



Unlocking Growth

A Neighborly® Webinar Series

September 2025

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Raving Fan Reviews



Today's Topics:

How Much Does 1 Review Cost?

Key Review Trends

Why Reviews Matter

Owner Spotlights

Review Gamefication

Key Takeaways & Next Steps

Today's Webinar Participants



Danieal Barratt
Head of Marketing
Aire Serv



Billy Bullard
Aire Serv of Rowan
County, NC



Jonathon Alfano
Mosquito Joe of the
Greater Buffalo
Region

How Much Does 1 Review Cost?



How Much Does 1 Review Cost?



Google Business Profile



Five Star Painting of Cincinnati
4.8 ★★★★★ 492 Google reviews
Painter in Clermont County, Ohio

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

[Book online](#)

Prompt team of experts in residential and commercial painting services, as well as drywall repair and wood refinishing.

Address: 6527 Oriskany Dr, Loveland, OH 45140
Phone: (513) 449-2725
Hours: Open - Closes 8PM



Molly Maid of Memphis
4.8 ★★★★★ 479 Google reviews
House cleaning service in Memphis, Tennessee

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

[Book online](#)

Housekeeping service with a 44-point checklist providing customizable cleanings.

Address: 2099 Hillshire Cir Suite C, Memphis, TN 38133
Phone: (901) 425-1078
Hours: Open 24 hours



Aire Serv of Granbury
4.9 ★★★★★ 539 Google reviews
HVAC contractor in Granbury, Texas

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

[Book online](#)

Locally owned heating and air conditioning contractor providing installation, maintenance, and repair.

Address: 3511 Plaza E Ct, Granbury, TX 76049
Hours: Open 24 hours
Phone: (817) 756-9355

**44% of
locations have
less than 100
reviews**

Brand	# of Locations with less than 100 GBP Reviews	% of locations less than 100 reviews
ASV	79	38%
DVW	66	49%
FSP	142	61%
GUY	225	93%
HMS	60	50%
JUK	2	1%
LAP	29	91%
MDG	76	30%
MLY	27	11%
MOJ	90	47%
MRA	53	15%
MRE	93	38%
MRH	40	19%
MRR	57	23%
PLG	12	35%
RBW	216	85%
RPM	269	70%
SHG	47	76%
WDG	36	35%

Key Trends At A Glance

- ✓ More people are leaving reviews online.
- ✓ Google is leading the way.
- ✓ Businesses are asking for more reviews.
- ✓ Customers need more reminders.
- ✓ Reviews are more useful now.

