



**WORD OF MOUTH**  
REFERRAL

# FAQ

## *Frequently Asked Questions*

- I'm searching to review possible contractors. Do I have to pay to search? - No, searching is always **Free** on Word of Mouth Referral.
- How can I trust the reviews to be true and not planted by the business? - All reviews/testimonials are verified by Word of Mouth Referral staff members.
- I'm a business owner. How will my business be protected from false testimonials? - Word of Mouth Referral's staff members verify all testimonials/reviews by contacting the customer as well as forwarding the testimonial/review to the business on record. You as a business owner will have 24 hours to respond to the testimonial/review prior to it going live. (This gives you the ability to thank your customers for good feedback; also provides a pathway to a customer that is unsatisfied or providing false statements.)
- These businesses are paying for ads, how do I know they are not paying for ratings? - Word of Mouth Referral follows strict guidelines that have zero to do with compensation based standings. Unlike other sites, businesses can pay for preferred listings. We only list according to positive reviews, license and insurance (if applicable) housing in PDF formats attached to each business listing, & participation in on-line quote email system.
- Why do I have to register to leave feedback about a business that I've used? - You must register with valid contact information so that your review can be verified prior to going live.
- Why doesn't my feedback show up immediately after I submit? - Word of Mouth Referral staff members verify each review to ensure validity. Once your review is verified it will go live within 24 hours.
- Do you verify the businesses license, etc or do I need to do that before hiring them? We ask that each business that signs up with Word of Mouth Referral provide their business license information. Our staff verifies the license information before placing the business on-line live. If the business so chooses, we offer a package that allows the business to house their license in a PDF format attached to their ad for customer review. (You can investigate any business on your own at <http://contractor.smartbusinessreports.com/> ; and other sites.) If the business does not have or is not required to have a license, it will be noted.
- Can I contact businesses through this site requesting quotes without having to go to their website? Yes, in most cases. The one touch quote system is available in our Premium Package. If the business chooses this package, there will be a quote link attached to their business ad. You can request a quote, the business is immediately contacted. We ask that the business respond within 24 hours. (*Not Guaranteed.*)