

**96%** of customers value online reviews when selecting a residential home services provider.



Local Google search results are heavily impacted by customer reviews. They look for recent, frequent 5-star reviews and rank those companies higher.

**10**

The average consumer reads 10 reviews before feeling able to trust a business.\*



**82%**

of consumers read online reviews for local businesses, with 52% of 18-54 year olds saying they 'always' read reviews.\*



**97%**

of the consumers that read reviews always read businesses' responses to reviews.\*

**3.3**

is the minimum star rating of a business consumers would engage with

**QUALITY OF SERVICE**

is the #1 detail homeowners looked for in online home services reviews.

**46%**

of customers are willing to spend moderate to significantly more money if you have strong reviews.



**86%**

of customers would pay more for a home service provider with higher ratings and reviews.



**94%**

of customers say an online review has convinced them to avoid a business