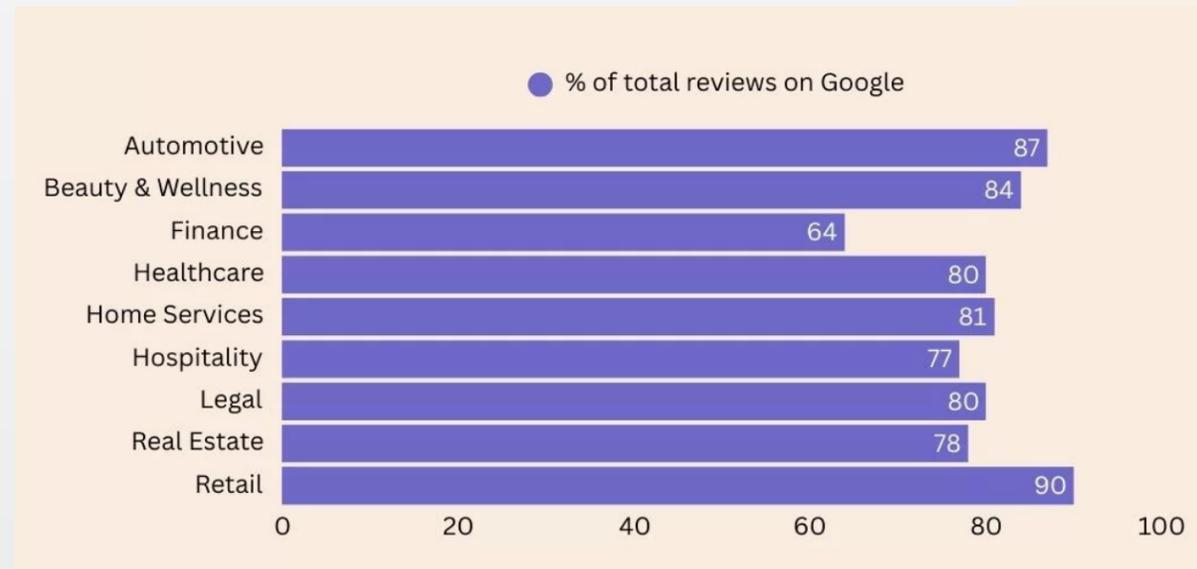


Why Google Reviews Matter for Your Business

Google reviews are not just comments anymore. They are your business's first impressions.

Here's why Google reviews are crucial for the success of your Local SEO efforts and overall business growth:

- ✓ They show up directly in search results and on Google Maps
- ✓ They help your business show up higher in local searches
- ✓ Customers trust them because they're easy to find and read



Builds Trust and Credibility

Positive reviews from real customers increase trust and establish your business as credible and reliable.

"92% of consumers read online reviews of a local business before making their first visit"
([Capital One Shopping Research](#))

Improves Search Engine Ranking

Search engines prioritize businesses with high ratings and frequent reviews, improving your online visibility.

The key to getting as many reviews as possible is making it as easy as possible:

- Ask every customer for a review
- Use existing platforms that will send the request automatically via text or email

(Source: [Search Engine Land](#))

Language Learning Model

Language Learning Model
(ChatGBT, Perplexity, Gemini, Claude, etc.)

"LLMs will continue to improve and surface the most relevant recommendations based on prominence, customer sentiment, and contextual data"

Source:

[Understanding Google Local SERPs \[The Essential Local SEO Strategy Guide\] - Moz](#)

Improves Local Services Ad Ranking

Google prioritizes businesses with higher ratings and more positive reviews helping your LSA appear at the top of search results.

Profile quality, including your rating and number of reviews, is one of the factors that Google uses to display and rank Local Services Ads results.

(Source: [Google Help Article](#))

Improves Lead Quality

Customers who see positive review feedback are more likely to reach out with serious intent to purchase services.

According to a [BrightLocal](#) survey, 53% say that reviews describing a positive experience make them feel positive about using a local business.

Drive More Local Business

LSA's target nearby customers, strong reviews help dominate your local market by standing out against your competitors.

“Star ratings and number of reviews affect how your business is ranked within Local Services Ads. Providers with higher star ratings and more reviews stand out and typically book more jobs.”

(Source: [Google Help Article](#))

Increases Conversion Rates

Customers are more likely to make a purchase when they see positive feedback from others.

"Online Reviews influence 30% of consumers' local shopping decisions."

Source: [Capital One Shopping Research](#)

Provides Valuable Customer Insights

Reviews help you understand customer preferences and areas for improvement in your products or services.

"Language used in reviews can impact your relevance by reinforcing important keywords or phrases associated with your business"
([BrightLocal](#))

Key Aspects Of Helpful Reviews

When customers include these elements within their review, there's additional SEO value:

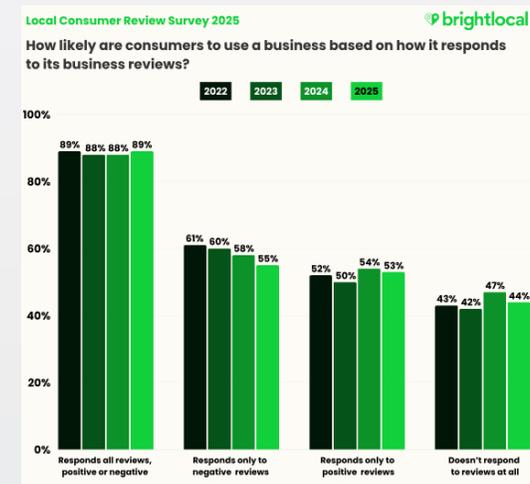
- The problem they were experiencing
- The experience they had communicating with your team
- Results of the service (was their problem resolved)
- Name of the employee(s) they worked with
- Photos of the job

(Source: [Search Engine Land](#))

Enhances Customer Engagement

Responding to reviews shows that you care about customer feedback and fosters a stronger connection with your audience.

