

MAKE IT LOUD DIGITAL MARKETING | PROPRIETARY RESEARCH | 2026

# THE 2026 NORTH ATLANTA GBP SENTIMENT REPORT

Google Review Analysis of 60 Local Businesses Across Auto Repair, Digital Marketing, HVAC, Pest Control, Plumbing, and Roofing



Powered by GBP Review Insights — a proprietary AI sentiment analysis tool built by Make It Loud Digital Marketing  
60 Businesses · 6 Industries · 46,656 Google Reviews Analyzed

<b>60 businesses analyzed</b>	<b>46,656 Google reviews processed</b>	<b>40% have a communication gap</b>	<b>Plumbers #1 category by reputation</b>	<b>HVAC worst category 4 of 5 bottom spots</b>	<b>Agencies fewest reviews avg 41</b>
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## EXECUTIVE SUMMARY

What do 46,656 Google reviews reveal about how North Atlanta service businesses manage their reputations? That question is what this study was designed to answer.

Make It Loud Digital Marketing built **GBP Review Insights**, a proprietary AI-powered tool that scans a business's Google Business Profile reviews and uses sentiment analysis to surface what customers actually think — which themes generate praise, which generate complaints, and what patterns emerge across hundreds of reviews that individual reading would miss. For this study, we ran 60 North Atlanta businesses through GBP Review Insights and analyzed the results across six industries: auto repair, digital marketing, HVAC, pest control, plumbing, and roofing.

The findings are consistent, actionable, and in some cases counterintuitive. Communication failure is the single most common reputation problem across every industry — appearing in 40% of all 60 businesses regardless of star rating. HVAC has replaced roofing as the most troubled category, anchored by two businesses with more than 1,000 reviews each and negative sentiment rates of 40-50%. And digital marketing agencies — the industry that advises clients on reputation management — have the fewest Google reviews of any category by a factor of ten.

For any North Atlanta business owner who wants to understand what separates a 5.0-star reputation from a 2.5-star one, the answer in this data is almost never the quality of the work. It is almost always the quality of the communication around it.

## ABOUT GBP REVIEW INSIGHTS

GBP Review Insights is a proprietary AI sentiment analysis tool designed and built by Make It Loud Digital Marketing. The tool scans a business's Google Business Profile review history and applies natural language processing to identify sentiment patterns that would be invisible to manual review reading.

For each business, GBP Review Insights produces:

<b>Overall sentiment score</b>	The ratio of positive, neutral, and negative sentiment across all reviews analyzed, expressed as a percentage breakdown.
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<p><b>■ Key themes with frequency counts</b></p>	<p>The recurring topics customers mention most — both positive and negative — ranked by how often they appear across the full review set.</p>
<p><b>■ Areas for improvement</b></p>	<p>Specific, actionable gaps identified from negative and neutral review patterns — not generic feedback, but specific themes that appear repeatedly.</p>
<p><b>■ Marketing quote candidates</b></p>	<p>Representative customer quotes that illustrate the business's strongest selling points in customers' own words.</p>

GBP Review Insights gives Make It Loud clients a data-driven view of how their business is actually perceived — not how they think they are perceived — and provides a competitive benchmark against peer businesses in their industry. The 60-business study in this report is one application of the tool at scale.

## CATEGORY OVERVIEW — ALL 6 INDUSTRIES

Category	Businesses	Avg Reviews	Avg Rating	Positive%	Negative%	Rank
Plumber	10	315	4.72★	87%	4%	#1
Auto Repair	10	395	4.68★	90%	5%	#2
Pest Control	10	2,112	4.63★	79%	9%	#3
Digital Marketing	11	41	4.47★	81%	8%	#4
Roofer	10	408	4.40★	80%	12%	#5
HVAC	9	1,545	4.29★	77%	13%	#6 ■
<b>ALL CATEGORIES</b>	<b>60</b>	<b>778</b>	<b>4.52★</b>	<b>83%</b>	<b>8%</b>	<b>—</b>

HVAC is now the study's most volatile category. Two businesses — AllGood Home Services (2.5★, 50% negative, 1,092 reviews) and Bardi Heating Cooling Plumbing (3.4★, 40% negative) — drag the category average below roofing. Remove those two and the remaining 7 HVAC businesses average 4.70★. The HVAC gap is not a category problem — it is a business execution problem concentrated in two specific companies.

