



2020 LOCALIZED MARKETING BENCHMARK REPORT

PRESENTED BY:



WHAT IS THE LOCALIZED MARKETING BENCHMARK REPORT?

The second-annual Localized Marketing Benchmark Report (LMBR) is a collaborative research project conducted by:



Localogy (formerly, the Local Search Association): the leading global association helping marketers and agencies realize the full potential of localized marketing



SOCi, Inc.: the leading platform for “next-level” multi-location marketers to strengthen and scale their digital presence across hundreds or thousands of local search and social pages while protecting what matters most, their reputation.

The research examines how top multi-location brands are performing in the top digital channels covering local search, social, and ratings & reviews.



WHY CREATE THE LMBR?

1

Establish standards for multi-location brand presence and promotion through top local marketing channels that influence modern consumer buying decisions.

2

Quantify the presence and optimization of today's top multi-location brands, thereby establishing benchmarks for practicing marketers through a scoring index of top performers.

3

Analyze who scores above or below the benchmark, thus revealing a target list of best practices for multi-location brands.

2020 LMBR KEY TAKEAWAYS

1

Multi-location brands are collectively evolving and improving in localized digital marketing.*

- The average benchmark rose 9 points from the previous year's study.

2

Localized marketing sophistication varies widely by category.*

- The top (3) scoring categories in this year's LMBR were Fitness (67), Education (64), and Personal Care Services (64).
- The lowest-scoring categories were Real Estate (40), Business Services (42), and Cleaning Services (46).

3

There's a direct correlation between localized digital marketing performance and revenue. As seen for a second year in a row, the top 10 LMBR leaders outgrow their peers in annual revenue growth rate by 3x!*

*These takeaways are fleshed out further in later sections.

WHY SHOULD BUSINESSES CARE ABOUT LOCALIZED MARKETING?

IT'S ALL ABOUT LOCATION, LOCATION, LOCATION.

We know the majority of search queries are now local or have local intent - but did you know that most brand engagements are local as well?

In fact, nearly 3 out of every 4 digital brand engagements happen on local pages (think Google My Business or Facebook local pages), and 80 percent of those searching and engaging report being influenced based on the content they find there.

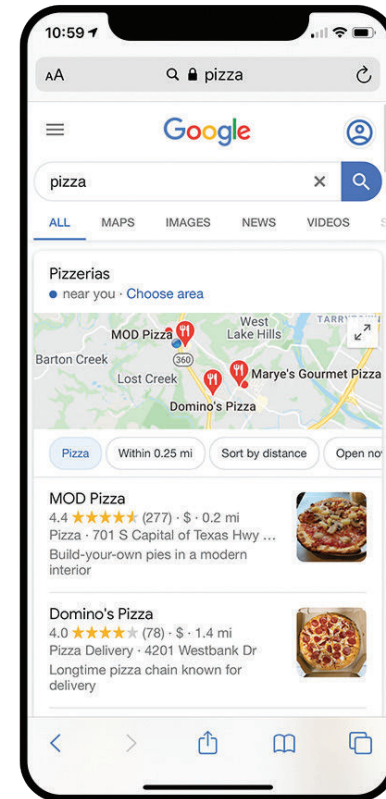
As local search becomes more intelligent and personalized, a comprehensive localized marketing strategy is key to effectively leveraging each consumer interaction while maximizing a brand's full reach through each and every location.

With all of the different sites and platforms out there - where should a multi-location marketer start? The most influential for consumer decision making in local commerce continues to be the big 3 - Google, Yelp, and Facebook, and their importance to a brand's overall digital presence, trustworthiness, and overall health can not be overstated. Let's dive deeper into why these platforms are so important...

THE CHANGING LANDSCAPE

Over the past decade, Google has transformed from a query engine to an answers engine, as seen through its continued investment in its knowledge graph and knowledge panels. Today, Google looks to provide definitive answers to consumer queries versus driving searchers to other sites (organic website results) where the user may or may not find their answer.

When it comes to online business searches, the typical Google search result is now dominated by local listings, commonly known as the 3-pack, as seen to the right. With the majority of business search executing on these listings and ultimately converting - appearance in these listings can make the difference between a business being considered or not seen at all. As a result, the 3-pack has now become the new battleground in localized marketing.

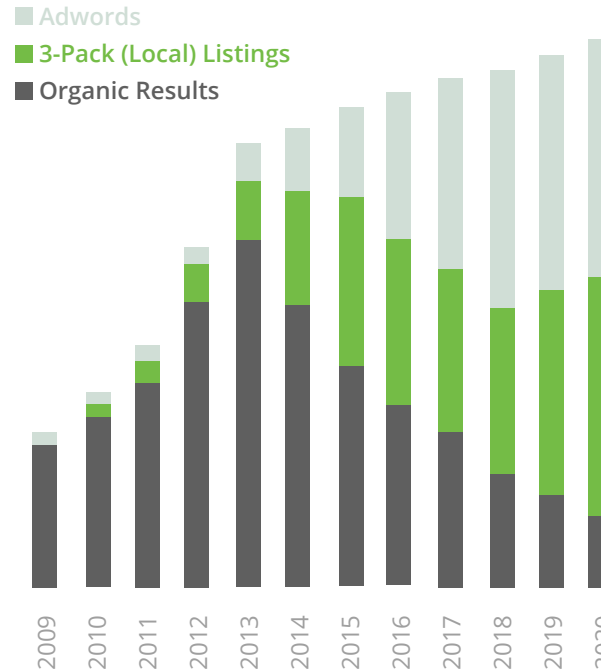


THE CHANGING LANDSCAPE

Appearance in the 3-pack results is determined by a variety of factors that are constantly evolving and vary by category including, but not limited to, a business's listing or profile completeness, average consumer rating, review responsiveness, and a series of other factors.

