



## **Fake Review Prevention Policy**

### **For Stuarts Property Services Ltd t/a Stuarts Homes – Property Management & Lettings**

#### **Purpose:**

At Stuarts Homes we are committed to transparency, honesty, and trust in all aspects of our business. This includes how reviews and testimonials about our lettings and property management services are collected and displayed. This policy outlines our standards and procedures for preventing fake or misleading reviews.

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#### **Policy Guidelines**

**1. Genuine Tenant and Landlord Reviews Only**

We only accept reviews from individuals who have had direct experience with our services—either as tenants, landlords, or contractors who have interacted with us professionally.

**2. No Paid or Incentivised Reviews**

We do not offer rent discounts, vouchers, gifts, or any other benefits in return for positive reviews. Any optional incentives for submitting a review (not tied to sentiment) will be clearly disclosed.

**3. No Internal or Affiliated Submissions**

Employees, contractors, or individuals affiliated with Stuarts Homes are not permitted to submit reviews unless they are genuine clients and clearly disclose their affiliation.

**4. Platform Integrity**

We work only with review platforms that have their own moderation policies and verification processes, such as Google, Trustpilot, or industry-specific platforms. Fake or suspicious reviews will be reported to the platform for removal.

**5. Review Moderation and Monitoring**

Our team periodically reviews posted feedback to detect patterns of fake or misleading reviews, including:

- Multiple reviews from the same IP address
- Reviews from individuals with no verifiable link to our services
- Overly generic or templated feedback

**6. Handling Negative Reviews**

We do not delete legitimate negative reviews unless they violate platform rules (e.g. hate speech, threats, or false claims). We view constructive criticism as an opportunity to improve our service.

## 7. Reporting Suspicious Reviews

If you believe a review of Stuarts Homes is false or misleading, please contact us at 0161 491 1411 or [info@stuartshomes.co.uk](mailto:info@stuartshomes.co.uk) We take all reports seriously and will investigate accordingly.

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## Our Commitment

We aim to build long-term relationships with both tenants and landlords through honesty and transparency. Ensuring the integrity of our reviews is essential to maintaining the trust of the communities we serve.



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