

Aunt B's Mystery Shopping Quick Guide

A starter list of legitimate mystery shopping companies and official shopper websites.

Company	What to Know	Good For
BestMark	Operating since 1986; wide variety of assignment types.	All experience levels
Market Force	Major retail and restaurant clients; high assignment volume.	Retail and dining assignments
IntelliShop	Values trained, detail-oriented shoppers; diverse assignment types.	Shoppers serious about quality
iShopFor Ipsos	Known for a variety of mystery shopping programs. Shopper experiences may include relatively fast payment turnaround.	Shoppers who value frequent opportunities and faster pay
Secret Shopper	User-friendly platform with flexible assignments and shopper support.	New mystery shoppers
Second To None	Strong emphasis on observation, communication, and report quality.	Detail-oriented shoppers
A Closer Look	Shopper performance and a strong track record can help with access to opportunities.	Shoppers building a track record
Confero	Established company with multiple shopper portals and a variety of mystery shops and audits.	Shoppers who want steady opportunities
Amusement Advantage	Think zoos, theme parks, aquariums, museums, attractions, entertainment venues and more. Reports can be long - often 50+ questions - but assignments may offer good pay and reimbursement.	Fun experiences, attractions, and higher-reimbursement shops
Reality Based Group	Offers restaurant, retail, phone, online, video and other assignments. Their shopper page recommends registering across their available platforms for more opportunities.	Restaurant shops and shoppers wanting more assignment variety
Pinnacle Financial Strategies	Known especially for financial-institution shops. Some assignments may involve opening a new bank account and evaluating the experience.	Bank and credit-union assignments

Tip: Click any company name to go directly to its official website. Assignment availability, pay, reimbursement amounts, and payment timing can change by project and location, so always review the individual shop details before accepting an assignment.

Safety reminder: Legitimate mystery shopping companies do not require you to deposit a check and then purchase gift cards or send money back. Always register through the company's official website.