Although the information that appears on each business's local page (Google My Business page) continues to be a dominant and trusted source, other content such as social chatter and conversations as well as what is actually being said about a business in local reviews are becoming influential factors. Further emphasizing the need for multi-location businesses to take an active role in managing not just their local search, but their local social presence and ratings & review as well.

Where Search Results Are Executing



Source: Tidings.com - The Evolution of Local Search Topography

CRITICAL COMPONENTS OF LOCALIZED MARKETING

Google, Facebook, and Yelp are each critically important to a business's localized marketing presence. Each of these platforms is highly used by consumers for local business information. Each platform also maintains separate databases of information, which in turn are then fed to other highly used consumer apps and sites in their ecosystem such as Waze, Apple Maps, and even Facebook Messenger as seen in the diagram below.



CRITICAL COMPONENTS OF LOCALIZED MARKETING

The importance of these 3 platforms isn't just in reference to their standalone impact. Consistency in presence, care, and engagement across all 3 can have a "whole is greater than the sum of its parts" effect. For example, review strength and optimization on Facebook and Yelp can confer authority and semantic relevance to your Google My Business profile.



CRITICAL COMPONENTS OF LOCALIZED MARKETING

Comprehensive local digital marketing strategies across Google, Yelp, and Facebook translate to a holistic approach that requires rigor and optimization in local search, ratings & reviews, and local social. Executing all three in a coordinated way is the new table stakes in local digital marketing.



METHODOLOGY & DATA SET

THE METHODOLOGY

We audited 250+ top multi-location brands as part of the study based on the following criteria:

COMPANY SOURCES

Franchise Times top 200 largest franchises
Entrepreneur Magazine's 100 fastest growing franchises
Top 10 property management companies based on the National Multifamily Housing Council (NMHC) 2018 Apartment Manager List

LOCATIONS

On average 85% of a brand's locations were audited*

SCORING

Examination of presence, ratings & reviews, and community engagement across the top (3) localized marketing platforms - Google My Business (GMB), Facebook, and Yelp.

[See appendix for full list of companies and additional methodology notes.](#)

*Property Management Companies had 100 locations audited on average

SCORING CRITERIA

100 possible points awarded based on 23 ranking factors that cover presence (37.5), customer care (45), and engagement (17.5) across the top (3) digital platforms for localized marketing: GMB, Facebook, and Yelp.

PRESENCE

Did each location have good presence in localized search results* across the top (3) platforms?

CUSTOMER CARE

Did ratings meet an average volume threshold and score?
Were a good percentage of reviews responded to and within a reasonable timeframe?

ENGAGEMENT

Were locations posting content, responding to reviews, replying to Q&A, and otherwise engaging with consumers as permitted by the platforms' tools & capabilities?

[See appendix for full list of companies and additional methodology notes.](#)

*Local search included main GMB profile keyword + local City+State

SCORING CRITERIA

Details by Site



- Pages Claimed
- **Profile Completeness**
- **3-Pack Visibility**
- Reviews Per Location
- Average Rating
- **Reviews Responded To**
- **Review Response Time**
- AVG Q&A Per Location
- Response to Q&A
- Response to Q&A By Owner
- Location Posting to GMB



- Pages Claimed
- **Profile Completeness**
- Reviews Per Location
- Average Rating
- **Reviews Responded To**
- **Review Response Time**
- AVG Engagement Score
- Location Posting to Facebook



- Pages Claimed
- **Profile Completeness**
- Reviews Per Location
- Average Rating
- **Reviews Responded To**
- **Review Response Time**

New Ranking Factors in 2020

INDUSTRIES REPRESENTED

- Auto Parts & Services
- Business Services
- Cleaning Services
- Education
- Entertainment
- Financial Services
- Fitness
- Health & Medical
- Home Services
- Hotel-Travel
- Insurance
- Manufacturer-Tools
- Personal Care Services
- Property Management
- Real Estate
- Restaurants-Fast Casual
- Restaurants-Sit Down
- Retail-General
- Retail-Convenience
- Retail-Specialty

See appendix for full list of companies and additional methodology notes.

