

Advertiser Qualification Criteria

Here are the criteria we look at for each company in order to qualify them to receive “The Stamp of Aloha” and become an approved member of the ReferAloha community. We reexamine each of these areas quarterly to make sure our users have the most current information. If there are other areas that you would like us to consider, please send them to us for review.

Mahalo

- Previous Customers – Speaking with former customers is often the best way to get a true picture of a company. We ask these customers to rate the company they worked with in key areas to be sure they were completely satisfied.¹ The areas we cover include timeliness, professionalism, reliability, price integrity, workmanship, and overall experience.
- Better Business Bureau – We check the Better Business Bureau’s online records to ensure that each company has a rating of satisfactory or better. Companies receive additional consideration if they are a member of the Better Business Bureau.
- Department of Commerce and Consumer Affairs – Having a current and valid license is vitally important. We make sure each company is properly licensed for the category they are in.
- Insurance - We require each company to provide us with the proper insurance documents to demonstrate they have obtained the applicable insurance coverage for their business. Further, we contact the insurance agency to confirm this information.
- Consumer Protection – We check the online records of the State of Hawaii Office of Consumer Protection and the Regulated Industries Complaints Office of the Department of Commerce and Consumer Affairs which provides information on closed complaints with each agency. The purpose of this check is to ensure that the complaints were brought to closure in a satisfactory and/or reasonable manner.
- Hawaii Judicial System – We will search Hawaii State records to locate any past lawsuits filed against these companies. If the actions

¹ Certain categories contain professions that have privacy laws which do not allow us to complete this step (e.g. Attorneys, Chiropractors, Dentists). In these cases we respect the law and place more weight on the other criteria to determine a company’s qualifications.

taken by the company were appropriate and justified, they will be allowed to become an approved member.

- Chamber of Commerce – Because membership with a chamber shows a company’s commitment to the business community and long-term vision, we will give additional consideration to those companies who belong to a local chamber. Specifically, we will look for membership in the Hawaii Chamber of Commerce but will also consider other chambers a company notifies us about.
- Years in Business – The number of years a company has been in business is an important factor. We require a minimum of one year in business in the State of Hawaii to become an approved member. Additional consideration will be given to those in business longer.
- Bonding/Bondable – Customers of specific industries benefit when a company can be bonded. We will ask the companies in these categories to confirm that they are bondable for the areas of business they are seeking.
- General Excise License – Finally, we check to make sure a company has filed properly to do business in the State of Hawaii.