



Discover How...

Builders & Remodelers, Inc. DOUBLED their Leads through Google Reviews!



The Challenge

After 65 years in the home improvement industry, Builders & Remodelers, Inc. were spending thousands of dollars each month trying to attract business through Google. Their biggest competitor had over 200 online reviews and Builders & Remodelers, Inc. needed to bridge the gap.

The Solution

After meeting with gFour Marketing, Builders & Remodelers, Inc. implemented the Authentic Feedback System into their business. Authentic Feedback provides a platform to:

- Ask every customer for an honest review
- Resolve any issues before a review is posted
- Access reviews instantly
- Post reviews across platforms
- And More!



The Results

By asking every customer for an honest review and fixing problems before they became public, Builders & Remodelers Inc. saw:

- **Their Positive Google Reviews increase by 1,350% in one year**
- **An average of 10 leads per day coming directly from Google Reviews and their improved SEO ranking.**

This increase in reviews allowed Builders & Remodelers, Inc. to close the gap on their competition while presenting a transparent and committed company to potential customers.

“The main thing is, reviews drive leads. It’s all about Google—our reviews increase our SEO and Google ad clicks. Google reviews are forever and create a long-term investment. People always say they specifically chose us because of our reviews. We tried for so long to find a system like this.”

– **Ryan Chancellor, Builders & Remodelers, Inc.– Minneapolis, MN**