



HomeOpenly Content Guidelines

HomeOpenly is an independent and unbiased resource that publishes a wide variety of content. HomeOpenly strictly enforces Privacy by Design policy and never shares user's information unless the user specifically authorizes us to do so. Privacy by Design policy improves user trust and leads to better network effects. Our team uses Open Systems Design methodology to innovate, develop, and maintain an excellent end-to-end Open Real Estate Marketplace™ experience for all users.

Our mission is to improve the homeownership experience as an Internet service. We often offer consumers information that is otherwise largely unavailable and, sometimes, highly critical of processes that do not serve consumers and/or free markets in the real estate industry.

Real estate transactions in the housing industry are particularly vulnerable to antitrust violations and kickbacks due to high-value, rare-event, and high risk-avoidance behavior when consumers are buying and selling homes. These risks have been now further exaggerated with recent use of the blanket referral agreements, and similar hidden fees in the real estate industry promoted over the Internet. HomeOpenly is committed to disrupting this environment with the use of unbiased content.



HomeOpenly encourages our users to post helpful and independent reviews about any reviewed business with any sentiment. However, we ask that you respect the following guidelines:

- Please provide honest and constructive feedback about the reviewed business. HomeOpenly encourages users to post helpful, relevant, and reliable content, but users are ultimately responsible for the quality of the content.
- Companies can never ask HomeOpenly to remove legitimate consumer reviews. All user reviews are protected by the [Consumer Review Fairness Act \(CRFA\)](#) that safeguards people's ability to share their honest opinions about a business.
- Businesses should not ask for or solicit reviews on HomeOpenly, as it leads to deceptively biased content. This includes asking customers to write reviews. Businesses can easily inform consumers that the resource is available to them with actions such as placing a link on their website, without expressive request for reviews. The reason for this is that most businesses only target happy customers when asking for reviews which leads to biased ratings. Businesses should not offer discounts, gifts, or payment in exchange for reviews. Businesses should not offer similar incentives for users to remove reviews.
- HomeOpenly aims to display user reviews posted as independent opinions of ordinary impartial customers. Users should not write reviews for their own business, their employer, their friend's business, their competitor, etc.
- All contributions must be relevant to the business reviewed. Your contribution should not be used as a forum to question the legitimacy of other reviews or other matters that don't address the core of your consumer experience with the reviewed business.
- Beyond simply asking for a refund to remedy a bad experience, you should not use removing or posting your review as a way to extract payment from a business.



HomeOpenly Guidelines for critic reviews must meet all of the following before they are published:

- An authoritative human editor must create, curate, or compile content.
- Editor's review must be genuine, independent, and unpaid editorial.
- Editor's reviews can't be template sentences built from data or automated metrics.
- Editor's reviews should be appropriate for a broad and diverse audience.
- Editor's reviews must allow customers to express both positive and negative sentiments.
- There can't be any commercial agreements (paid or otherwise) between the editor and the reviewed business.

All critic reviews, in fact, are opinions of the author and all statements in the editor's review are clearly identified as opinions. The editor will often interact with the reviewed business to improve the review and may offer some ways to improve the editor's score with concrete actions that change practices of the reviewed service in some way. Any requests for content change to the editor must identify specific statements and specific justifications for changing, removing, or updating content. It is not easy to receive a recommendation from us. As an Internet company, we have no ulterior motive for making our recommendations, other than consumer interest. HomeOpenly offers network effects as a way to promote mutually-beneficial relationships between quality service providers and consumers - we have to stay impartial for this. Real estate services that genuinely save consumers on fees, do not engage in referral fee schemes, do not set prices for others, and provide valuable services to buyers and sellers in a competitive manner systematically receive the highest editor's scores. HomeOpenly promotes fair and competitive practices in the industry.

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