THE DATA SET



226,000
LOCAL PAGES

60,288,000
LOCAL REVIEWS

12,648,000
REVIEW RESPONSES

476,000
Q&AS

298,000
LOCAL POSTS



219,000
LOCAL PAGES

32,943,000
LOCAL REVIEWS

679,000
REVIEW RESPONSES

1,475,000
Q&AS

200,000
LOCAL POSTS



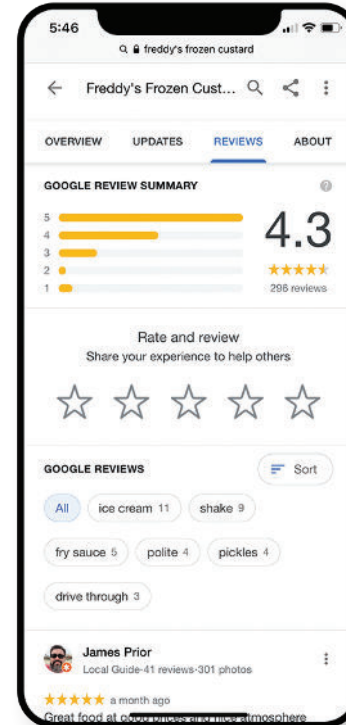
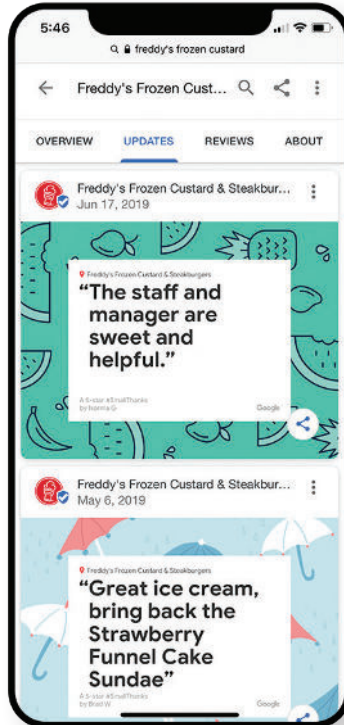
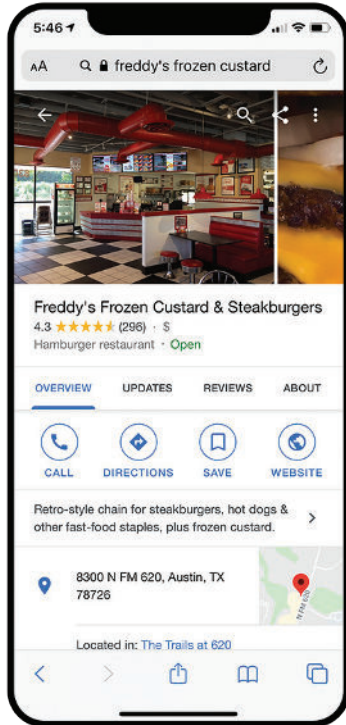
220,000
LOCAL PAGES

4,527,000
LOCAL REVIEWS

317,000
REVIEW RESPONSES

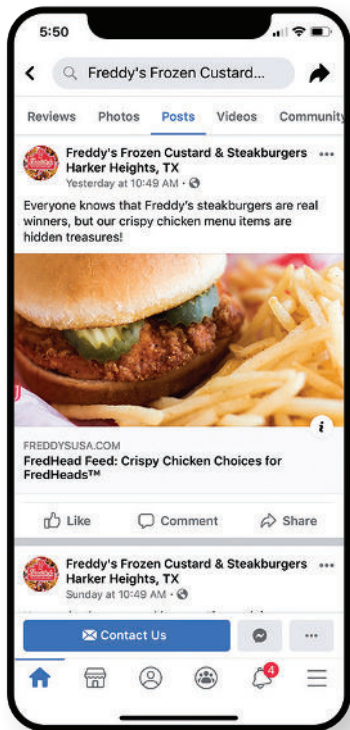
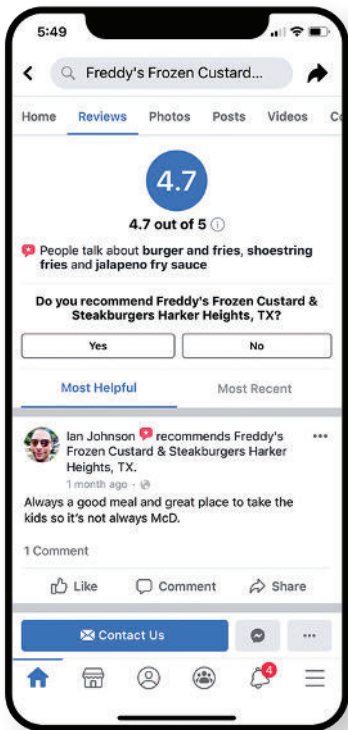
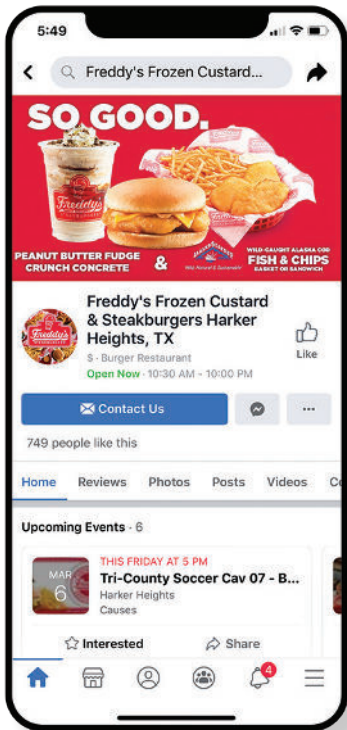
THE DATA SET

