



# Unlocking Growth

**A Neighborly® Webinar Series**

February 2026

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**neighborly**

# Metric Minute: Lead growth %

- Monthly scorecard reflects critical KPIs that support business growth
- Most informative visibility is **‘percentile of brand’**, which **provides context on performance**
- **Upcoming additions** include SSSG, service pro retention, local media spend, and **GBP profile score**
- **Monthly enhancements** will continue to incorporate feedback

Grow Revenue	Owner Performance	vs Prior Year	Delta(%)	Percentile Of Brand
YTD Total Sales Growth %	2.7%	(8.7%)		53
YTD Customer Growth %	(0.6%)	(17.5%)		62
YTD Average Ticket	\$1,716	\$1,626	↑ 5.5%	88
LTM Revenue Per Capita	\$2.29	\$2.16	↑ 6.0%	49
YTD Financing % Revenue	4.6%	1.3%		51

Attract Customers	Owner Performance	vs Prior Year	Delta(%)	Percentile Of Brand
YTD Lead Volume Growth %	13.6%	N/A		43
YTD Conversion Rate %	77.0%	82.8%		76

Delight Customers	Owner Performance	vs Prior Year	Delta(%)	Percentile Of Brand
LTM Google Reviews % Growth	70.0%	60.0%		78
LTM Google Review Rating	4.8	4.9	→ (2.0%)	64
LTM NPS Score	86	88		48

Brand Alignment	Owner Performance
NCS Call Center Utilized (Yes/No)	Yes
Rilla Utilized (Yes/No)	Yes

\* YTD : Year-To-Date  
 LTM : Last Twelve Months  
 NPS : Net Promoter Score  
 NCS : Neighborly Customer Solutions

# Do Google Business Profiles still matter?

In 2026, GBPs are arguably more important than ever...

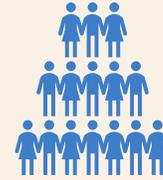
They've shifted from being utilized to 'show up on the map' towards **being a strong data source for AI.**

How Google Decides Who to Recommend	Why Clicks Are Down	What Happens If Your Profile Is Incomplete	Why Fresh Activity Matters	Building Trust
AI search tools like Google AI Overviews and Gemini don't just "guess" which plumber or electrician is best; they pull data directly from GBPs	More than half of searches never leave Google  If your profile isn't optimized, customers never even reach your website	If your profile lacks detail such as photos, attributes, fresh reviews, the AI could skip you entirely because it doesn't have enough confidence to recommend you	Research shows that businesses with "fresh" signals such as recent reviews, photos and posts from the last 30 days are 40% more likely to be cited in AI recommendations	A verified, filled out profile (that includes high-quality, non-stock photos) is considered 2.7x more credible by users than an unoptimized one



***If your Google profile isn't strong, you lose jobs, even if your website is great!***

# GBPs Matter



Profile Quality → Visibility → Leads → Revenue

- ✓ Google is using your profile to decide who gets recommended in AI searches, including AI Overviews.
- ✓ Large Language Models (ex, ChatGPT/Gemini) use your Google Business Profile as a source of truth in recommending your business as real & active.
- ✓ If your profile isn't complete, fresh, and engaging, you won't get shown.
- ✓ Your Google Business Profile feeds Google's AI.

# Recent Google Business Profile Changes

## Google removed:

- Call button from desktop/mobile searches\*  
*\*No official announcement from Google on removal - testing*
- Q & A (in favor of AI capabilities)

## Google makes more decisions:

- AI Pricing Check
- Additional search engine results page real estate taken up by more LSA/paid ads

# Removal of Call Button from Desktop/Mobile

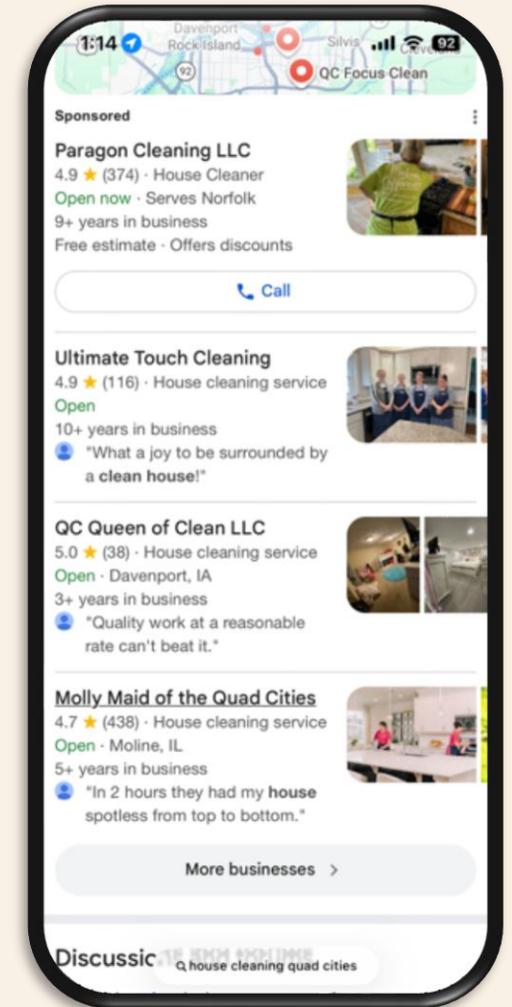
Google has been removing the “Call” button from the traditional 3-Pack on mobile, so users now often must click into the profile before seeing every call action. This adds click friction that can reduce organic phone leads.

Paid options like LSAs (Local Services ads) and Google Ads still retain one-click call actions, effectively incentivizing advertisers to pay for that convenience.