According to a [BrightLocal Survey](#), 89% of consumers are likely to use a business that responds to all reviews vs. 44% for businesses that doesn't respond to any reviews.



Helps in Reputation Management

Addressing negative reviews professionally can mitigate damage and demonstrate commitment to customer satisfaction.

- 96% of customers look specifically for negative reviews
- 53% of customers expect responses to negative feedback within a week
- One in three consumers expects a response to a negative review within 3 days or less.
- According to a 2021 publication from Podium, 56% of consumers changed their opinion of a business based on their review response.
(Source: [Search Engine Journal](#))

Influences Purchasing Decisions

Many consumers rely on reviews before making a buying decision, making them a powerful marketing tool.

42% of consumers trust online reviews as much as a personal recommendation. Among 18–34-year-olds, that increases to 91%

Source: [Capital One Shopping Research](#)



Owner Spotlight

Billy Bullard

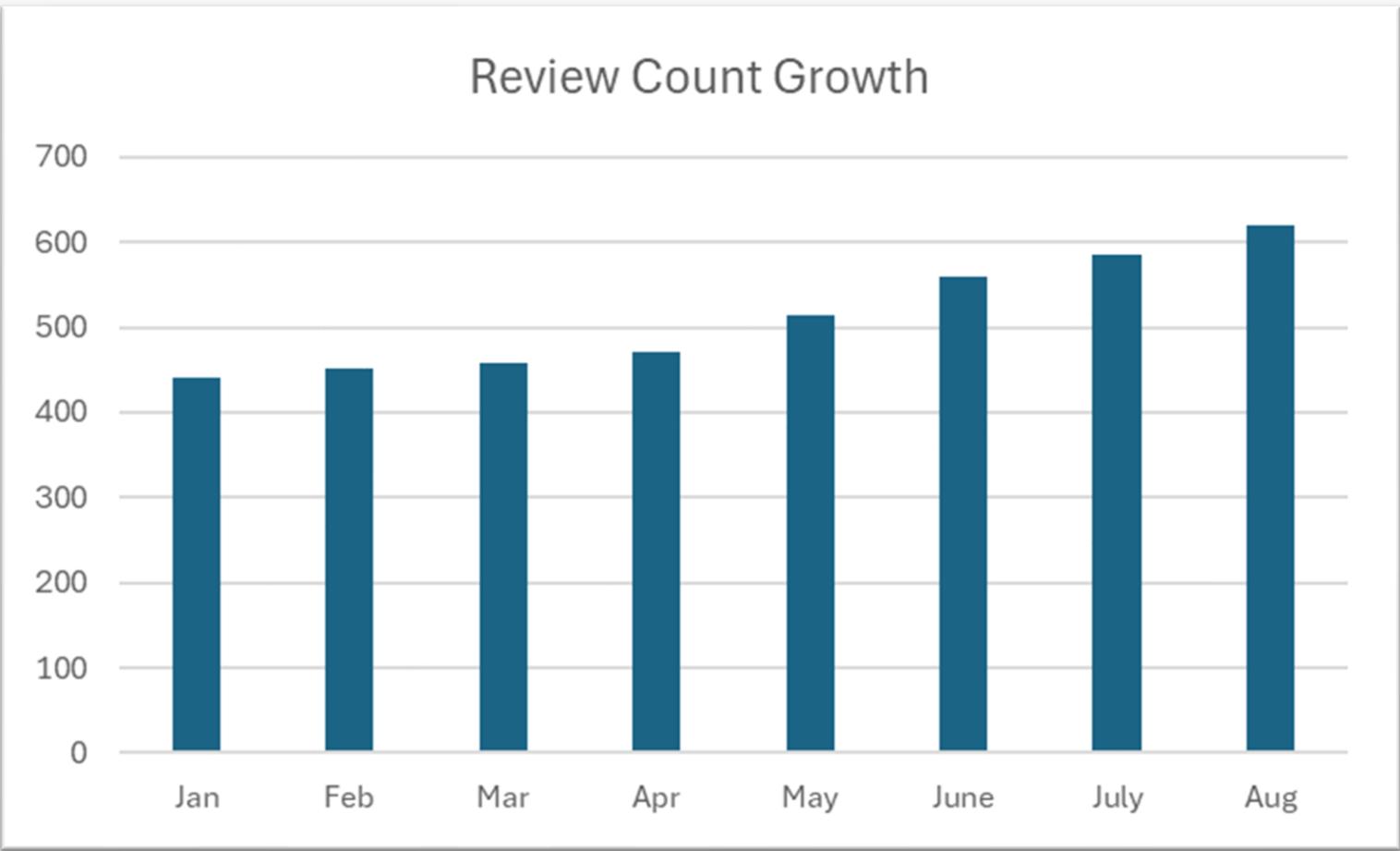
**Aire Serv of Rowan
County, NC**

Aire Serv of Rowan County

Google Business Profile Reviews

How it started:
January 1,
2025

441 Reviews



How it's going:
August 2025

631 Reviews

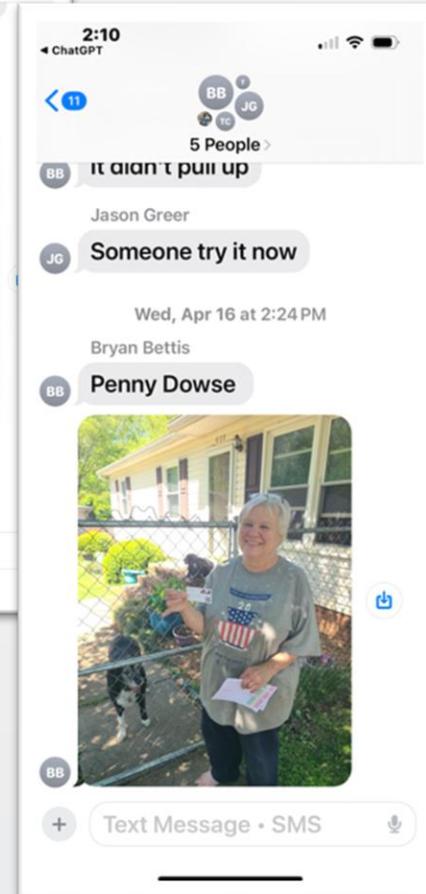
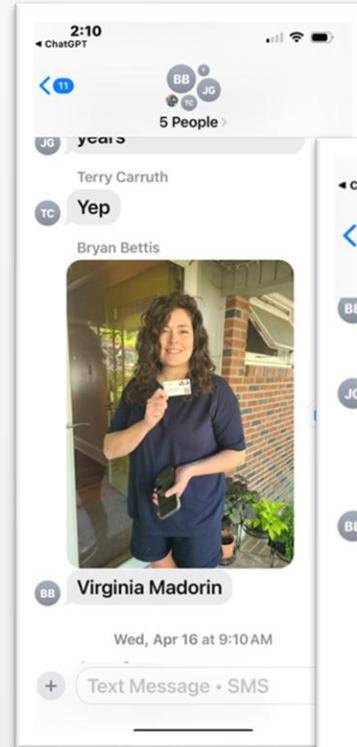
**42%
Growth**

Aire Serv of Rowan County

How They
Got
There.

