

Is flair.co legit? TrustSniffer's high-trust assessment: 91/100

flair.co

Verdict

91

OUT OF 100

HIGH TRUST

flair.co appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-17 by automated analysis. Classification confidence 55%.

What this site appears to be

Company ecommerce page for Flair products (smart vents, Puck sensors, Bridge, hvacOS) including product listings, installation resources, reviews, support/contact channels and checkout; powered by Shopify.

Evidence status and limitations

Evidence completeness: UNKNOWN

- The real-world operator identity was not independently verified.
- Module-level completeness metadata is unavailable for this legacy report.

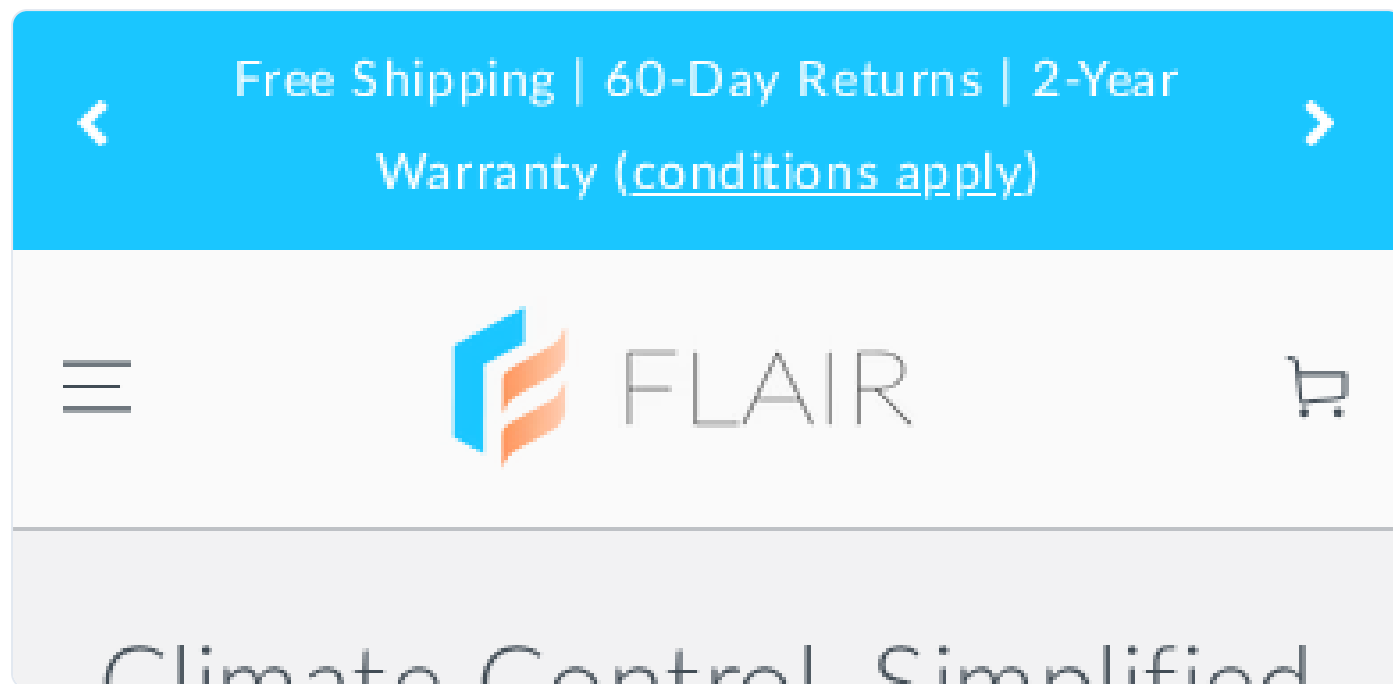
At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0% confidence AbuseIPDB, 10 reports; shared hosting inflates reports	CLEAR
Domain age	14 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YE2	NOTED

The page as captured

https://flair.co/



What flair.co served when TrustSniffer captured it on 2026-08-17. The page may look different now.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

Flair.co is a direct-to-consumer ecommerce website presenting Flair smart HVAC products, including smart vents, Puck sensors, Bridge connectivity hardware, and the hvacOS software platform, with product purchasing, installation resources, professional services, customer support, and checkout functionality.

