

Hire the right contractor by doing research, not based on online reviews

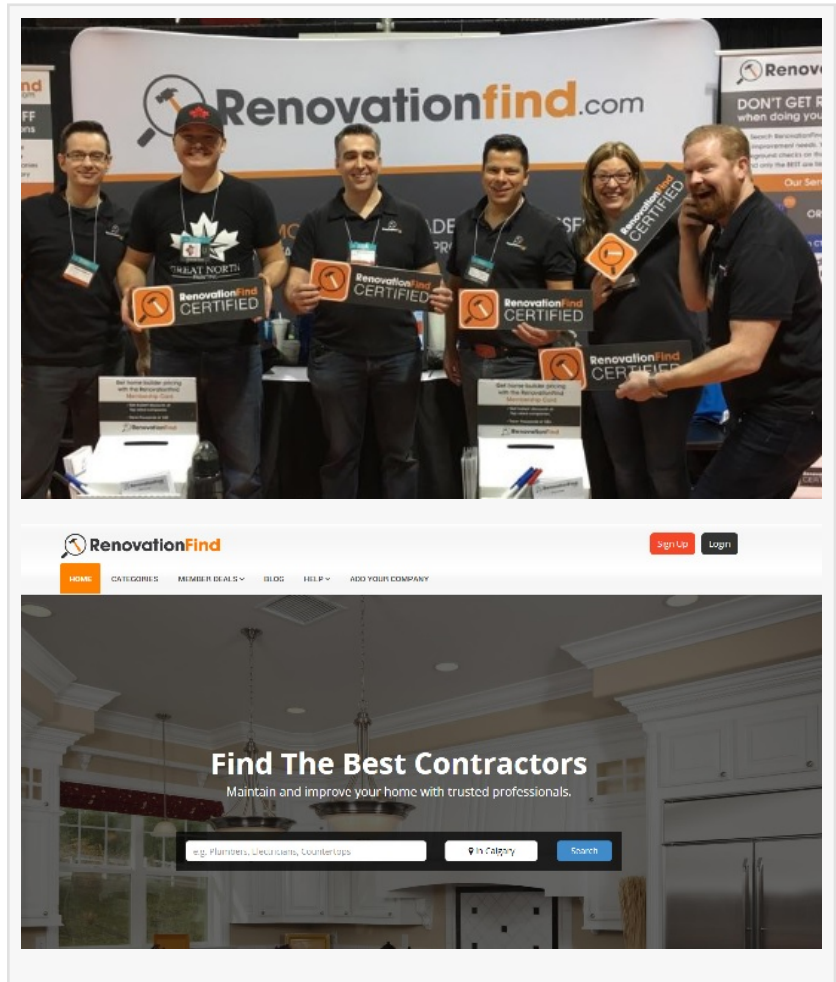
Online reviews can be inaccurate, misleading and sometimes fake. Consumers should do research and get referrals when hiring contractors to work on their home.

CALGARY, ALBERTA, CANADA, September 28, 2017 /EINPresswire.com/ -- In a digital world, one of the first things homeowners do when searching for a contractor to do work on their property is search for online reviews of the company. While online reviews can help give you an idea about the company, you should not rely on solely them when deciding on hiring a contractor.

Businesses know that consumers will look at online reviews when making a purchasing decision and see online reviews as a marketing opportunity, especially dishonest companies. Some companies will offer discounts and incentives to customers to write positive reviews and some might even hire people to post fake reviews. You can find advertisements on freelancer sites like [Fiverr.com](https://www.fiverr.com) of people offering to write online reviews. The fact is, you cannot trust that consumer reviews are truthful or that they have not been manipulated in some way.

“Online reviews can be sketchy,” said Keith Riley, founder of RenovationFind.com. “It’s important that you do some digging and really research the company you’re going to hire. Check for licensing, insurance, WCB coverage and ask if you can talk to one of their previous customers or even go see the work they’ve done.”

Checking to see if a company is on RenovationFind.com is a good place to start. RenovationFind is a free online directory of pre-screened and reputable companies in the renovation industry. It is not a review site. All companies listed on RenovationFind have passed background checks, have proper licensing and insurance and are continually monitored to ensure they’re meeting standards. You can review an example of a RenovationFind contractor listing here: <https://www.renovationfind.com/ab/calgary/Basement-Renovations>



“Home renovations are a great investment, but you really have to be careful about who you hire to do them for you so you don’t get ripped off,” said Riley. “Check to see if the business is on RenovationFind. Then you’ll know they’ve passed our accreditation process and have everything in order and are a good choice for your project. Thorough research, comprehensive third-party background checks and customer referrals have more standing than online reviews.”

RenovationFind.com is a free online directory of trades, contractors and renovation companies that have passed a stringent screening and accreditation process. All companies listed on RenovationFind’s directory have been vetted and are continually monitored on seven important criteria including legal background checks, credit background checks, Better Business Bureau (BBB) membership, business license, business insurance and Workers Compensation Board (WCB) Coverage. Not sure who to hire? Learn the [difference between contractors, sub-contractors and handyman services](#).

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