



**How to Evaluate Online Reviews  
When Choosing a Remodeler  
Home Builders Association of Fayetteville**

Embarrassed by your outdated kitchen or tired of that ugly bathroom, but aren't yet ready to move to a new home? Remodeling those rooms is your next best option. And there is no better time to consider a remodeling project than during National Remodeling Month in May!

But beware that even a seemingly simple modification to your home could become a dangerous task for even the most confident do-it-yourselfer. By first consulting with a professional remodeler, you could save yourself a lot of time, money and headache by getting the job done right the first time. Yet with so many remodelers to choose from, how do you find the right one for you and your home?

The easiest way to begin your remodeler reconnaissance is by going online.

**Proceed with Caution**

The Internet makes it easy to find a wealth of information with just a few quick clicks of the mouse. Much of what you find will provide some useful background, but you can't believe everything you see or read. When looking through customer rating sites, use good judgment to weigh the value of certain online reviews (positive or negative).

Keep in mind:

- Customers who had any sort of negative experience are much more motivated to post an online review than those who had a thoroughly positive experience.

- A few negative reviews of a less-experienced remodeler carry far more weight than the same number of negative reviews of an established remodeler with several years (or decades) of experience.
- An abundance of positive, brief, non-descript reviews can often indicate phony reviewers.
- The Better Business Bureau, [www.bbb.org](http://www.bbb.org), is a good resource to ensure the business doesn't have any unresolved complaints. Other sites worth noting include Angie's List, HomeAdvisor, Houzz, etc.

Remember, the most accurate customer review will always come directly from the mouth of a previous client. If you don't happen to know any former clients of the remodelers you are considering, simply ask those remodelers for references of recent projects.