

# The Transparency Company Declares: Reviews Are the New Currency of Trust

*Authentic feedback is reshaping consumer decisions and fueling a \$500B marketplace*

SAN FRANCISCO, CA, UNITED STATES, October 2, 2025 /EINPresswire.com/ -- [The Transparency Company](#) today declared what millions of consumers experience every day: reviews have

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*Maury Blackman*

become the most powerful force in commerce. Advertising may grab attention, but reviews decide where wallets open.

The numbers are clear. A staggering 95% of consumers read reviews before making a purchase, and 93% admit reviews directly influence their decisions. More than half—58%—are even willing to pay more for products and services backed by positive reviews. For younger generations, the impact is even stronger: 91% of 18–34 year-olds trust online reviews as much as personal

recommendations from family and friends.

“Reviews are the currency of trust in today's economy,” said [Maury Blackman](#), CEO of The Transparency Company. “They carry more weight than marketing campaigns, political messaging, or even word-of-mouth in many cases. In a world where trust is scarce, authentic consumer voices are now the ultimate competitive advantage.”

## A Crisis of Authenticity

But this new trust economy is under threat. Roughly 30% of online reviews are fake, creating what experts estimate is a \$152 billion drag on the global economy each year. According to recent surveys, more than 80% of consumers have encountered fake reviews in the past 12 months. For honest businesses, that means competitors who cheat gain an unfair advantage, while consumers lose confidence in the entire system.

“Fake reviews are not a minor nuisance,” Blackman warned. “They poison the well of trust. One deceptive review doesn't just mislead a customer—it erodes confidence in an entire marketplace. Left unchecked, this problem will continue to cost consumers billions and punish businesses that play by the rules.”

## The Regulatory Crackdown

Regulators are taking notice. The Federal Trade Commission (FTC) has banned the sale and purchase of fake reviews outright. It has also prohibited “review gating” or “review culling”—the practice of hiding negative reviews to create a false impression of a brand. Violators now face significant financial penalties and public enforcement actions.

“These new rules are a turning point,” Blackman said. “The government is making it clear: authenticity isn’t optional anymore—it’s enforceable by law. The winners in this environment will be businesses that embrace transparency and authenticity as part of their brand DNA.”

## From Transaction to Relationship

For businesses, the shift in consumer behavior means reviews can no longer be treated as an afterthought. Instead, they must be viewed as the frontline of brand reputation and customer relationships.

Research shows that 85% of consumers check whether companies respond to negative reviews before deciding to buy. That makes a company’s reply to criticism as important as the product itself. Done well, these responses become what The Transparency Company calls “superpowered reviews”—moments where an empathetic and solution-focused response builds more trust than a dozen five-star ratings ever could.

“The companies that will win aren’t those chasing perfection, but those showing accountability,” Blackman said. “Consumers know mistakes happen. What they’re looking for is how you handle them. That’s where trust is truly built.”

## A Mission to Restore Integrity

The Transparency Company, operating from Northern California to Houston, Texas, is at the forefront of the fight against review fraud. Its technology detects suspicious reviews, identifies patterns of deception, and empowers regulators, platforms, and businesses to take action. By exposing bad actors and promoting authentic feedback, the company is working to restore fairness and honesty in the \$500 billion review economy.

“Trust is fragile, but it’s also renewable,” Blackman concluded. “When businesses commit to transparency and regulators enforce accountability, we rebuild the foundation of commerce itself. That’s what The Transparency Company is here to do.”

## About The Transparency Company

The Transparency Company is dedicated to safeguarding trust in the online economy by

detecting fake reviews and promoting authentic consumer feedback. By partnering with regulators, platforms, and businesses, the company is leading the effort to restore integrity to the \$500 billion review marketplace. From small businesses to global brands, The Transparency Company provides the tools and expertise needed to thrive in an age where trust is the most valuable currency.

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