

ShelterScore Sets a New Standard for Trust and Transparency in the Metal Building Industry

New verification-focused platform helps buyers look beyond price, advertising, and star ratings when choosing metal building companies.

WINSTON-SALEM, NC, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [ShelterScore™](https://www.shelterscore.com), a U.S.-based trust-rating and verification platform for the metal building, carport, and steel structure industry, is introducing a more transparent way for buyers to evaluate the companies competing for their business.



For many buyers, choosing a metal building company starts with the same familiar signals: price, online reviews, photos, sales offers, and promises made during a phone call. ShelterScore believes that's not enough for a purchase that can involve thousands or tens of thousands of dollars. The platform is designed to help buyers look deeper by bringing business information, customer history, documentation, responsiveness, and other trust factors into a more structured evaluation.

"Buyers should not have to rely on marketing alone to decide whether a company is credible," said Chris Dodd of ShelterScore. "They should be able to see what is known about the business, what information has been verified, and what questions still need to be asked before they commit."

A Different Approach to Choosing a Metal Building Company

The metal building industry can be difficult for consumers to navigate because the company selling the structure is not always the company manufacturing or installing it.

A customer may deal with a salesperson, dealer, manufacturer, engineering provider, and installation crew during the same project. That can make accountability harder to understand.

Questions can arise around:

1. Who is responsible for engineering
2. Who provides the warranty
3. Whether installation is included
4. What building specifications are being quoted
5. Whether insurance or licensing applies
6. Who handles problems after the sale
7. What happens if timelines or project conditions change

ShelterScore was developed to make those questions easier to investigate before a buyer makes a major financial commitment.

Trust Requires More Than Online Reviews

Customer reviews remain one of the most valuable indicators of how a company performs, but ShelterScore does not treat star ratings as the complete picture.

A strong review score may indicate that previous customers were satisfied with communication, installation, pricing, or service. It does not automatically confirm whether a business has complete documentation, clearly defined warranty terms, appropriate engineering information, or a consistent history of responding when customers raise concerns.

ShelterScore evaluates companies across several trust signals, including:

1. Customer reviews
2. Business documentation
3. Profile completeness
4. Customer responsiveness
5. Active business presence
6. Safeguards intended to reduce manipulation of rankings

The goal is not to replace reviews, but to give them more context.

“Reviews tell part of the story,” Dodd said. “A buyer also needs to understand the company behind those reviews.”

Making Verification Easier to Understand

ShelterScore is also working to make the term “verified” more meaningful within the metal

building industry. Across the internet, a verified label can mean anything from a confirmed email address to a more detailed review of business information.

ShelterScore's approach is to make verification specific rather than vague. Depending on the business type and available information, company profiles may include details related to business registration, insurance, applicable licenses, certifications, warranties, engineering records, customer feedback, and other supporting documentation.

Manufacturers and dealers may be evaluated differently because their responsibilities are not the same.

Manufacturers may be expected to provide more technical documentation, including items such as PE-stamped drawings, material test information, quality documentation, and warranty policies.

Dealer evaluations may place greater emphasis on business identity, contact information, customer history, responsiveness, and the clarity of the company's relationship with manufacturers and installers.

ShelterScore does not suggest that one document or badge guarantees the success of a project. Instead, the platform is intended to give buyers a clearer view of the evidence available.

Paid Visibility Does Not Change the Score

One of ShelterScore's core principles is the separation between advertising and trust ratings. Companies may pay for additional visibility or advertising opportunities on the platform. Those payments do not improve their ShelterScore.

Payment never affects a company's ShelterScore. ShelterScore considers that separation necessary for the rating system to remain useful to buyers.

"If visibility and trust are treated as the same thing, the rating stops being meaningful," Dodd said. "Businesses can advertise. They cannot purchase a better ShelterScore."

Creating Value for Buyers and Reputable Vendors

ShelterScore is designed to support both sides of the marketplace without compromising the independence of its ratings. Buyers can use ShelterScore to research companies, review available information, compare vendors, and identify questions that deserve further investigation before placing a deposit.

Reputable dealers and manufacturers can use their profiles to demonstrate the business practices, documentation, customer history, and transparency that may separate them from less established competitors.

This creates a different competitive environment where credibility can be demonstrated through evidence rather than advertising claims alone.

Encouraging Better Buying Decisions

ShelterScore does not replace local permit requirements, engineering review, building codes, written contracts, or independent due diligence. It's intended to provide buyers with another layer of information before they make an important purchasing decision.

The company's long-term goal is to make greater transparency an expected part of buying a metal building.

"Trust should be something a company can demonstrate," Dodd said. "The more information buyers can verify before the sale, the better positioned they are to make an informed decision."

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