## Impact:

*This is one of the biggest reasons for drops in call volume even when rankings look stable.*

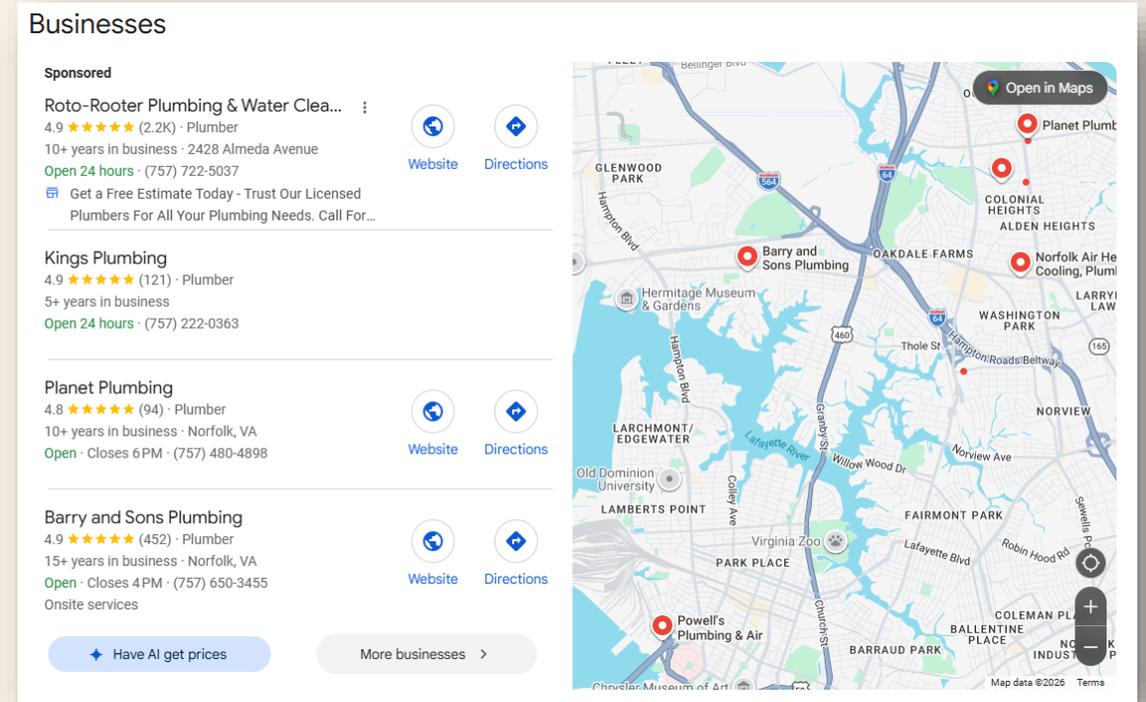


# AI Pricing Checks

Google has started testing an AI-powered feature labeled “Have AI Check Prices” on select local service profiles.

Instead of requiring customers to call multiple businesses for quotes, Google’s AI collects service details from the user and gathers pricing and availability information on their behalf.

The AI's main way of gathering info currently is to call the business directly and ask for pricing information.

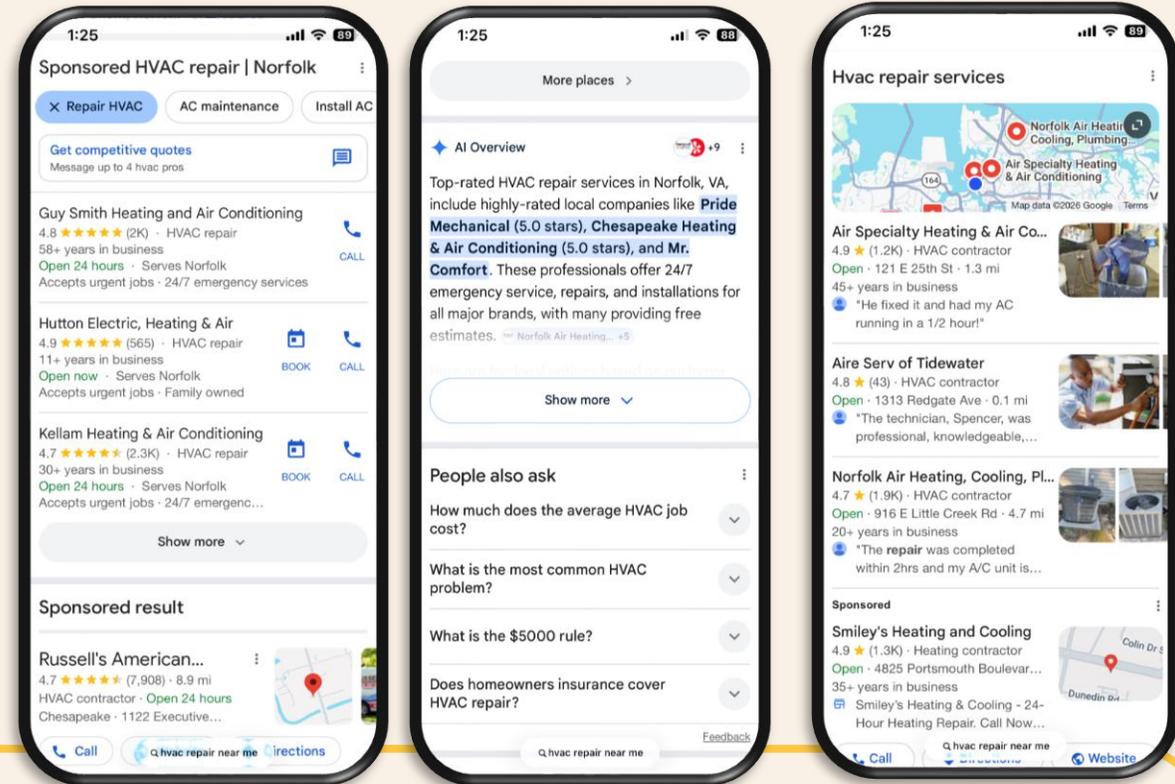


**Impact:** Customers may receive pricing comparisons before ever directly calling your office.

# Additional Ads & AIO Taking Up Real Estate

Google has continued expanding paid placements in mobile search results, especially for local service categories.

