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| Press release **For immediate release**  **August 4, 2015** | Michelle Hutchison Head of PR & Money Expert  finder.com.au  +61403 192 994  +61 2 9299 7602  Michelle@finder.com.au |

**finder.com.au welcomes ACCC comparator website guidance**

**August 4, 2015, SYDNEY, AUSTRALIA –** Fred Schebesta, co-founder and director of [finder.com.au](http://finder.com.au/), one of Australia's biggest comparison websites[[1]](#footnote-1), has today welcomed news that the Australian Competition and Consumer Commission (ACCC) has released consumer and industry guidance on the operation and use of comparator websites.

"We've seen examples of where a comparison's business model has blatantly come back to hurt consumers by not giving them all possible information. We welcome this guideline for comparison sites (and those businesses listed on them) as it may finally demand the level of quality only a select few have been providing up until now.

"One of the ACCC's new guiding principles relates to transparency of commercial relationships. Unlike many competitors in the space, [finder.com.au](http://finder.com.au/), launched in 2006, remains independent and without ties to any other company. In addition, [finder.com.au](http://finder.com.au/) does not have ownership of any providers or products that are compared on the [finder.com.au](http://finder.com.au/) website.

"This is a deliberate stance by [finder.com.au](http://finder.com.au/) to be genuinely informative and facilitate meaningful comparisons between like products.

"It's important for consumers to know that there are several comparison sites out there that you may see on TV or hear on the radio that are not truly independent. To me, transparency is vital in an industry that aims to give consumers all the information for them to make the best possible choice for their personal situation. A consumer's product choices should not be influenced by commercial ties.

"In the same way that you probably wouldn't go with the first offer you come across, I urge consumers to look beyond fancy ad campaigns and choose a comparison website that has their best interests at heart.

"Also, consumers need to be wary of the search results page of comparison websites. Companies have been fined in the past because they've been found to be manipulating their results to heavily promote provider products. Tip: look for news and information pages to appear in your search.

"Comparison websites should be thrilled with the introduction of these latest guidelines; it finally signals the level of integrity and increased competition leading to better standards for industry and consumers, alike."

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1. Experian Hitwise since 2013 [↑](#footnote-ref-1)