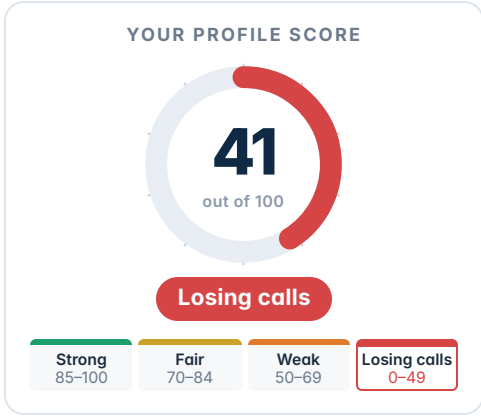


Prepared for Matson Mechanical/Maximum	Trade HVAC	Location Cary, NC	Date Oct 15, 2026	Prepared by [Your Name]
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THE SHORT VERSION

Nearby competitors are likely getting the calls you could be getting.

Verified: 3.9★ from only 11 reviews, and no business category listed. Close by, Comfort Pro (500+ reviews, 4.9★) and Phil N. Great (440+, 4.9★) likely win searches like "AC repair Cary."

\$

What this costs you: Most homeowners call one of the top 3 companies on the Google map. If you're not there, those AC and furnace calls go to a competitor — and you never hear about them.

01 Where your points come from

Good OK Needs work Problem

Reviews: volume & rating	50+ reviews, 4.6★ or higher, new ones monthly		6 / 20
Owner replies to reviews	Replies to 80%+ of reviews, even the bad ones		5 / 15*
Photos	25+ real photos, some added in the last 30 days		6 / 15*
Google Posts	2+ posts in 90 days (offers, seasonal tips)		0 / 10*
Categories & services	Right main category, 3+ extras, every service		9 / 15*
Hours, phone & website	Full hours (incl. emergency), phone, website		10 / 15*
Description, Q&A, service area	Clear description, Q&A filled in, areas set		5 / 10*

02 Your top 6 fixes

In order of impact — do these first

- 1

Get 10+ new reviews in 60 days

Text a review link after every job.

MORE TRUST

Lifts you out of the 3.x-star range, where many homeowners stop looking.
- 2

Reply to all 11 reviews

Start with the critical ones.

MORE TRUST

Shows people you fix problems. Google favors owners who reply.
- 3

Fix your business category

Set "HVAC contractor" and add AC & furnace repair.

HIGHER ON THE MAP

You only show up for searches Google knows you handle.
- 4

Add 20+ real photos

Team, vans, installs, before & after.

MORE CALLS

Real photos build trust and get more calls than an empty profile.
- 5

Post twice a month

Start with a fall furnace tune-up offer.

MORE CALLS

Shows you're open for business and gives people a reason to call today.
- 6

Confirm hours, phone & website

Add emergency hours if you offer them.

MORE CALLS

Wrong or missing info sends callers to the next company.

WANT US TO HANDLE IT?

We'll fix all 6 for you.

Or use this list to do it yourself. Either way, we hope it helps.

\$299

One-time, all 6 fixes done in ~7 days

\$129/mo

Optional upkeep: posts, photos, replies

Reply "yes" for a free 3-min video

✓ No contract

✓ Upkeep is optional