Example of GMB Local Pages



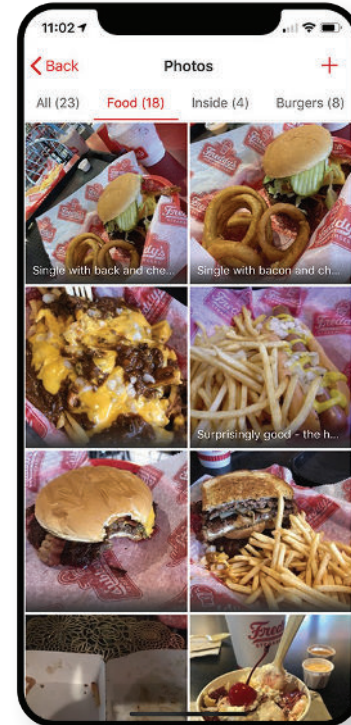
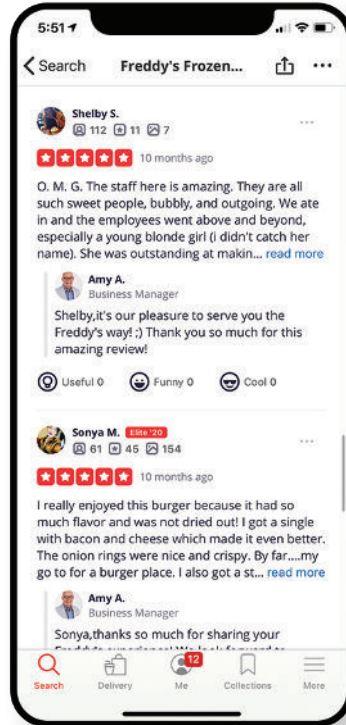
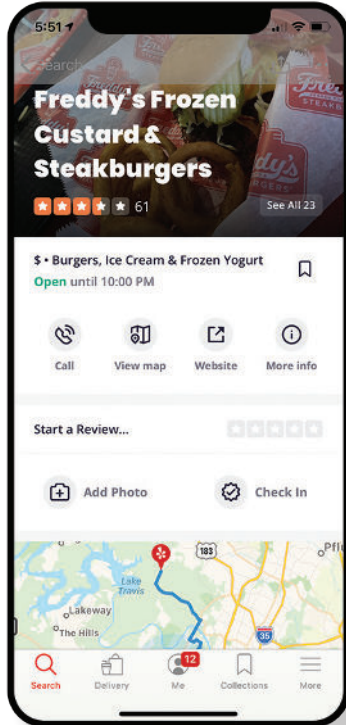
THE DATA SET

Example of Facebook Local Pages



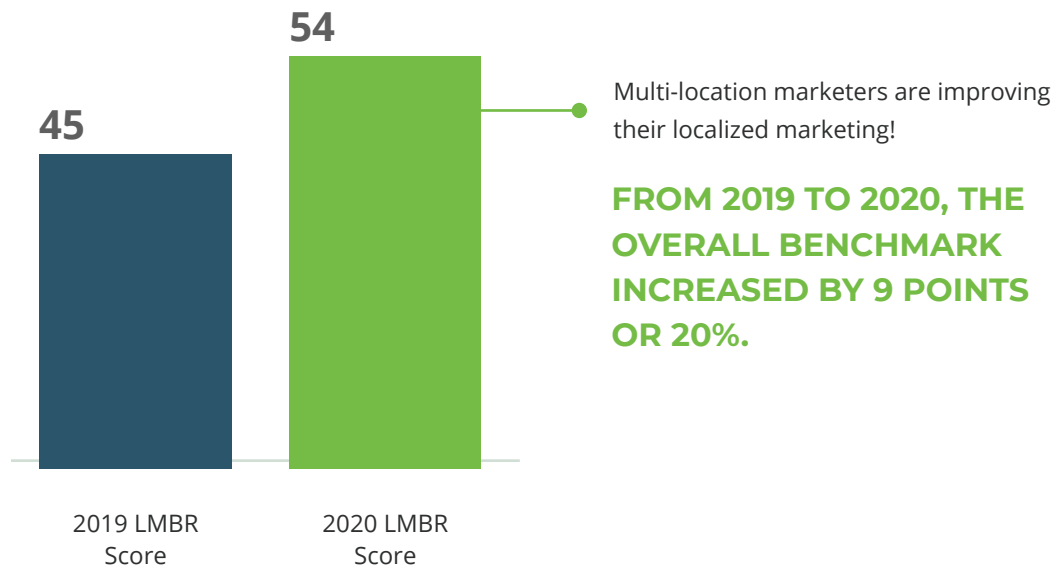
THE DATA SET

Example of Yelp Local Pages



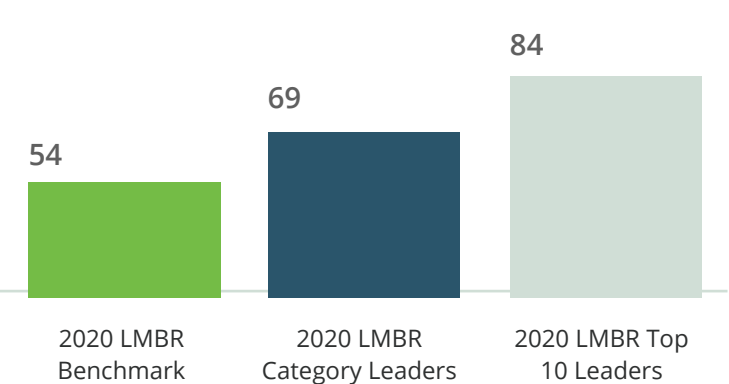
2020 DETAILED LMBR RESULTS

LMBR RESULTS SHOW BRANDS ARE EVOLVING

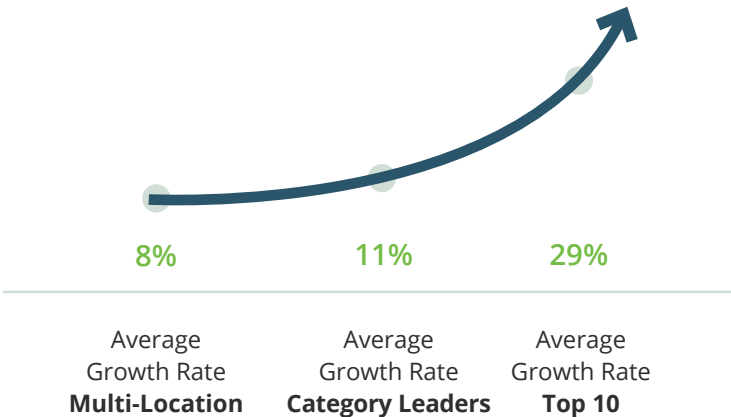


LMBR LEADERS = SALES LEADERS

2020 Average LMBR Scores



Revenue Growth Trend ('17-'18)