Paid ads also retain stronger call-to-action visibility, including one-click calling, booking, and lead buttons even as some organic call buttons have been reduced or repositioned.



## Impact:

Organic Google Business Profiles are being pushed further down the screen, even when rankings have not changed.

You may see fewer calls or website clicks year-over-year - not because performance declined, but because paid placements are intercepting traffic earlier in the journey.

# Q&A Retired in favor of AI Capabilities

The classic public Q&A feature is being phased out, and in some regions already replaced by an AI-powered “Ask” experience in Maps/Search. Users can ask questions directly and get instant, AI-generated answers.

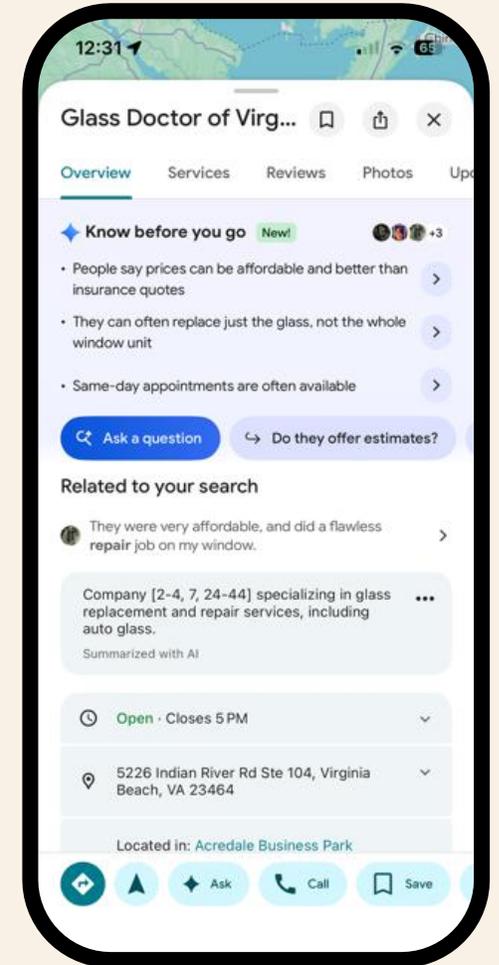
The Q&A API has been discontinued, meaning third-party tools can no longer pull or post Q&A content, and old Q&A content is disappearing.



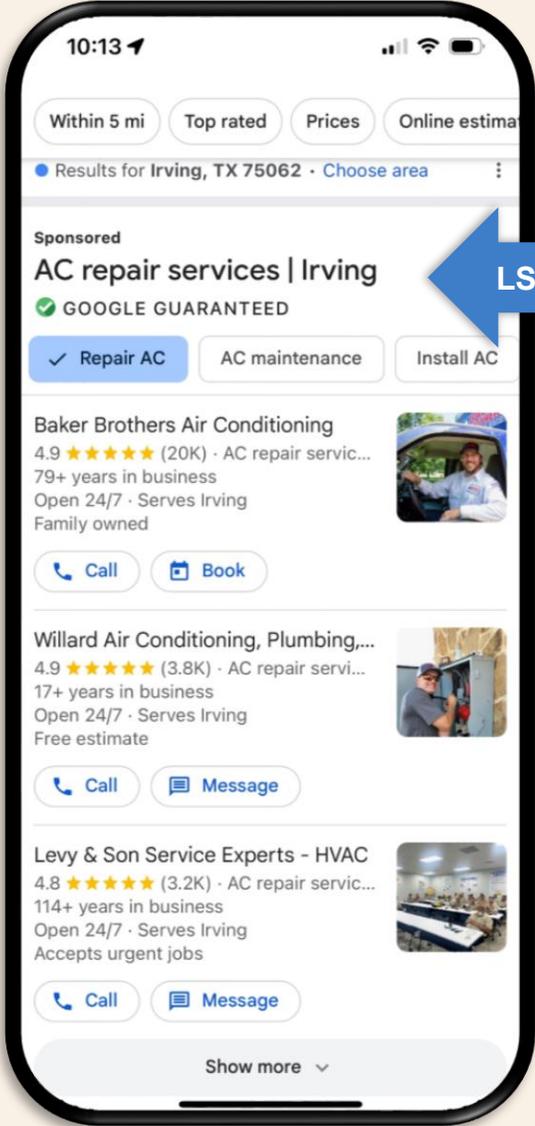
## Impact:

You can't rely on curated Q&A to pre-answer queries anymore. GBP data, website content, reviews, and service lists feed AI answers.

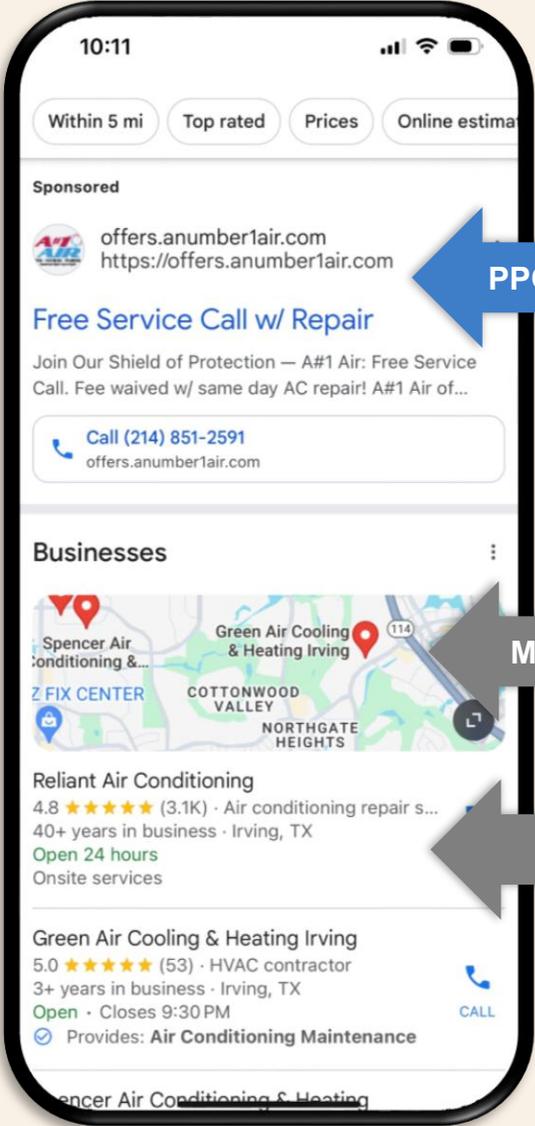
Profile completeness and content quality matter even more because AI pulls from all available signals.



