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BBB of Fort Worth and Tarrant County expands services through merger

New Partnership Ensures BBB Services Will Reach Millions

FORT WORTH, TEXAS –September 13, 2016 - BBB serving Tarrant, Johnson, Hood, Somervell, Wise, Parker, Erath and Palo Pinto Counties today announces it is expanding its reach by merging with BBB serving Central, Coastal, Southwest Texas and the Permian Basin. The partnership will expand the BBB service area to a total of 105 counties, covering more than half of the great state of Texas. This merger will benefit both businesses and consumers by offering enhanced BBB services to about nine million people across Central, Coastal, Southwest Texas, the Permian Basin, Brazos Valley and Deep East Texas, and now the Fort Worth and surrounding areas.

The newly combined territory boasts a membership of more than 17,000 Accredited Businesses, which represents the largest accredited business base among all BBBs in North America.

"With the merger, we will build on each other's strengths, combine resources and initiate new programs to meet the needs of today's businesses and consumers," says Carrie A. Hurt, BBB President and CEO. "We are committed to the success of this merger which results in expansion of BBB services throughout the local Fort Worth community."

Consumers in the Fort Worth and surrounding areas will see increased community outreach, higher social media engagement and regular alerts on scams and consumer issues affecting their area. They will also have real time access to BBB experts.

Businesses will have access to award-winning marketing services, joint advertising campaigns and BBB's corporate partnership program. Programs and services, like business ethics training and business webinars, will also be expanded.

Mark Titus, Chairman of the BBB Board of Directors in Fort Worth, adds, "We are excited about this merger because of our mutual commitment to fulfilling BBB's mission to be the leader in advancing marketplace trust. By combining the strengths and resources of both trusted organizations, we will increase our ability to serve even more businesses and consumers." Titus added that this merger decision was approved by both the Fort Worth and BBB Austin boards of directors.

BBB will maintain a local presence throughout the Fort Worth area, headed up by a regional director and feature an official BBB vehicle. The merger will follow a proven model of success that has generated positive results through five mergers in Waco, San Antonio, Corpus Christi, Midland/ Odessa, and Bryan/College Station over the past 13 years.

About Better Business Bureau:

For more than 100 years, Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2015, people turned to BBB more than 172 million times for BBB Business Reviews on more than 4.7 million businesses and Charity Reports on 11,000 charities, all available for free at bbb.org. BBB serving Central, Coastal, Southwest Texas and Permian Basin, which serves 105 counties in Texas, has offices in Austin, Waco, Corpus Christi, San Antonio, Midland, Bryan and Fort Worth. Your BBB is one of more than 100 local, independent BBBs across the U.S. Canada and Mexico.

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