Scam/Impersonation Risk

No phishing, impersonation, malicious-content, or other direct contradiction signals were observed. The homepage and product sections present a coherent HVAC hardware and software business model, supported by product information, installation resources, customer reviews, support channels, and standard ecommerce checkout rather than deceptive or unrelated activity. A reputational signal involving abuse reports is attributable to shared delivery infrastructure, is whitelisted with zero confidence, and is therefore not evidence that Flair.co itself is malicious. The available evidence supports an established, apparently legitimate site, although the real-world operator identity is not independently verified.

EVIDENCE

- The homepage and product pages describe smart vents, Puck sensors, Bridge, hvacOS, installation resources, reviews, and ecommerce purchasing; no page-level red flags were identified.
- The site's social-navigation links include Facebook, Twitter, Instagram, LinkedIn, and YouTube, providing five established external identity channels.
- The domain was registered on 2012-09-18 and is approximately 13.92 years old.

Regulatory Verification Notes

The site presents a commercial HVAC hardware retailer rather than a financial or other regulated service, and the supplied pages contain no license claim or registration number requiring regulatory validation. The available content identifies the products, support functions, warranty and returns offering, and checkout model, but it does not independently verify the real-world legal operator. This is a limited identity and disclosure verification point, not evidence of a scam. The GoDaddy registration and valid transport security, together with clean external reputation signals and an established global traffic footprint, are consistent with an established commercial website. The registrar's use of registration privacy is an administrative limitation rather than an identity contradiction.

EVIDENCE

- The homepage identifies product, support, installation, professional-program, and checkout functions consistent with a direct-to-consumer HVAC retailer.
- Domain registration is through GoDaddy.com, LLC.
- The site's TLS certificate is issued by YE2 at DV validation level and is valid until 2026-10-26 10:15:02 UTC.
- External reputation checks recorded zero malicious and zero suspicious detections, while the site remains within the global top one million traffic-ranked domains.

What to Verify Next

Before credential or payment interactions, an ordinary independent merchant-identity check should confirm the legal seller associated with the purchase, and the published returns, warranty, shipping, and payment-protection terms should be reviewed. Contact details should be cross-checked through an independently sourced channel, and any account used for purchasing should employ unique credentials and available payment protections.

EVIDENCE

- The homepage states "Free Shipping," "60-Day Returns," and a "2-Year Warranty," with conditions applying; the detailed conditions should be checked before purchase.
- The site exposes Contact Us, Support, FAQ, Dealer Support, and Knowledge Base routes for independent comparison of service information.
- The site includes checkout and add-to-cart functionality, making payment-provider protections relevant to any transaction.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate ecommerce website and supports a high-trust, low-risk posture. The classification is strong, but it should not be treated as independent proof of the real-world operator’s identity.

Infrastructure Integrity

The website is protected by Cloudflare CDN/WAF infrastructure, which is a mitigating control that reduces direct exposure of the service origin but does not by itself establish legitimacy. Confirmed technical evidence places the observed service behind Cloudflare’s edge network in Canada.

EVIDENCE

- Served from AS13335, CLOUDFLARENET — Cloudflare, Inc., US.
- Observed edge IP: 23.227.38.32; one edge IP was identified.
- The site’s transport encryption uses a valid DV certificate issued by YE2, expiring 2026-10-26.

Closing Assessment

Normal browsing and standard use are proportionate to the observed posture; before submitting credentials or payment information, complete the independent merchant, returns, and payment-protection checks noted above.

Written analysis generated 2026-08-17 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Signals weighed against the site

- AbuseIPDB: 10 reports on hosting IP 23.227.38.32 (Shopify, Inc., Content Delivery Network), 0% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

Identity verification

Status	LIKELY
Identity score	80/100
Identity verification confidence	40%

- Trusted social count=5

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of flair.co.

- The request stayed on flair.co. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR

- DNS for this domain is served by cloudflare.com, across 2 name servers. **NOTED**
- The registration is paid up to 2026-09-17. **NOTED**
- It is hosted on CLOUDFLARENET, from a server in CA. **NOTED**

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	23.227.38.32
Name servers	ZOE.NS.CLOUDFLARE.COM, BRETT.NS.CLOUDFLARE.COM
SSL issuer	YE2
SSL expiry	2026-10-26
Domain age	13.92 years (continuous registration)
Domain expiry	2026-09-17
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0% confidence, 10 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about flair.co at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/flair.co> · assessed 2026-08-17