# 2023 Mobile Search Results



LSAs (Paid)

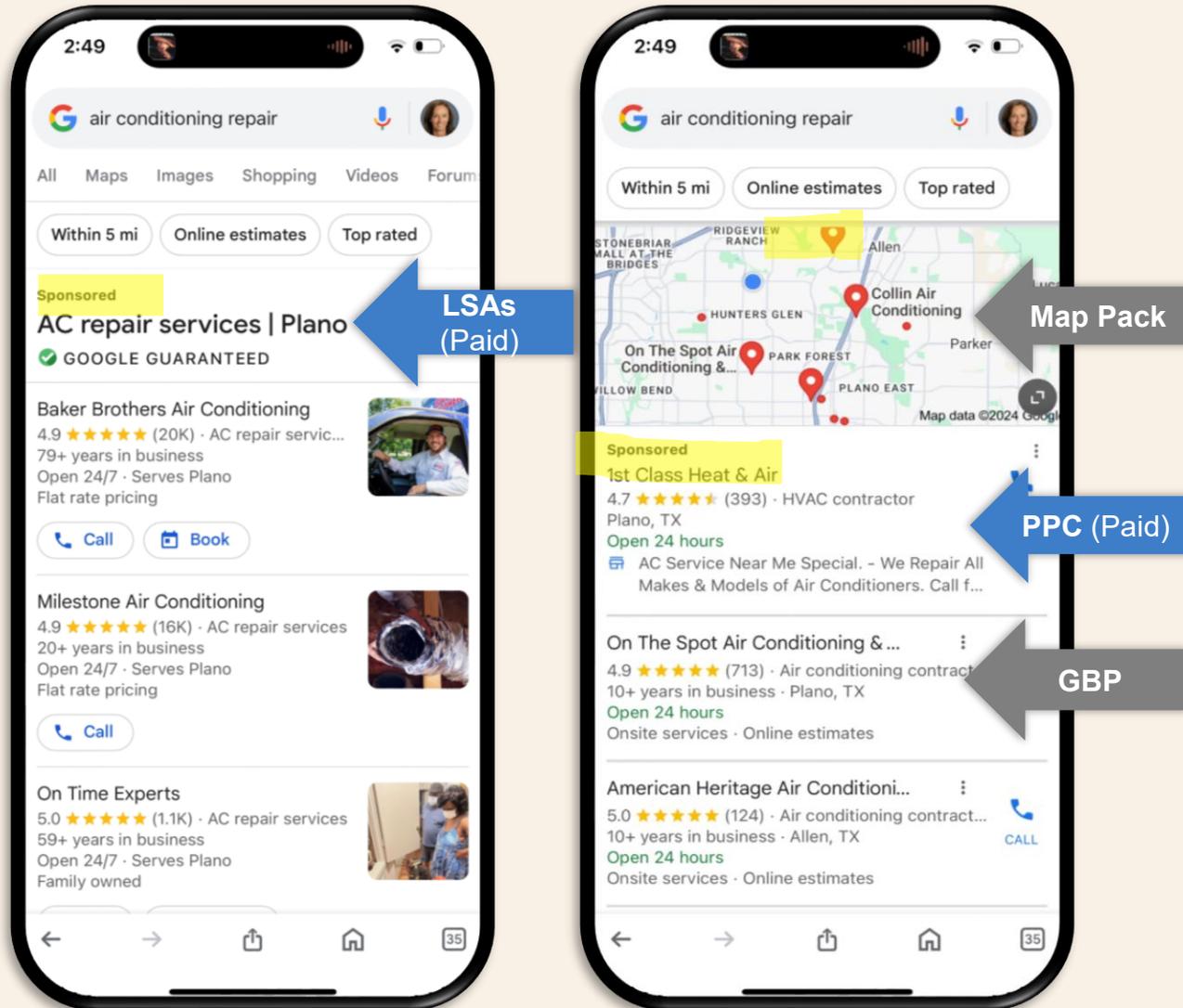


PPC (Paid)

Map Pack

GBP

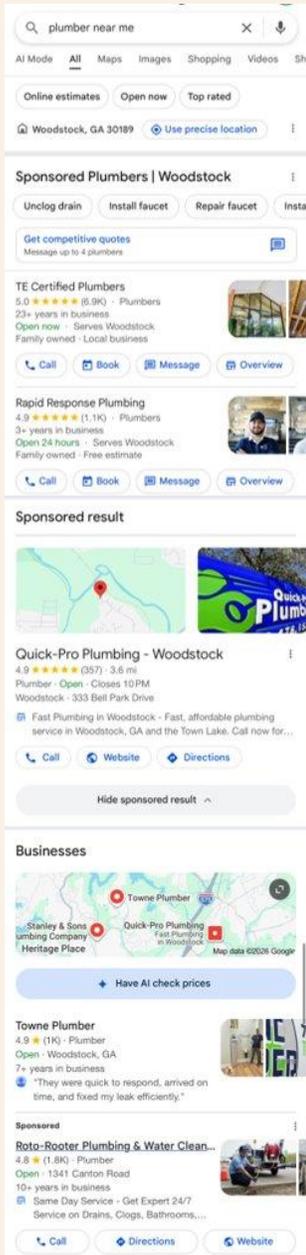
# 2024 Mobile Search Results



In 2024, Google increased the placements for paid ads. One or two paid ads are consistently showing in the first positions within the GBP results with a pin in the Map Pack including LSAs.

