

THINK LIKE AN F&I MANAGER

EFG Lender Intelligence



ONLINE REVIEWS AND COMPLIANCE

Congress recently passed the Consumer Review Fairness Act, which makes it illegal for a company to use a contract provision that:

- Bars or restricts the ability of a person to review a company's products, services or conduct
- Imposes a penalty or fee against someone for leaving a review
- Takes ownership of a person's review when they mention the company's name, making it possible for the company to take it down



What can lenders do to ensure compliance?

Review your applications and/or legal paperwork to remove provisions that may get you in hot water with regulators.

Develop processes to **consistently and actively respond** to both positive and negative reviews.

With more than 40 years of consumer insights and a dedicated NAF- and AFIP-certified Vice President of Compliance, EFG Companies can help you take a **compliant approach to online reputation that generates a positive online brand experience.**

Contact us today at 800-527-1984.