Bryan, Jason, Saul, Trevor Aman 3/25/25
& Terry

Who wants a raise?
Stupid question, u all
want one. So here are
our New spiffs starting
today. 25 for every
new, not renewal,
advantage plan sold. 5
for renewals of adv
plan. 50 for every
review mentioning ur
name. Every review
mentioning ur name I
need a selfie of u and
the home owner texted
to me



Gained 170
reviews
during the
review blitz
and paid
\$8,500 to the
team.

Boosts Social Proof

User-generated content in the form of reviews adds authenticity and persuades potential customers.

“Visual content adds authenticity and credibility to reviews. We have also noticed that these reviews tend to stay at the top much longer than reviews without photos.”

Source: [Search Engine Land](#)

Encourages Customer Loyalty

Satisfied customers who leave reviews are more likely to return and continue supporting your business.

Differentiates Your Business from Competitors

A strong review profile helps you stand out in a crowded marketplace, giving you a competitive edge.

Nearly 60% of searches are “Zero Click Searches,” where the consumer doesn’t even make it to your website. In this case, a positive review profile can be very important in the decision-making process.

(Source: [Wordstream](#))

Reviews Tend to Be Trusted

According to Yelp, as many as 93% of people say that online reviews affect their buying decision.

Yelp tends to rate very well in Google, especially if there is a lot of competition in your market. If you want the first couple of entries on Google to be your website and positive reviews, maintaining great reviews on Yelp is a good practice.

Reviews Are Important For Hiring Too!

According to research from "Glassdoor"
86% of employees and job seekers
look at a business' reviews when
deciding whether or not to apply for
a job

([Search Engine Journal](#))

Review “Dos” & “Don’ts”

Do:

Create review goals

Share the goals with your team

Consider incentivizing your team if:

- their name is mentioned in a review
- customers post a picture of them in a review

Don’t:

Incentivize customers for reviews. It is a violation of Google’s Review Policies and of Federal Trade Commission Regulations.

(Source: [Search Engine Land](#))



Owner Spotlight

Jonathan Alfano

Mosquito Joe of the
Greater Buffalo Region

Mosquito Joe of the Greater Buffalo Region

YOUR MOSQUITO JOE TECH



VINCENT

I enjoy casting a line on the water, cheering for the Buffalo Sabres, and following Manchester City whenever they hit the pitch.

Did you have a 5-Star experience? Please leave a Google review and feel free to mention my name. It really helps!