- Sponsored "Google Guaranteed" results are the LSAs
- Sponsored Listings without "Google Guaranteed" are PPC results
- PPC and LSA Ads are now showing within the Map Pack and GBP results

# 2025 Mobile Search Changes



“Get Competitive Quotes” (Paid)

Local Service Ads (Paid)

Sponsored Results (Paid)

Map Listing (Organic)

“Have AI Check Prices” (Organic)

Map Listing (Organic)

Map Listing (Paid)

## GBP Call Reduction Drivers:

1. Expanded paid real estate “Get Competitive Quotes”, LSAs, & Sponsored placements
2. Increased SERP friction  
Additional steps before reaching organic results
3. Google Testing/Rolling Out Removal of Call CTA from Organic GBP Map Listing  
Organic GBP listings no longer include a “Call” button

# We Have An Optimization Path Forward!



# We Have An Optimization Path Forward!

Location performance 1 location All Primary Keywords

Critical Insight Available +1 Value/location meets or is better than local benchmark -1 Value/location is worse than local benchmark

Location overview Metric overview % Percentage # Numeric View 15 Download data

Keyword	Google Rank (Organic-Only)	Reviews Score		Social Score		Listings Score		Google Profile Completeness		Google Review Count		Google Photo Count		Google Total Attributes		
		Bench delta	Value	Bench delta	Value	Bench delta	Value	Bench delta	Value	Bench delta	Value	Bench delta	Value	Bench delta	Value	
Aire Serv	HVAC Contractor	1	+30%	82.5	+48%	89	+19%	93	0%	100%	+20%	2965	+338%	2400	-3%	6
Boulden Brothers 107 Sandy Dr Building...	N/A	2	+11%	70.5	+61%	97	-10%	70.7	0%	100%	+1%	2506	-86%	75	+142%	15
Moon Air 1638 Elkton Rd, Elkton,...	N/A	3	+4%	66.3	-55%	27	+11%	86.7	0%	100%	-51%	1215	-86%	77	-35%	4
Delaware Heating and Air 11 Mc Millan Way,...	N/A	4	-75%	16	-97%	2	-20%	62.6	0%	100%	-99%	37	-99%	6	-68%	2
Sobieski Inc. 1325 Old Cooch's Bridg...	N/A	5	+30%	83	+43%	86	N/A	N/A	0%	100%	+129%	5664	-67%	179	-35%	4
Air Temp Solutions - AC... 211 Lake Dr Suite J,...	N/A	6	+18%	75.3	+3%	62	N/A	N/A	0%	100%	-18%	2031	-87%	72	-3%	6
Schlusser & Associates... 2047 Sunset Lake Rd,...	N/A	7	-68%	20.3	-24%	46	N/A	N/A	0%	100%	-98%	49	-97%	15	-68%	2
Enhanced Heating and Air... 68 Albe Dr. Newark, DE...	N/A	8	-47%	33.8	-19%	49	N/A	N/A	0%	100%	-97%	75	-88%	67	-19%	5

# Google Business Profile Scorecard

*Neighborly Marketing will score three main owner-controlled areas :*



Core Business Info



Media & Engagement



Reviews

## Top

- Score: 100-80
- Action: Maintain your profile

*.3% of locations as of Jan 2026*

## Good

- Score: 79-60
- Action: Engaged but should optimize key focus areas

*13% of locations as of Jan 2026*

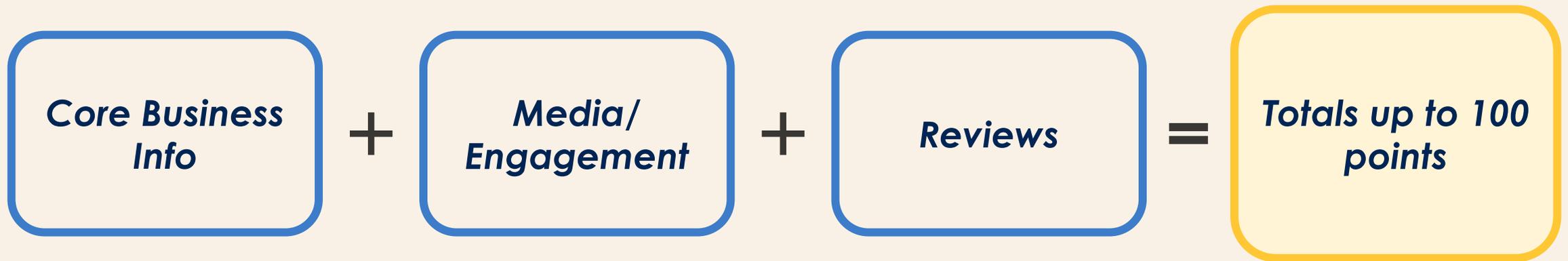
## Priority Opportunity

- Score: 59 and below
- Action: Immediate action needed

*86% of locations as of Jan 2026*

# What We Score & Why It Matters

While primary category is extremely important, this is not something that is owner controlled. We want to focus your attention on pieces of the Google Business Profile that you can confidently contribute to from your local viewpoint.



We are only scoring on **owner-controlled** areas of the Google Business Profile.

**Example of Areas We Do Not Score:**

- Primary Category (Corporate + WebPunch)
- Secondary Category (Corporate + WebPunch)
- Business Description (Corporate + WebPunch)
- Products (Corporate + WebPunch)
- Services (Corporate + WebPunch)

# Why Weighted Scoring?

1. Prioritization for owners
2. Highlight both ranking & engagement factors
3. Google's current product direction (Maps & AI)

## **Core Business Info**

"Is this business eligible and understandable?"



