



CONTRACTOR / PRINTABLE FIELD GUIDE

Reviews, Referrals and Trust in 2026

Earn visible proof without misleading customers or violating platform rules.

Ask the right way

Ask real customers for honest feedback after a meaningful service experience. Make the request easy, but do not script a positive rating or selectively ask only satisfied customers.

Respond professionally to concerns without exposing private project details. Use permission before publishing photos, names or testimonials.

Protect credibility

Do not purchase, fabricate or use AI-generated fake reviews. Do not imply an independently operated review site is independent if your business controls it.

Check the current FTC review rule and each platform's policies before offering any incentive or republishing an endorsement.

Keep claims about licenses, screening, warranties and results accurate and current.

Referral practice

Give clients a short project summary, care instructions and a simple way to reach you. Ask if they know someone with a similar need.

Track the referral source and thank people appropriately without implying a guaranteed outcome.

Audit worksheet

Where do we ask for reviews? Who owns responses?

Which claims, photos or testimonials need permission or updated proof?

Neutral review request

"Thank you for trusting our team. If you would like to share your experience, here is where you can leave an honest review." Send the same neutral invitation regardless of expected rating.



**Learn to turn trust into a sustainable marketing system:
academy.saferpros.com/marketing-growth-academy/ • Call 1-800-HIRE-A-PRO
(1-800-447-3277).**

Sources and further reading

FTC: Consumer Reviews and Testimonials Rule - <https://www.ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers>

Google: Business Profile Guidelines - <https://support.google.com/business/answer/3038177?hl=en>

Google: Service Area Profiles - <https://support.google.com/business/answer/9157481?hl=en>

Educational guidance for U.S. readers. Requirements, permits, licenses, consumer rights and payment rules vary by location and project. Check current local rules and your written agreement. Safer Pros is a referral and project-support platform; participating providers are independent businesses.

Additional notes and next actions