DON'T SKIP YOUR LATE SEASON SPRAY
EGGS LAID NOW
HATCH IN THE SPRING

Thank You
FOR CHOOSING MOSQUITO JOE



CLICK THE LINK
IN THE MESSAGE

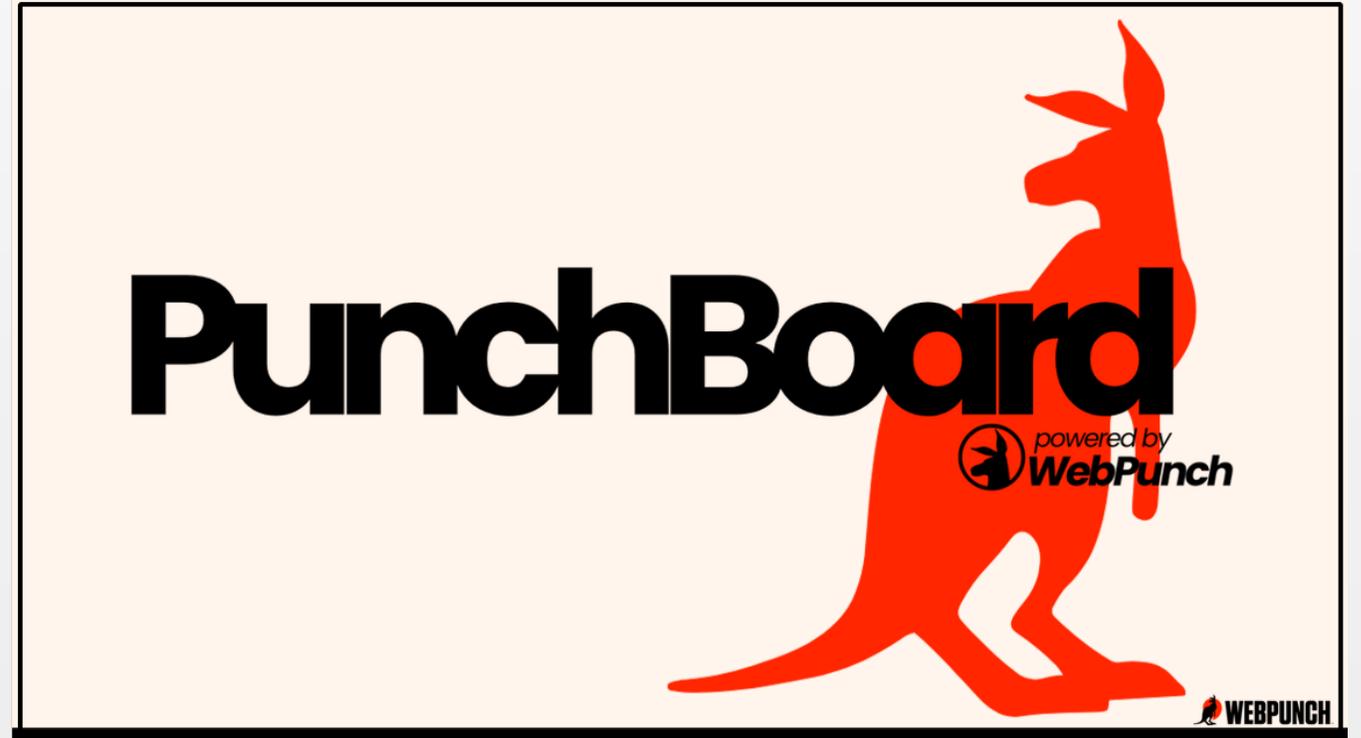


Digital Postcard via Text

Resources Available



How do you get
your team to
JUST ASK?



Resources Available



MORE-THAN-DOUBLE YOUR REVIEWS IN A MONTH?

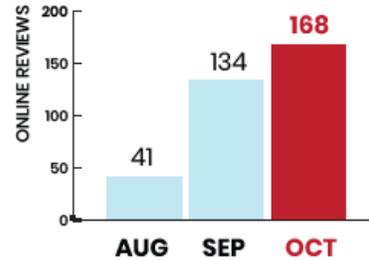
It Happened with PunchBoard!



**This New Year,
Let's Focus our
Resolution on Online
Review Success!**

Mosquito Joe of Lake
Murray & Augusta
achieved a

**1,120%
INCREASE
in online reviews
with PunchBoard!**



**PunchBoard helps business
gather positive reviews, giving
you an edge over the competition.**

- **GOAL-SETTING**
Set specific review goals and track progress.
- **GAMIFICATION**
Turn review generation into a fun competition.
- **REWARDING SUCCESS**
Incentivize your team with a variety of gift card rewards.
- **KEEP TABS ON EVERYTHING**
Track reviews and rewards.

"Last year, our two locations received sixty new reviews. Last month, we got 161 reviews. We more than doubled in one month what we did last year using PunchBoard."

-Kristen Quilty with Mosquito Joe

"PunchBoard makes it easy to track and reward employee reviews."

- Marnie Prince, Junk King of Tucson

neighborly
your hub for home services™

Only \$49 / Month
Contact piper@webpunch.com
to learn more!



Inside of Punchboard: Team View

PunchBoard
Business is a battle, bring it on!