## **Media/Engagement**

"Does this listing look active & compelling?"



## **Reviews**

"Is this business trusted and active?"



The scoring model prioritizes improvements that can move the needle today: eligibility in search, trust, engagement, and clarity.

# Core Business Info

## We Score:

- ☑ Physical Address Presence
- ☑ Business Information Completeness - Hours & Attributes

## Core Influences:

- ✱ Map pack eligibility
- ✱ Consumer trust
- ✱ AI routing and interpretation

*Because foundational accuracy determines whether a business is eligible to rank at all.*

# Media & Engagement

## We Score:

- ☑ Uploaded photos
- ☑ Recency of uploaded photos
- ☑ Uploaded videos
- ☑ Recency of uploaded videos
- ☑ Posting activity
- ☑ Recency of posting activity

## Media & Engagement Influences:

- ✱ Click-through rate
- ✱ Listing engagement
- ✱ Consumer confidence
- ✱ Perceived business legitimacy

*Because visual signals help a listing win the conversion.*

# Reviews

## We Score:

- ☑ Star Rating
- ☑ Total Review Volume
- ☑ Review Collection Recency
- ☑ Response Behavior (Total response +response recency)

## Reviews Influences:

- ✳ Ranking
- ✳ Click-through rate
- ✳ Conversion decisions

*Because no single review metric tells the whole story.*

# Welcome Our Owner Panel

**Jack Brendamour**

**JUNK**  **KING** of Cincinnati East, Dayton, Northern Kentucky,  
Fairfax, Washington DC

GBP Score: 82.75

**Joe and Sandy Nelson**

**MOLLY MAID** of Sarasota, Manatee & Charlotte Counties

GBP Score: 84.5

# Owner Panel – Junk King, Jack Brendamour

1

## Reviews

- 200% Increase in Google Reviews in 2025

2

## Community Engagement

- Supported Over 50 Non-Profits in 2025

3

## Hired Team That Oversees Location Marketing

- Creates content
- Ensures consistency

4

## Applied For Awards

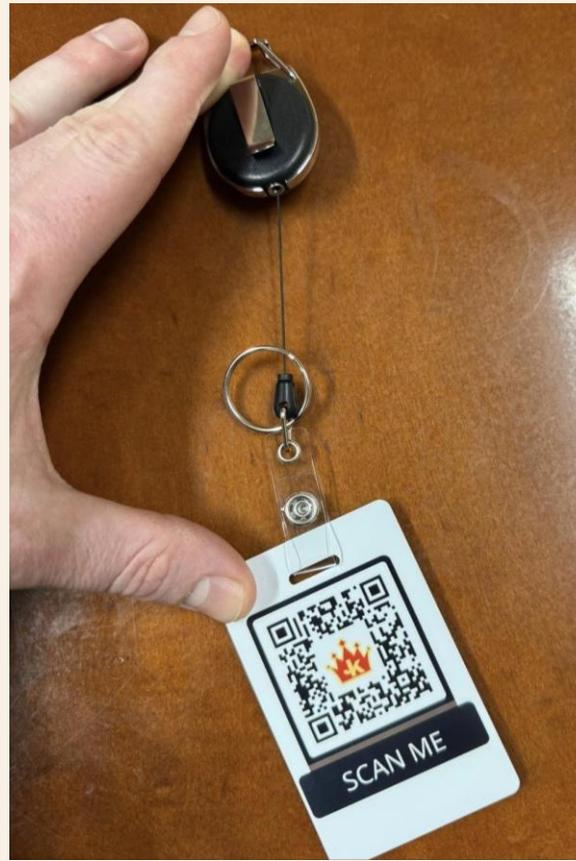
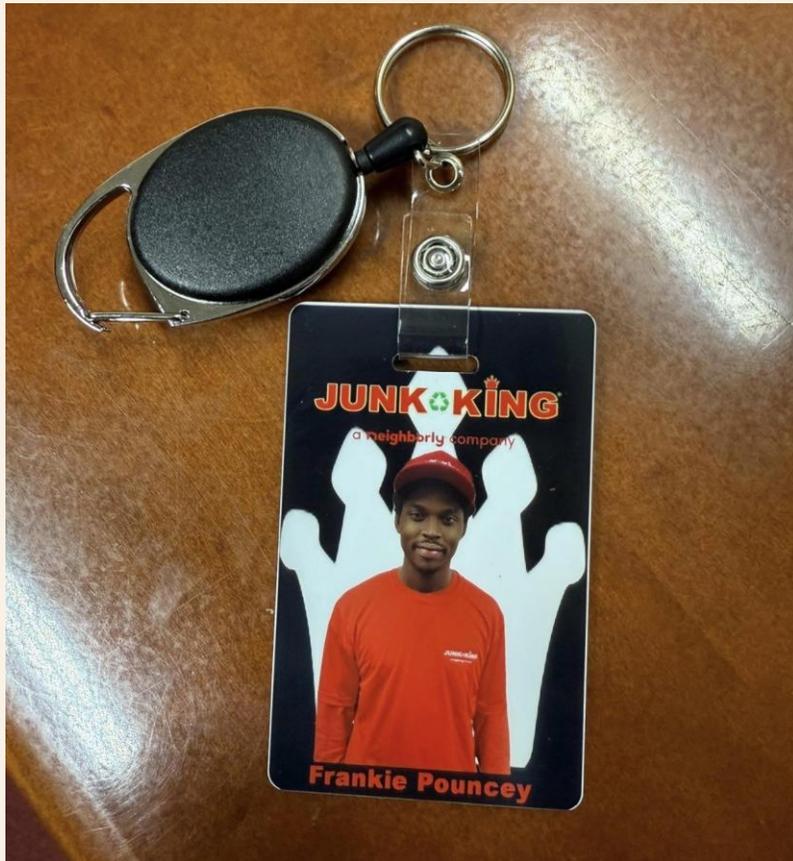
- BBB Torch Award for Ethics
- Chambers
- Green Organizations,
- Business & Networking Organizations

5

## Social Media Engagement

- Employees are engaged
- Influencers and professionals create videos of services

# Owner Panel – Junk King, Jack Brendamour



200% Increase in Reviews in 2025!