## THE 6 KEY FINDINGS

<p><b>FINDING 1</b></p>	<p><b>Communication is the single most universal gap — appearing in 40% of all 60 businesses across every industry, including those rated 4.9 stars</b></p>
<p><b>40% of all 60 businesses</b></p>	<p><i>list communication as a primary area for improvement in their Google reviews — the most common gap identified by GBP Review Insights across all six categories</i></p>

Of all the patterns surfaced by GBP Review Insights in this study, none is more consistent than the communication gap. Twenty-four of 60 businesses — spanning auto repair, digital marketing, HVAC, pest control, plumbing, and roofing — list communication as a primary area for improvement. This holds at every performance level. It appears in businesses rated 4.9 stars and businesses rated 2.5 stars. It appears in industries where the work is transactional and industries where relationships span years. The nature of the complaint varies — slow responses, unclear timelines, poor follow-up, inconsistent updates — but the root cause is identical: customers consistently feel less informed than they want to be. Communication is not a skill gap. It is a systems gap. The businesses that solve it do so with structure: proactive update schedules, defined response time standards, and staff trained to communicate status proactively rather than wait for customers to ask.

## FINDING 2 Pricing transparency is the second most common gap at 33% — and it is almost always paired with a communication failure

**33% of  
businesses**

*list pricing transparency as an area for improvement — the second most common gap identified across all 6 industries in this study*

Twenty of 60 businesses carry pricing transparency as an improvement area, and in the vast majority of cases, the same review that criticizes pricing also criticizes communication. They are functionally the same problem: customers do not feel adequately informed about what they are going to be charged before they are charged it. The businesses that earn positive pricing mentions — Georgia Roofing & Repair ('fair pricing'), Blue Skies Atlanta Plumbing ('fair pricing'), Atlanta Car Care ('no surprises') — are not necessarily charging less. They are communicating more clearly about what the customer should expect before the invoice arrives. The competitive advantage in pricing is not lower prices. It is a clearly communicated estimate, confirmation before any scope change, and a final bill that matches what the customer was told.

## FINDING 3 Professionalism appears in virtually every report — making it a baseline expectation, not a competitive differentiator

**~95% of  
reports**

*list 'professionalism' as a top positive theme — the most common single theme in the study, and the least useful for competitive positioning*

Every high-performing business in this study is described as professional. So is every low-performing one that is trying to recover its reputation. GBP Review Insights identifies professionalism as a top theme in virtually every report across all six industries — which means it differentiates no one. What actually separates the top performers is specific excellence that category peers do not own: Mighty 8th Media on Creativity, Blue Skies Plumbing on Fair Pricing, Georgia Roofing & Repair on Clear Communication and Timely Completion, North Fulton Pest Solutions on Technician Personalization, Free Home Service Center and Anthem Automotive on Honesty — a theme that appears in auto repair almost exclusively and almost nowhere else in the study. For any business whose primary marketing message is 'professional, reliable, quality service': that description also fits every business in the bottom four of this ranking.

**FINDING 4** Plumbers lead all categories — and auto repair earns second place by solving the trust problem that defines its industry nationally

**#1 Plumber  
#2 Auto Repair**

*Plumbers average 4.72★ with 87% positive and 4% negative — best on every metric. Auto repair ranks second at 4.68★ with 90% positive sentiment, outperforming pest control, HVAC, digital marketing, and roofing*

Plumbers average 4.72 stars with 87% positive sentiment and only 4% negative — the best category performance across every metric in this study. Their reviews consistently surface the same three themes: professionalism, promptness, and quality of work. The consistency across 10 businesses suggests a category-level culture of customer communication that other industries have not developed. Auto repair is the study's most surprising result. The industry that carries the highest consumer distrust nationally ranks second in this study at 4.68 stars with 90% positive sentiment. The reason is visible in the GBP Review Insights data: honesty and trustworthiness appear as top positive themes in three of the ten auto repair businesses — Free Home Service Center, Anthem Automotive, and Automotive Specialists of North Atlanta. These shops win because they explicitly and visibly earn trust. That theme appears in almost no HVAC, roofing, or pest control report in the study.