MS

TOP PERFORMERS
November 2024

Team Member	Score
Miller Brezeale (MB)	7
Mark Simmons (MS)	9
Chase Brantley (CB)	1

Congrats, Mark
you have \$30.00 to claim

CLAIM REWARD

REVIEW FEED - NOVEMBER 2024

Nov 20, 2024
Mosquito Joe of Lake Murray
C Hampton
Very thorough and courteous service!
★★★★★
No user assigned

Response from the owner Nov 21, 2024
Thanks for the kind words! We're glad our service left no stone unturned—just like how we handle pests! It's always a pleasure to bring courteous care to the more

Nov 19, 2024
Mosquito Joe of Lake Murray
Linda Hare
Extremely happy with this service. Very professional and they always explain areas they treated.
★★★★★
No user assigned

Response from the owner Nov 21, 2024
Thanks so much, Linda! We're buzzing with joy knowing you're happy with the service. Keeping things professional and explaining the areas we treat is

Nov 18, 2024
Mosquito Joe of Augusta
Timothy Carnes
No review text
★★★★★
No user assigned

Response from the owner Nov 19, 2024
Thank you, Timothy! We're proud to keep those pesky mosquitoes at bay! Mosquito Joe of Augusta - Pest Control Team

Nov 16, 2024
Mosquito Joe of Lake Murray
Maria Ramirez
★★★★★
Mark Simmons

MOSQUITO JOE PUNCHBOARD

2024 Review Generation Goal	225	Monthly Review Generation Goal	30
Reviews generated in 2024	288	Reviews generated in November	21

MY PUNCHBOARD

2024 Review Generation Goal	48
Monthly Review Generation Goal	4
Reviews generated in 2024	46
Reviews generated in November	9

PunchBoard
Business is a battle, bring it on!

MS

TOP PERFORMERS
01 Dec, 2024 - 31 Dec, 2024

Congrats, Mark! You have \$30.00 to claim!