# Owner Panel – Junk King, Jack Brendamour



Community Engagement!

# Owner Panel – Junk King, Jack Brendamour



Non-Profit Showcase!

# Owner Panel – Molly Maid, Joe & Sandy Nelson

1

## Reviews

- Current review boards are updated daily

2

## Tracking

- Tracking board utilized for organization & visibility

3

## Focus

- A team & team partner is chosen each month with the most reviews

4

## Gifting

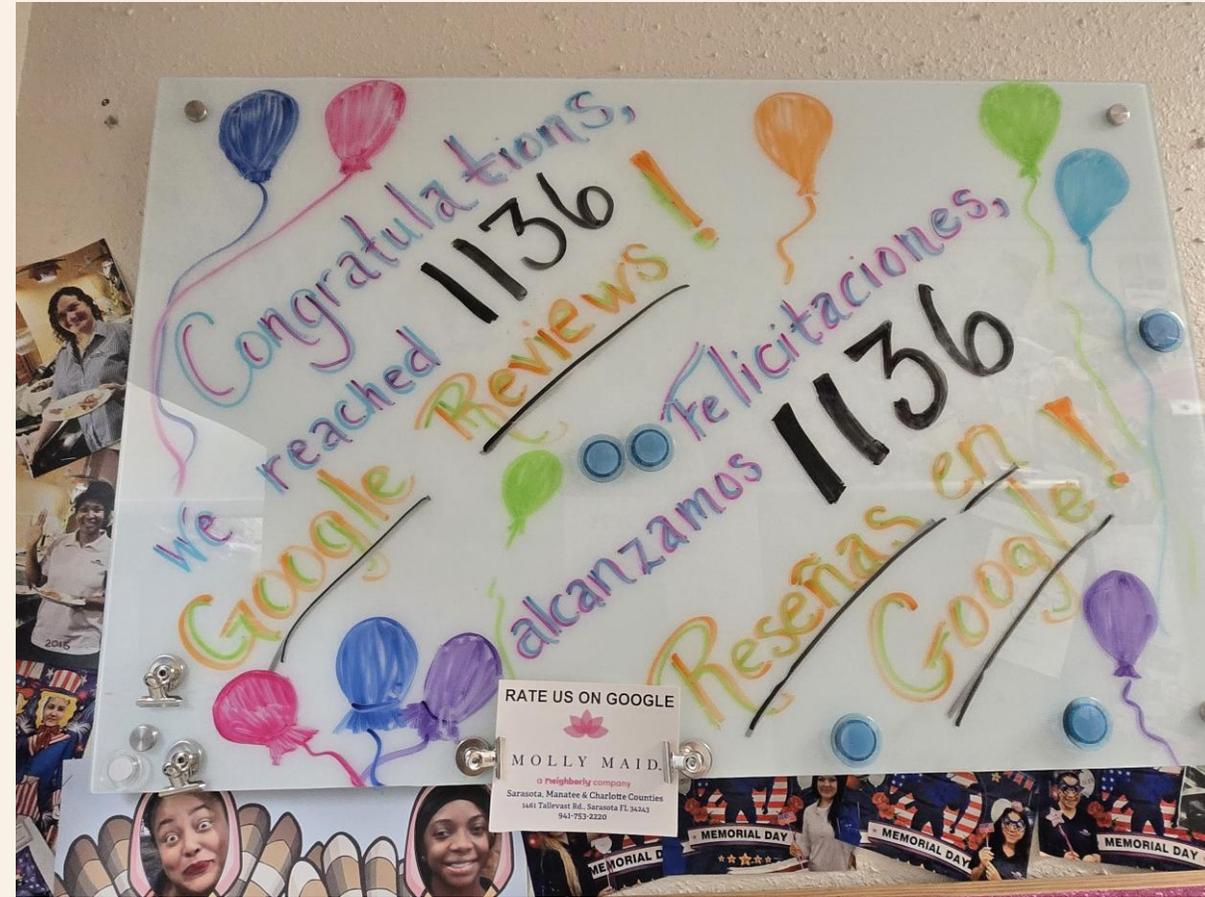
- Gifts are awarded to top staff members

5

## Customer Engagement

- Sandy encourages the team to engage with customers – increasing reviews & long-term customer value