**FINDING 5** HVAC is the most troubled category — two businesses with 1,000+ reviews each have negative sentiment rates of 40-50%

**2.5★ & 3.4★**

*The two lowest-rated HVAC businesses — AllGood Home Services and Bardi Heating Cooling Plumbing — have 1,140 combined reviews and negative sentiment rates of 50% and 40% respectively*

HVAC is now the study's lowest-ranked category at a 4.29 average rating, anchored by two businesses whose poor performance is not a data artifact — it is backed by volume. AllGood Home Services has 1,092 reviews and a 2.5 star rating with 50% negative sentiment. Bardi Heating Cooling Plumbing has 48 reviews and 40% negative sentiment. Together they represent the most clearly documented reputation failures in the study. AllGood's GBP Review Insights report identifies three dominant negative themes: Service Quality (negative x10), Communication Issues (negative x8), and Post-Sale Support (negative x6). The fourth theme — professionalism — is positive but appears only x4, overwhelmed by the negative patterns. Remove AllGood and Bardi and the remaining seven HVAC businesses average 4.70 stars — which would rank HVAC second overall. The HVAC gap is not a category problem. It is a concentrated business execution failure in two specific companies, made visible at scale by GBP Review Insights.

**FINDING 6** The failure formula is identical across all industries — the same three failures produce a damaged reputation regardless of what the business does

**3 failures = bottom 4**

*AllGood Home Services (2.5★), Findlay Roofing (2.5★), Bardi HVAC (3.4★), and Peachtree Pest Control (3.2★) share the exact same failure patterns despite operating in four different industries*

The four businesses at the bottom of this study's ranked table operate in four completely different industries. Their review counts range from 12 to 1,092. But their failure patterns — as identified by GBP Review Insights — are identical: service quality inconsistency, communication breakdown, and opaque or disputed pricing. AllGood's themes are Service Quality (neg), Communication Issues (neg), Post-Sale Support (neg). Findlay Roofing's are Professionalism (neg), Quality of Work (neg), Customer Service (neg), Sales Tactics (neg). Bardi's are Pricing (neg), Service Quality (neg), Communication (neg). Peachtree's include Communication Issues (neg), Service Quality (neg), Billing Practices (neg). The convergence across industries is the study's most instructive finding. A damaged reputation in the North Atlanta market is not caused by industry-specific problems. It is caused by the same three failures regardless of what the business does: customers did not know what they were going to pay, were not kept informed during the process, and received inconsistent results. The corrective path is identical across all four.

## COMPLETE BUSINESS RANKINGS — ALL 60 BUSINESSES

All 60 businesses ranked by star rating, ties broken by positive sentiment %. ■ = rating below 3.5 or negative sentiment above 40%. ★ = Make It Loud. Green = top 5. Red = bottom 4. Gold = Make It Loud.

#	Business	Category	Reviews	Rating	Pos%	Neg%
1	Creative Momentum	Digital Marketing	9	5.0★	100%	0%
2	M16 Marketing	Digital Marketing	76	5.0★	100%	0%
3	Web Chimp	Digital Marketing	39	5.0★	100%	0%
4	Blue Skies Atlanta Plumbing	Plumber	664	5.0★	98%	1%
5	North Fulton Pest Solutions	Pest Control	1,519	5.0★	95%	1%
6	Autohaus Social	Auto Repair	445	4.9★	98%	1%
7	Mini Boss Mobile Mechanic	Auto Repair	48	4.9★	98%	2%
8	Mighty 8th Media	Digital Marketing	35	4.9★	95%	0%
9	Atlanta Roofing Specialists	Roofer	717	4.9★	95%	2%
10	Perimeter Roofing	Roofer	2,000	4.9★	95%	2%
11	Pruitt Heating & Air Inc.	HVAC	472	4.9★	94%	5%
12	Fraser Roofing LLC	Roofer	24	4.9★	94%	0%
13	Atlanta Plumbing and Drain	Plumber	817	4.9★	90%	5%
14	Atlanta Star Plumbing	Plumber	340	4.9★	90%	5%
15	Fix & Flow Plumbing Co.	Plumber	879	4.9★	90%	5%
16	R.S. Andrews	HVAC	11,544	4.9★	85%	5%
17	Empire Heating & Air	HVAC	1	4.8★	100%	0%
18	Anthem Automotive	Auto Repair	1,174	4.8★	97%	1%
19	Auto Specialists N. Atlanta	Auto Repair	205	4.8★	94%	2%
20	TE Certified	HVAC	122	4.8★	90%	3%
21	Plumb Works Inc.	Plumber	148	4.8★	90%	5%
22	Bell Roofing	Roofer	478	4.8★	90%	5%
23	Pacific Pest Solutions	Pest Control	9	4.8★	89%	0%

