

Trust Factors Overview

Safe and Trusted Canada allows business owners to identify the credentials, experience, operating practices and consumer protections that apply to their business.

These credentials give consumers additional information to consider when comparing businesses and contractors.

Business and contractor credentials are entered and guaranteed as accurate by the business owner or an authorized representative.

Safe and Trusted Canada is an advertising and business information platform. We do not accredit, validate, approve, endorse, rank or recommend any business.

Consumer Search Options

Consumers may search for businesses using applicable business and contractor credentials entered in business profiles. Consumers may also search by province, City or Town Trade Area, business category, business name and other available search options.

Credential searches help consumers identify businesses whose experience, qualifications and operating practices match what they consider important.

Consumer Responsibility

Consumers should review the complete business profile, ask questions, request current documentation and obtain written agreements before making a hiring or purchasing decision.

Licensing, insurance, workers' compensation, warranties and other requirements may differ by province, municipality, industry and type of work.

Consumers are responsible for independently confirming any credential that may affect their safety, legal rights or financial protection.

What Makes Us Different?

Business and contractor credentials are searchable with every Listing Plan.

A business does not receive a higher Listing Plan because it claims to have better credentials. Listing Plans control advertising visibility, profile presentation and participation features. They do not indicate that one business is more trustworthy, credible or qualified than another business.

Safe and Trusted Canada gives consumers access to business information and credentials in one profile so they can review important details before contacting the business.

Important Information

Safe and Trusted Canada does not independently verify the business and contractor credentials entered in a profile.

Trust Factors are optional, but they are a definite factor in the information consumers want to know when comparing businesses and contractors.

The business owner or authorized representative is responsible for the accuracy of the information provided.

The display of a credential does not represent accreditation, validation, approval, endorsement or recommendation by Safe and Trusted Canada.

Consumers should not rely on a single source when making an important purchasing or hiring decision.

Standard Business Factors

Required licensing: The licensing required for the applicable trade area and business category is currently in place.

Legal requirements: The legal requirements for the applicable trade area and business category are currently being met.

Registered business name: The advertised business name is legally registered by its owner.

Years in business: The business may identify that it has operated for three or more years, five or more years, or ten or more years.

Accuracy: The business guarantees that the credentials entered in its profile are accurate.

Complaint process: The business has a complaint-handling process that provides customers with direct access to the owner or another person responsible for resolving concerns.

Contractor Factors

Liability insurance: Current liability insurance is in place.

Workers' compensation: Applicable workers' compensation requirements are fully met.

Proof of credentials: Proof will be provided to clients when requested.

References: Testimonials and customer references will be provided when requested.

Past workmanship: Images may be supplied showing completed projects.

Written quotations: Free quotations are available in writing.

Supplier references: References may be provided to help consumers protect themselves against possible construction liens.

Contractor Factors - Work and Contracts

Employees: The contractor may identify that projects are completed primarily using its own employees.

Subcontractors: The contractor may identify that work is primarily subcontracted to other contractors it trusts.

Subtrade requirements: Subcontractors meet applicable licensing, legal and insurance requirements.

Written contracts: Written contracts are used to protect the business and the consumer.

Payment details: Contracts explain deposits, progress payments and other payment requirements.

Workmanship warranty: A written warranty covering workmanship may be provided.

Home warranty: Where applicable, the contractor may identify that its work is covered under a home warranty program.

Managed by the Business Owner

The business owner or an authorized representative selects the credentials that apply to the business.

The business is responsible for ensuring that every credential entered in its profile is complete, accurate and current.

The business should update its profile whenever its licensing, insurance, legal status, experience or operating practices change.

Consumers may ask the business to provide current documentation supporting any advertised credential.