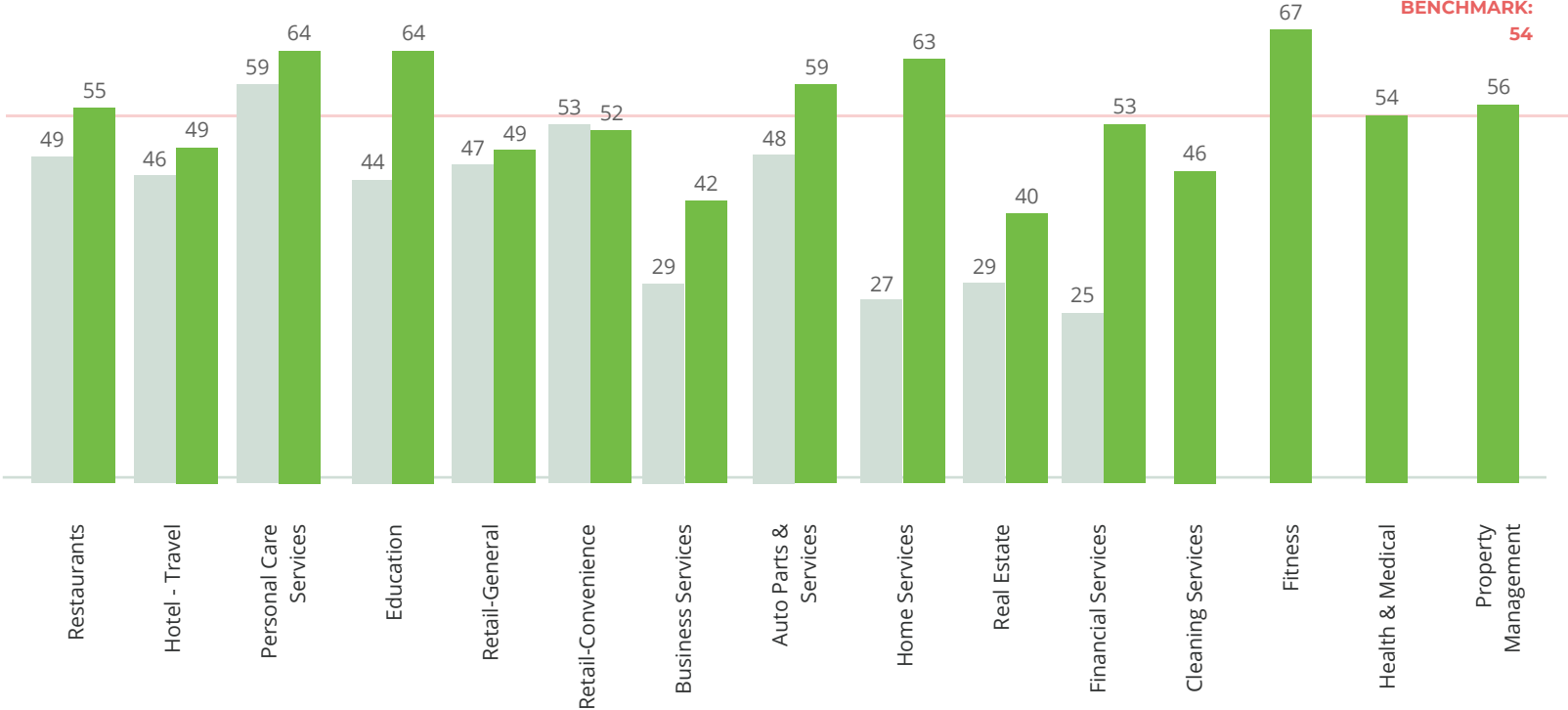
FOR THE 2ND CONSECUTIVE YEAR:
LMBR LEADERS GROW 3X'S FASTER THAN PEERS

ACROSS THE BOARD CATEGORY IMPROVEMENTS FROM '19 TO '20



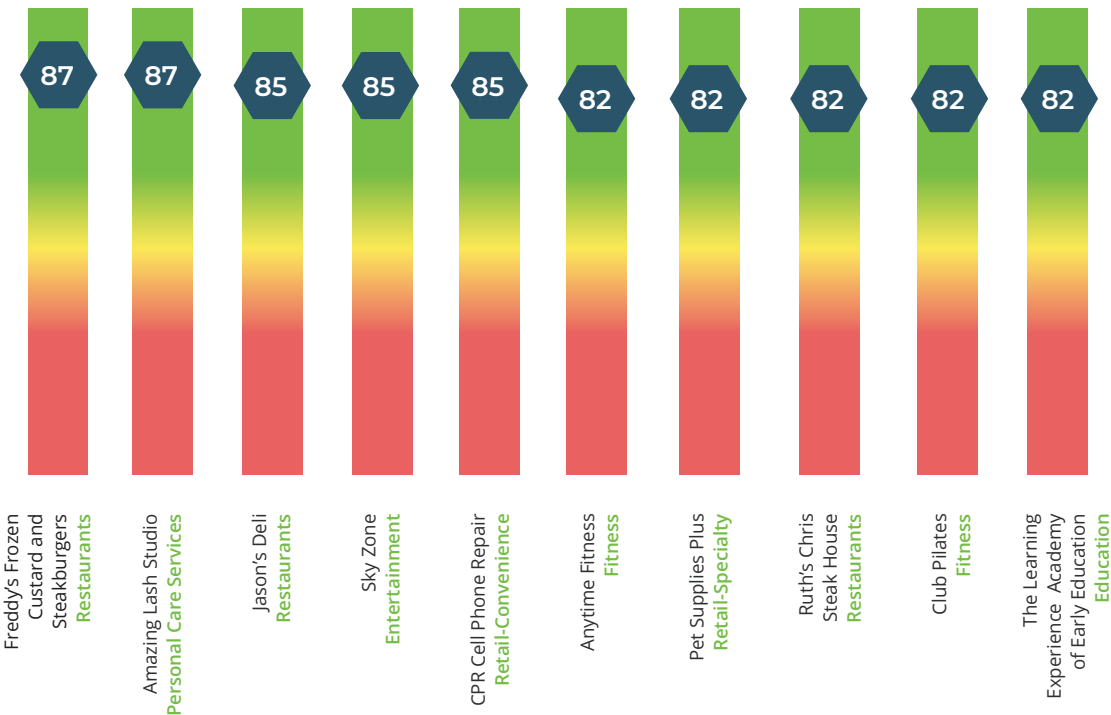
2019 2020

2020 LOCALIZED
MARKETING
BENCHMARK:
54



TOP 10 LMBR BRANDS

The Top 10 LMBR leaders outperformed the overall competitive set of 250+ multi-location brands in not only score - but overall revenue growth rate!



CATEGORY LEADERS



Beyond the overall top 10, there are 9 additional brands recognized as leaders in their respective industry categories.





TOP FACTORS FOR LOCALIZED MARKETING PERFORMANCE

Top ten leaders had common attributes that represent key digital marketing trends.

- Care and engagement-based scoring categories outweighed presence-based categories among the top-3 leaders, validating the importance of reviews and high-value interactions as leading proxies for the quality of a business result.
- Scores were highest when brands scored well consistently across all channels and categories (e.g., % of reviews responded to) across Google, Yelp, and Facebook.
- This results from a “1+1=3” dynamic where comprehensiveness across channels and scoring criteria have a positive impact on each other through a cascading effect.
 - » For example, according to local SEO expert David Mihm “Reviews beyond Google -- especially on Yelp -- that rank consistently in your business category will confer authority and semantic relevance to your GMB profile as well.”

CARE SHOWS HIGHEST CORRELATION TO REVENUE GROWTH

- Among presence, care, and engagement scoring categories, care seemed to correlate greatest to revenue growth among the top-3 earners within the LMBR overall top-10.
- The top commonality among these companies, outside of a healthy base of reviews and average score by location, was comprehensiveness of review response. The related factor of review response time was likewise prevalent.
- This indicates that revenue growth has a strong correlation to businesses that emphasize digital customer care management. This factor runs deeper than marketing but nonetheless impacts performance and revenue growth and should be a marketing target for all multi-location brands.

PAST, PRESENT & FUTURE RANKING FACTORS

Q&A WITH DAVID MIHM

David Mihm is, first and foremost, an advocate for sustainable digital marketing techniques for local businesses. In 2012, he sold his former company GetListed.org to Moz and was instrumental in the development of Moz Local. David served as Moz's Director of Local Search Strategy from 2012-2015.

He also co-founded the Local University conference series, and is founder of Tidings and his weekly newsletter, Minutive. Today, he is the VP of Product Strategy at ThriveHive - where he helps small businesses grow their companies through digital marketing.

We asked him what he's seeing in the ongoing evolution of local digital marketing ranking factors. How do those key trends align with LMBR results?



PAST, PRESENT & FUTURE RANKING FACTORS

Q&A WITH DAVID MIHM

