

## How does your ranking system work?

Our unique ranking system takes into account the number of reviews, the ratings and the recency of reviews. The ranking system ensures that a business/service with just one high rating does not rank above a business/service with multiple high reviews but a slightly lower rating. Conversely, a business/service with multiple low ratings will not rank higher than one with fewer higher ratings. Any imbalances in the system will balance out as long as the number of reviews continue.