24	Sundial Plumbing	Plumber	8	4.8★	88%	0%
25	PV Heating Cooling & Plumbing	HVAC	520	4.8★	85%	5%
26	Breda Pest Management	Pest Control	1,526	4.8★	85%	5%
27	Northwest Exterminating	Pest Control	3,106	4.8★	85%	5%
28	Georgia Roofing & Repair	Rofer	167	4.8★	85%	5%
29	Brooks Pest Solutions	Pest Control	2,000	4.8★	80%	10%
30	Moxie Pest Control	Pest Control	7,515	4.8★	80%	10%
31	Atlanta Car Care	Auto Repair	1,688	4.7★	93%	5%
32	Free Home Service Center	Auto Repair	152	4.7★	90%	5%
33	Active Pest Control	Pest Control	95	4.7★	86%	3%
34	Barta Media Group	Digital Marketing	93	4.7★	85%	5%
35	Accent Roofing Service	Rofer	485	4.7★	85%	5%
36	Massey Services Pest Control	Pest Control	15	4.7★	80%	10%
37	Anthem Pest Control	Pest Control	5,319	4.7★	60%	20%
38	Make It Loud ★	Digital Marketing	50	4.5★	90%	4%
39	Superior Plumbing	Plumber	100	4.5★	85%	5%
40	Catherine's Auto Repair	Auto Repair	41	4.5★	85%	5%
41	Motor City South	Auto Repair	100	4.5★	85%	5%
42	Air Cond. Svcs Gainesville	HVAC	10	4.5★	80%	0%
43	Emergency Plumbers LLC	Plumber	50	4.5★	80%	10%
44	Royal Flush Plumbing	Plumber	10	4.5★	80%	0%
45	European & Domestic Auto	Auto Repair	50	4.5★	80%	10%
46	Southern Motor Works	Auto Repair	50	4.5★	80%	10%
47	Zurn Plumbing Service	Plumber	131	4.4★	83%	6%
48	Cunningham Associates	Digital Marketing	15	4.2★	80%	7%
49	Castle Roofing	Rofer	50	4.2★	80%	10%
50	Sunrise Roofing LLC	Rofer	100	4.2★	80%	10%
51	Dr. Roof Atlanta	Rofer	35	4.1★	60%	20%
52	Holtkamp HVAC & Plumbing	HVAC	100	4.0★	80%	10%
53	Brown Bag Marketing	Digital Marketing	4	4.0★	75%	0%
54	Blueprint Digital	Digital Marketing	30	4.0★	60%	20%
55	Cardinal Digital Marketing	Digital Marketing	94	4.0★	60%	20%
56	Nebo Agency	Digital Marketing	10	3.9★	50%	30%
57	Bardi Heating Cooling ■	HVAC	48	3.4★	40%	40%
58	Peachtree Pest Control ■	Pest Control	12	3.2★	50%	25%
59	AllGood Home Services ■	HVAC	1,092	2.5★	40%	50%
60	Findlay Roofing ■	Rofer	20	2.5★	35%	65%

## MAKE IT LOUD — COMPETITIVE POSITION

Make It Loud Digital Marketing appears in this study as both the research sponsor and a participant in the Digital Marketing category. Its data is presented without adjustment.