What ranking factors are gaining importance?

It's easy to latch onto review count and star rating, since they're so darn visible in every search result, but there's a little more subterranean nuance to reviews than that. We've seen the content of reviews confer relevance on particular listings for long-tail searches for several years, and in the past year, Google is now starting to resurface some of that content as options for searchers to filter a large corpus of reviews on a given GMB profile. And it's not just reviews on Google. Reviews beyond Google -- especially on Yelp and vertical directories that rank consistently in your business's category -- confer authority and semantic relevance to your GMB profile as well.

What ranking factors remain strong and consistent over time?

To be honest, it feels like the status quo, for the most part. Google is "getting better at" (i.e., has changed) how they localize results to the searcher, but the core GMB factors that impact rankings -- proper categorization and reviews -- haven't changed much in the last 5-6 years at least. It's also important not to completely ignore organic ranking factors. Having relevant website content -- though not necessarily deep website content -- and a critical mass of authoritative links to your website is still absolutely essential to ranking in most competitive categories and geographies. This, too, has not really changed all that much since the Venice update of 2012.

PAST, PRESENT & FUTURE RANKING FACTORS

Q&A WITH DAVID MIHM

What's next for notable ranking factors?

According to ThriveHire data, in August 2019, Google began showing business owners photos more often than user-generated photos. And whether directly or indirectly, the engagement those photos get is bound to have an impact on how well a given profile ranks.

Outside of photos - the changing definition and importance of "entity authority" will be by far the most impactful ranking factor in the future - but to date, is still a bit of a nebulous concept. Below are a few criteria I believe highly factor into Google's definition of "entity authority" and should be areas closely watched and optimized by multi-location businesses today and in the near future:

- **How widely known is the entity?** Citations play a role here as do links, but so do things like inclusion in critical lists on other heavily trafficked sites and even social chatter, and reach—as long as Google can measure them accurately, it will play a role.
- **What are people saying about the entity?** It should probably rank for similar phrases. Structured reviews on Google and other prominent platforms are the obvious sources here. But also the context and language surrounding citations and critical mentions.
- **What is the depth of engagement with the entity?** The power of links as difference-makers will fade over time as Google can ingest a broader range of engagement signals such as how many users clicked through on posts/offers, accessed driving directions or click to call, etc.

