

Fake/Suspicious Review Flagging Guide

Most platforms let you report a fake review — very few agents know how, or what evidence to gather first.

Before reporting anything, gather evidence: a screenshot of the review itself, and — if you can find it — your own records showing you have no transaction with that name. Reports without evidence are far less likely to succeed.

Signs a review may not be genuine

- [] No record of this person as a client, tenant, buyer, or seller
- [] Vague, generic language that could apply to any business
- [] Posted in a sudden cluster alongside other suspicious reviews
- [] Comes from a profile with no other review history, created the same day
- [] Names a competitor or makes claims that don't match anything you actually offer

Google

1. Go to your Google Business Profile and find the review
2. Click the three-dot menu next to it and select "Report review"
3. Choose the reason closest to what applies (fake engagement, spam, off-topic)
4. For a stronger case, also flag it via Google's Business Profile support directly, with your evidence attached

Trustpilot

1. Open the review on your Trustpilot Business dashboard
2. Select "Flag review" and choose the applicable reason
3. Trustpilot may ask for supporting evidence — provide your records showing no transaction with that name

Facebook

1. Open the review/recommendation on your Page
2. Click the three dots and select "Find support or report"
3. Choose the reason and submit — Facebook's review process can take longer than other platforms

Reports can take days to weeks to resolve, and not every report succeeds — platforms are deliberately cautious about removing reviews. In the meantime, a calm, brief public reply (see the Negative Review Decision Tree) protects you either way.