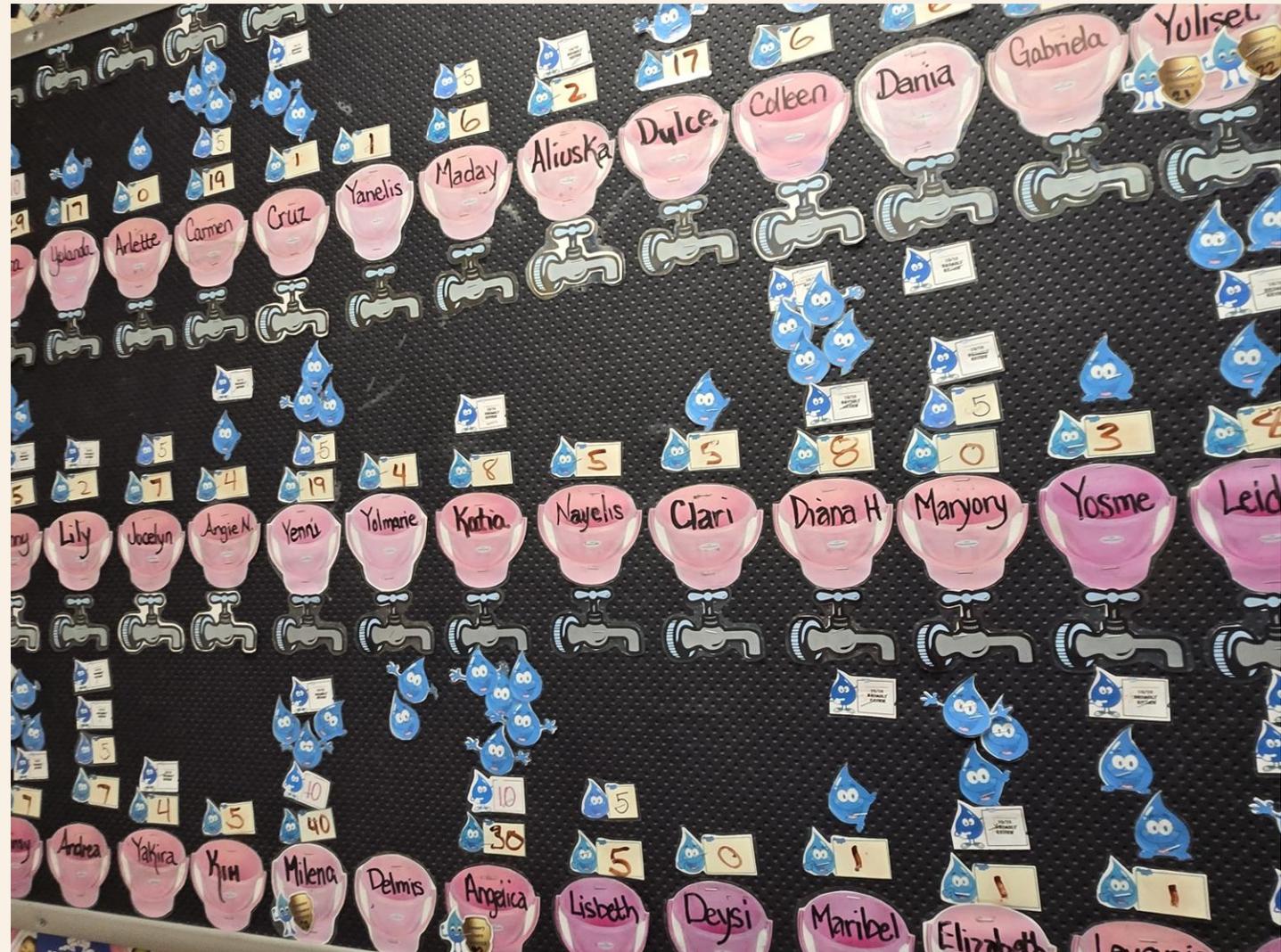
# Owner Panel – Molly Maid, Joe & Sandy Nelson



Recognition!

# Owner Panel – Molly Maid, Joe & Sandy Nelson

Tracking!



# Owner Panel – Molly Maid, Joe & Sandy Nelson



Easy!





**JUNK KING**

  
**MOLLY MAID**  
a neighborly company

neighborly



When did you realize GBP wasn't just a listing, it was a growth channel for your business?

What would you say to an owner that says, "I don't have time for GBP?"

Have you had a moment where a customer specifically told you that they chose your business due to the volume and/or content of your GBP/reviews?



When you look at competition in your market, what about your GBP makes you confident that you will win the lead?

What impact have reviews had on the quality of customers calling your business?

If you stopped paying attention to your GBP for six months, what do you think would happen to your business?



*Step 1) Download the GBP Playbook & GBP Checklist*

*Step 2) In March, your Local Performance Marketing team will reach out to you to further discuss your GBP scoring / improvement areas.*

*Step 3) In April, you'll see your automated GBP score in your Marketing Scorecard.*

*Note: Precision Garage Door Service is excluded from GBP scoring currently.*

## Google Business Profile Playbook



## GBP Checklist



Coming this March...**2026 Call Blitz!**



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THE

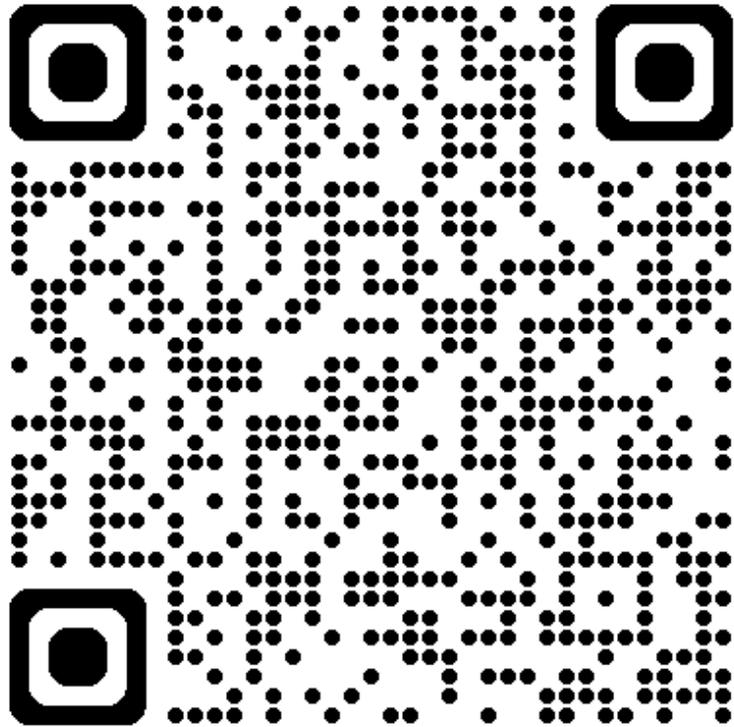
**DIAL**

**GAMES**

**EVERY DIAL COUNTS. ONLY THE BOLD RISE.**

Over \$200K in Neighborly Prizes!

# Unlocking Growth Webinar Recordings and Resources



# Survey