[Read more at tidings.com/vault/local-ranking-2020.html.](https://tidings.com/vault/local-ranking-2020.html)

PLATFORM RESULTS



GOOGLE MY BUSINESS

Multi-Location Business Platform Averages

Google gets the greatest attention for claimed listings, which isn't surprising given its prevalence as a local marketing channel. But it indicates a need for marketers to place similar weight on Facebook and Yelp. Google also has better aggregate attention paid to reviews responsiveness (both coverage and speed), which should likewise be replicated in other channels.

Listings/Locations Claimed:

95%

Profile Completeness:

92%

Total Review/Location:

311

Average Rating:

4.15

Reviews Responded To:

21%

Avg Review Response Time:

40 DAYS

Responding to Q&A:

4%

Locations Posting to GMB:

23%

% of Locations in 3-Pack:

24%

**This data represents how an average multi-location business entity performed in each platform.*



FACEBOOK

Multi-Location Business Platform Averages

Facebook scores relatively well in the aggregate with respect to presence, including claimed listings (91%) and profile completeness (91%). Location marketers did not perform as well in the aggregate for care-based criteria such as reviews responded to (15%) and review response time (94 days). These are the biggest areas of improvement needed on Facebook.

Listings/Locations Claimed:

91%

Profile Completeness:

91%

Total Review/Location:

121

Average Rating:

4.21

Reviews Responded To:

15%

Avg Review Response Time:

94 DAYS

Engagement Score:

0.77%

Locations Posting to FB:

92%

**This data represents how an average multi-location business entity performed in each platform.*





YELP

Multi-Location Business Platform Averages

Yelp sees the lowest average star rating (3.29) of all three channels, yet it has the lowest reviews response rate (7%). Low star-ratings should instead correlate to high responsiveness in an ideal digital marketing world. This plus profile completeness (68% on average) is where marketers should spend more time on Yelp.

Listings/Locations Claimed:

90%

Profile Completeness:

68%

Total Review/Location:

34

Average Rating:

3.29

Reviews Responded To:

7%

Avg Review Response Time:

84 DAYS

**This data represents how an average multi-location business entity performed in each platform.*

PLATFORM RESULTS

OVERALL OBSERVATIONS



Google outperforms Yelp and Facebook on most criteria, including social and reviews-based factors that the latter are known for. Work is needed to ensure consistent, high-level attention to all criteria across every platform. Review response rate and response time across all 3 platforms requires more focus as the averages are far from the best practice of responding to reviews within 24 hours.

- Google requires more attention to features like Google Posts and Q&A, which provide immense opportunities for multi-location marketers as explained further on the next page.
- Facebook is most neglected for care-based criteria.
- Yelp requires more work and attention for review responsiveness and profile completeness.

GOOGLE POSTS AND Q&A

The most underutilized areas of Localized Marketing

Google Posts allow businesses to post text (offers, events, etc.) and photos directly to their GMB pages. These posts can then appear on the local panel and on Google Maps, ultimately increasing visibility and traffic to your local pages as well as high-valued engagements with your target audience.

Consider These Facts:

- Google Posts are completely free, requiring only that a business has an active GMB profile/page
- Google Posts gives businesses the ability to feature timely, actionable content that can boost engagement with your audience, including seasonal offers, sales, upcoming events, new arrivals, etc.
- Google Posts receive prominence on mobile and maps searches

Usage Stats for the 2020 LMBR:

- To date, only 23% of business locations are utilizing Google Posts
- Only 9% of locations have posted on Google within the last 30 days, so overall posting frequency is low

To learn more about how to use Google Posts as a competitive advantage, visit resources.meetsoci.com/google-posts.

GOOGLE POSTS AND Q&A

The most underutilized areas of Localized Marketing

With Google Q&A, anyone can ask, and anyone can answer any questions about any business in the world. The Q&A section of a business's GMB profile can be the secret weapon that increases page and profile awareness.

Consider These Facts:

- Based on the broad range of topics covered in this area — having a well maintained Google Q&A section can help your business show up higher and for more search results
- The information in these questions is often the deciding factor for many customers
- The more answered questions a customer can see about your business, the more confidence they'll have in visiting your business

Usage Stats from the 2020 LMBR:

- To date, the average multi-location business has 2.5 questions posted per location
- 96% of questions are going unanswered
- Of the answers that are posted, just 7% of the responses are coming from business owners

