local Bureau was one of the top three membership producing Bureaus each month in 2006, according to the Council of Better Business Bureaus monthly sales reports.

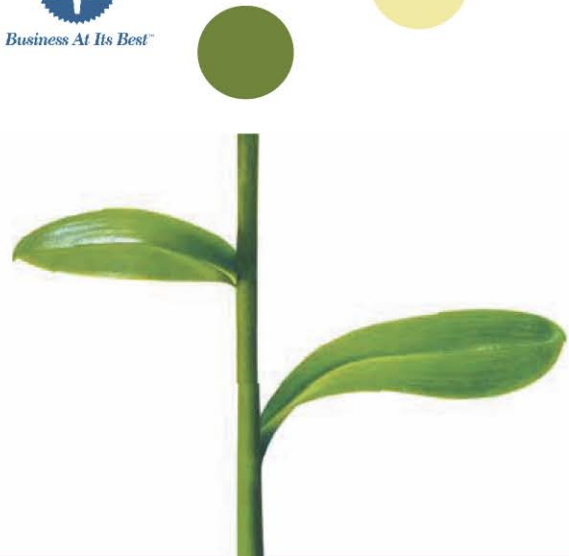
I am proud to bring you a snapshot of the growth and success of 2006 in this BBB Annual Report. Throughout this report, you will find increased numbers of productivity in every single area, as well as overviews of new programs that bring more benefit to our members and the communities we serve.

As you review our report, I hope you too will celebrate our aptly titled theme of *Growing by Leaps and Bounds*. On behalf of the staff of your Better Business Bureau, thank you for your continued support!

Respectfully submitted,



Carrie A. Hurt
President & CEO



Better Business Bureau

serving Central and South Central Texas

The 2007 Annual Report consists of data that has been compiled from the services provided to our 52 counties of Central and South Central Texas.

INQUIRIES

Pre-Purchase Reporting

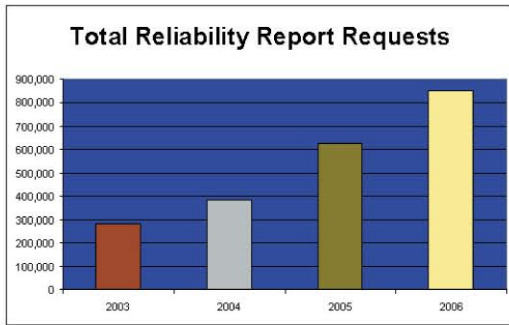
Reliability Reports Requested

Most calls to your BBB are pre-purchase inquiries from consumers and businesses seeking reliability reports on area companies. These callers are seeking assurance that the company they are considering spending their money with has no unresolved complaints or history of unethical practices in advertising or selling of their products and services on file at the BBB.

In 2006, your Bureau provided **848,477** reliability reports on local companies to inquirers. Since these callers were relying in part on the Bureau's report to make their decision as to whether or not to do business with the company they were calling about, we asked them

how much money was involved with their planned purchase. The combined answers totaled more than **\$12.7 billion** in planned purchases made with the assistance of BBB reports.

All BBB pre-purchase reports indicate if the company inquired about is a BBB member. Additionally, many of the **117,000** plus callers asked the Bureau for a referral to a member company.



Most Inquired About Industries

1. Roofing Contractors
2. Home Builders
3. Pool Contractors/Dealers/Design
4. Work-At-Home Companies
5. Auto Repair & Service
6. AC Contractors & Systems
7. Construction & Remodeling Svcs.
8. Movers
9. Insurance
10. Computers-Dealers

BBB Services

Most Complained About Industries

1. Computers-Dealers
2. Consumer Finance & Loan Co
3. Telephone Companies
4. Auto Dealers-New Cars
5. Security Equip., Systems/Monitors
6. Apartments
7. Auto Repair & Service
8. Credit Cards & Plans
9. Home Builders
10. Auto Dealers-Used Cars



COMPLAINTS

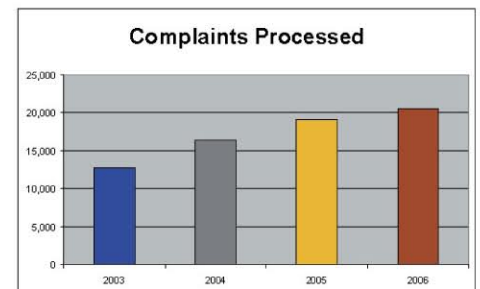
Dispute Resolution Services

Complaints Processed

Consumers who want to present a complaint to a company through the BBB often begin by calling the Bureau. These consumers are provided with instructions for filing their complaint in writing or online. Often, counseling and assistance helps direct the consumer to the person at the business who can best address and/or resolve the complaint, thus preventing the need to file a formal written complaint. This service was provided by phone over **36,286** times during the past year.

The Bureau processed more than **20,593** written complaints during the year. In this regard, it should be of interest and value for both members and consumers to know that, historically, BBB members have a settlement rate of about 99%. The remaining 1% of unresolved complaints represent those filed against firms whose BBB memberships were subsequently revoked by the Board of Directors. By comparison, non-members have a lower resolution rate of about 65%.

The Bureau has many fine volunteers who have received training and certification to conduct arbitration hearings held by the BBB offices. In 2006, the Bureau conducted **118** arbitrations.



SUCCESS

BBB Achievements - 2006

Launch of BBB Member Pages

Development of BBB Ad Campaign

Launch of BBB eQuote

Increased media coverage in all areas

Launch of eBulletin

Increased membership



Better Business Bureau, Inc.

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