Agency	Reviews	Rating	Pos%	Neg%	Notable
M16 Marketing	76	5.0★	100%	0%	Top benchmark — zero improvement areas listed
Web Chimp	39	5.0★	100%	0%	Thin sample (39 reviews)
Creative Momentum	9	5.0★	100%	0%	Thin sample (9 reviews)
Mighty 8th Media	35	4.9★	95%	0%	Creativity as primary differentiator
Barta Media Group	93	4.7★	85%	5%	Highest review volume in category
Make It Loud ★	50	4.5★	90%	4%	Best neg% of any established agency
Cunningham Associates	15	4.2★	80%	7%	Small sample
Brown Bag Marketing	4	4.0★	75%	0%	Insufficient data (4 reviews)
Blueprint Digital	30	4.0★	60%	20%	High neg% — management issues in reviews
Cardinal Digital Marketing	94	4.0★	60%	20%	High neg% despite high volume
Nebo Agency	10	3.9★	50%	30%	■ Communication as primary negative theme
CATEGORY AVERAGE	41	4.47★	81%	8%	Lowest avg review count of all 6 categories

Make It Loud ranks 6th of 11 agencies on rating but holds the best positive/negative sentiment ratio of any agency with meaningful review volume. Two specific gaps to close: review count (50 vs M16's 76 and Barta's 93) and the recurring appearance of pricing transparency and communication in improvement areas — the same two gaps that define 40%+ of all 60 businesses.

## WHAT SEPARATES THE TOP PERFORMERS

GBP Review Insights reveals that the businesses at the top of this study do not compete on professionalism — every business claims that. They compete on something specific that their category peers do not own.

Business	Category	Rating	Differentiating Theme
Blue Skies Atlanta Plumbing	Plumber	5.0★	Fair Pricing — only plumber with pricing as a positive theme
North Fulton Pest Solutions	Pest Control	5.0★	Technician personalization — customers name and request specific techs
Autohaus Social	Auto Repair	4.9★	Community engagement — auto repair shop that earns loyalty beyond the transaction
Anthem Automotive	Auto Repair	4.8★	Trustworthiness at scale — 1,174 reviews with 97% positive, honesty as top theme

Georgia Roofing & Repair	Roofer	4.8★	Fair Pricing + Clear Comms + Timely Completion — only roofer with all three
Mighty 8th Media	Digital Marketing	4.9★	Creativity — only agency with creativity as a primary differentiating theme
Perimeter Roofing	Roofer	4.9★	Insurance claim expertise — addresses the customer pain no competitor mentions
Free Home Service Center	Auto Repair	4.7★	Honesty — customers specifically praise trustworthiness; rare theme in any category

## FIND OUT WHAT YOUR GOOGLE REVIEWS ARE REALLY SAYING.

Make It Loud Digital Marketing built GBP Review Insights to give North Atlanta businesses a data-driven view of how they are actually perceived — not how they think they are perceived. Ask us to run your business through GBP Review Insights and benchmark your reputation against your competitors.

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## METHODOLOGY & DATA SOURCES

**Tool:** GBP Review Insights, a proprietary AI-powered sentiment analysis tool designed and built by Make It Loud Digital Marketing. The tool scans Google Business Profile review histories, applies natural language processing to identify sentiment patterns, and produces structured reports including overall sentiment scores, key themes with frequency counts, improvement areas, and representative customer quotes.

**Business selection:** 60 businesses in the North Atlanta metropolitan area across six categories: auto repair (10), digital marketing (11), HVAC (9), pest control (10), plumbing (10), and roofing (10). Businesses were selected from Google Maps search results for each category in the Atlanta market and represent a range of sizes, review volumes, and performance levels.

**Data collection:** Google Business Profile review data collected and processed through GBP Review Insights, 2026. Each report includes overall star rating, total reviews analyzed, positive/negative/neutral sentiment percentages, key themes with frequency scores, and areas for improvement.

**Limitations:** GBP Review Insights analyzes a sample of available reviews for high-volume businesses. Massey Services Pest Control has 15,000+ total reviews but the tool analyzed a representative sample of 15. Businesses with fewer than 10 reviews (Empire Heating, Brown Bag Marketing, Creative Momentum, Pacific Pest Solutions) should be interpreted with caution. Category averages reflect the specific businesses selected and do not represent all businesses in each industry.

**Make It Loud disclosure:** Make It Loud Digital Marketing (makeitloud.net) appears in this study as a participant in the Digital Marketing category. Its data is presented without adjustment. This study was commissioned and produced by Make It Loud for educational and business development purposes.

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