

## Yelp strikes again- Now it's fake businesses



Yelp reviews a biz just down the street from us... only it's not there

I've had a hate/hate relationship with Yelp for some time, starting with their extortion attempts a few years ago to get better listings (by paying \$300/month per location to put your best reviews up top) and continuing with at least one local shop that essentially pays people for positive reviews. Well today we have something new. Click on the thumbnail for the larger picture of a Yelp review (the original can be found here if it's still up) for a Singaporean restaurant at 1 Maple Street. 1 Maple Street is the leasing office for the large apartment complex next door to us; there is not, nor has there ever been, a restaurant at that corner.

Friday night (March 16th) I flagged the reviews and added one of my own. It will be interesting to see how long it stays in place.