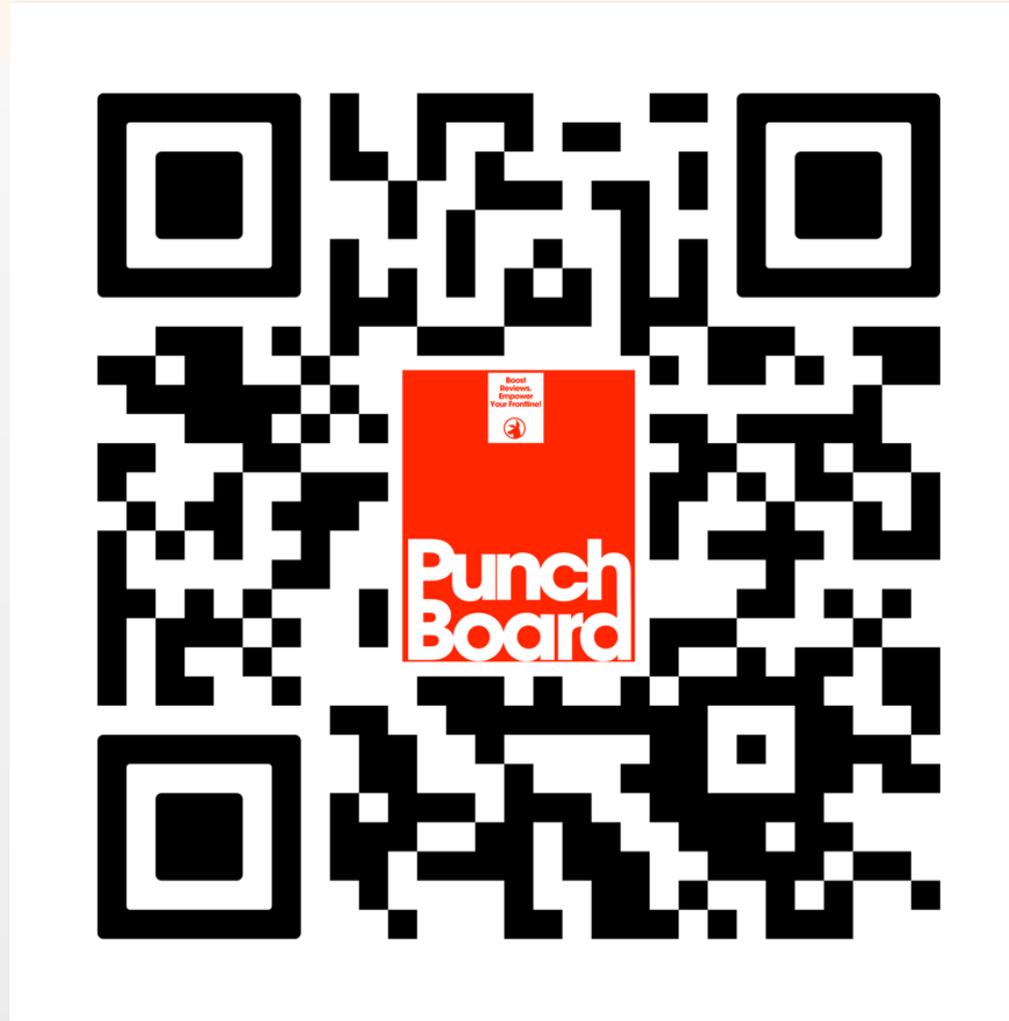
Kudoz Swag

Q Search Gift Cards

Item	Category
Amazon.com	amazon
Chipotle	LIFE IS BURRITO FU!
DoorDash	DOORDASH Your favorite restaurants, delivered.
Google Play gift code	Google Play



SCAN QR CODE TO SIGN UP



\$49 per month per owner

Why Asking Is More Important Now

**Businesses are requesting more reviews,
but customers need a nudge!**

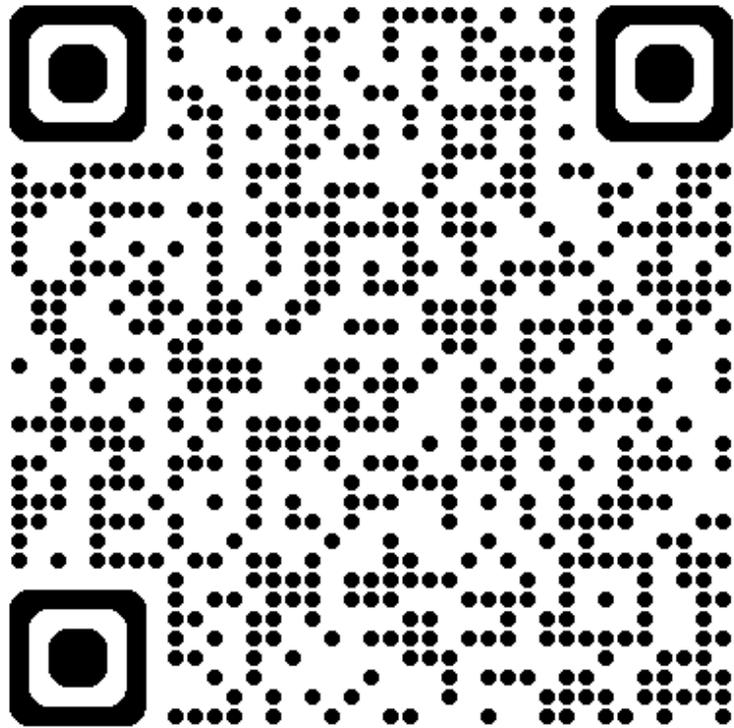
**Despite businesses asking more than ever, customers are
taking longer to leave reviews.**

**In 2024, on average, companies had to send 9% more
reminders to get people to leave a review.**

Key Takeaways & Next Steps

- 1 Ask Yourself What Is Our Current Review Generation Plan?**
 - What is Currently Working?
 - Identify Areas of Improvement
 - Create a Plan For Consistency
- 2 Set Review Goals and Educate Your Team On The Why!**
- 3 Connect with your Marketing Coach to create a plan.**
- 4 JUST ASK!**

Unlocking Growth Webinar Recordings and Resources



Survey



Thank You