

# Power of reviews



69%\*

of consumers are likely to change their mind after reading reviews

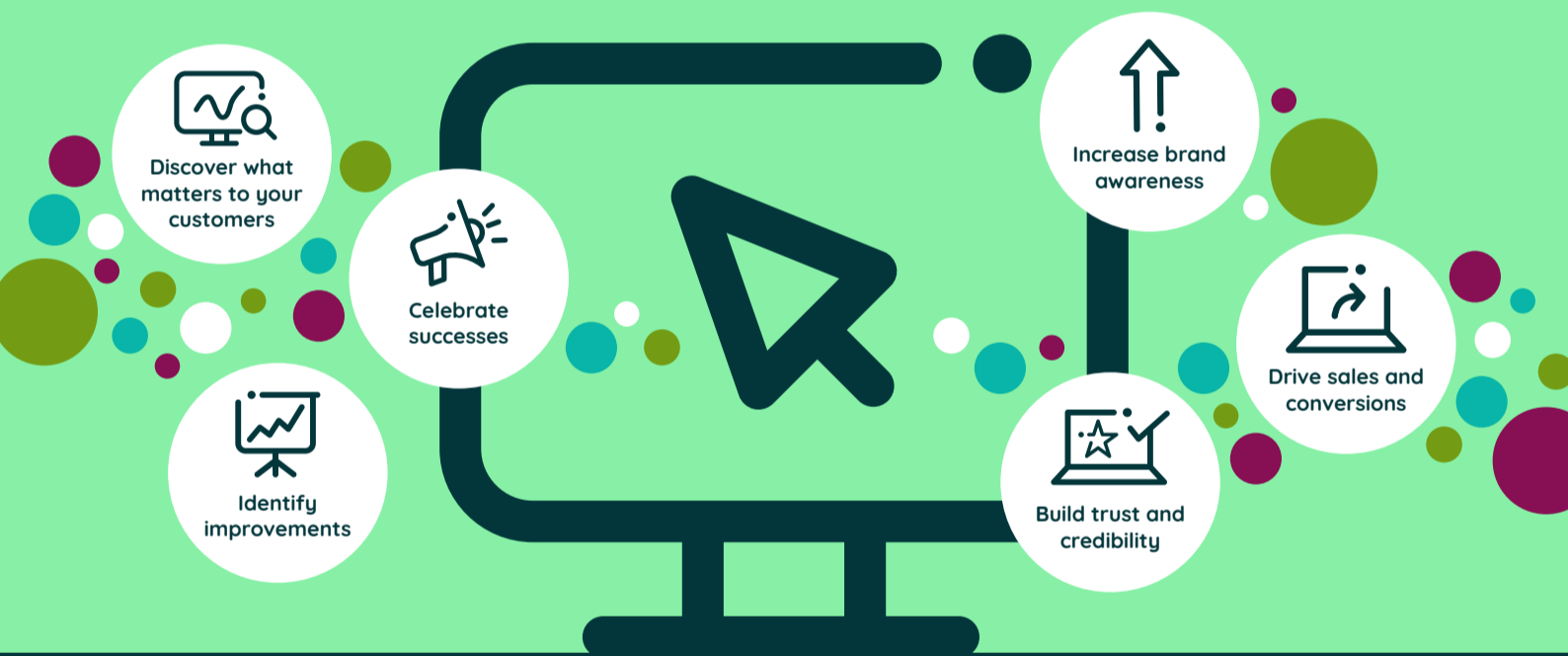
84%\*

of consumers trust reviews from other customers

More people use reviews (23%) to decide which financial products to use than asking an adviser\* (17%)



\*Smart Money People research, October 2022



Here's what our community say about using reviews on Smart Money People:

"It's good to see what other customers are saying before you make a decision."



"You did the research for me."



"The reviews informed my choice to invest."



"Helped me narrow down my choices and decide on the best one."



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