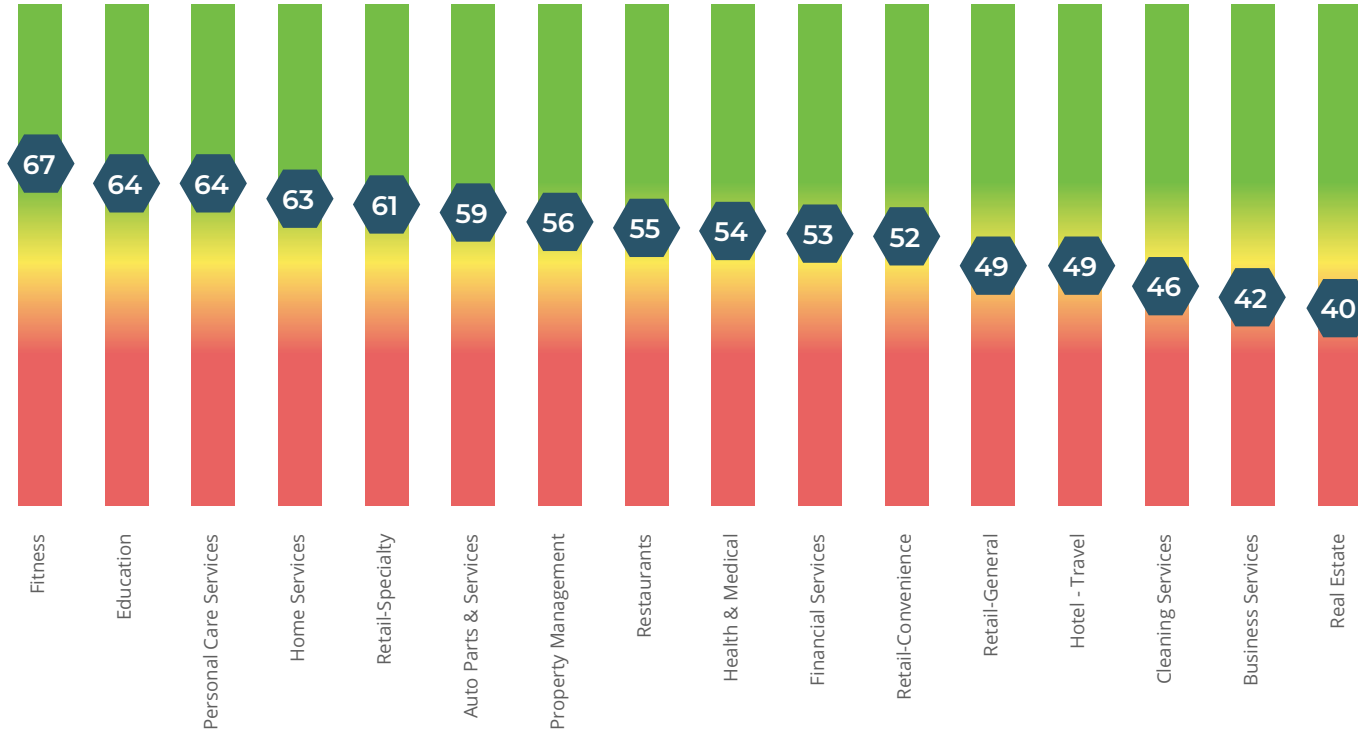
To learn more about how to turn Google Q&A into your secret weapon, visit thrivehive.com/how-to-post-faqs-to-google-business-listing.

CATEGORY RESULTS

LMBR RESULTS BY CATEGORY



v Multi-Location Benchmark (54)



CATEGORY RESULTS: INSIGHTS

Fitness, Education, and Personal Care Services were the top three performing categories in terms of average company score within those verticals.

When examining localized marketing performance of companies in these categories, what success factors and commonalities jump out as top takeaways and lessons?

- These service categories are driven by high-touch interaction, so personal trust is key. This causes them to be both search and reviews-centric, making presence and care particularly impactful.
- Companies in these categories performed well through active presence (e.g., claimed listings) and profile completeness. This can be seen especially in Personal Care Services (97% GMB completeness).
- Active reviews management and care were also evident in these categories, including a notably low review response time (17 days in Personal Care Services) and high Google Q&A response (8% for Fitness).
- They also exceeded in being consistent for the most part across Google, Facebook, and Yelp. Consistency and comprehensiveness across channels is one of the biggest score-boosting factors.
- Additional details in scoring for individual categories follows in the next several pages.



FITNESS

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim and complete more GMB listings
- Work towards greater 3-Pack presence for locations
- Improve reviews response coverage and speed on Google
- Increase number of reviews per location across all (3) platforms



Listings/Locations Claimed:

▼ **93%** v 95%

Profile Completeness:

▼ **91%** v 92%

Total Review/Location:

▼ **54** v 311

Average Rating:

▲ **4.64** v 4.15

Reviews Responded to:

▼ **21%** v 45%

Avg Review Response Time:

▼ **51 DAYS** v 25 DAYS

Responding to Q&A:

▲ **8%** v 3%

Locations Posting to GMB:

▼ **38%** v 40%

% of Locations in 3-Pack:

▼ **22%** v 24%



Listings/Locations Claimed:

▲ **98%** v 91%

Profile Completeness:

▲ **95%** v 91%

Total Review/Location:

▼ **57** v 121

Average Rating:

▲ **4.84** v 4.21

Reviews Responded to:

▲ **16%** v 15%

Avg Review Response Time:

▲ **46 DAYS** v 94 DAYS

Engagement Score:

▲ **1.79%** v 0.77%

Locations Posting to FB:

▲ **98%** v 92%



Listings/Locations Claimed:

▲ **93%** v 90%

Profile Completeness:

▲ **71%** v 68%

Total Review/Location:

▼ **19** v 34

Average Rating:

▲ **4.24** v 3.29

Reviews Responded to:

▲ **9%** v 7%

Avg Review Response Time:

▲ **109 DAYS** v 84 DAYS



EDUCATION

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Cultivate more reviews per location on all channels
- Work towards greater 3-Pack presence for locations
- Improve review response coverage and speed on Google



Listings/Locations Claimed:

▲ **96%** v 95%

Profile Completeness:

▼ **91%** v 92%

Total Review/Location:

▼ **31** v 311

Average Rating:

▲ **4.47** v 4.15

Reviews Responded to:

▼ **24%** v 45%

Avg Review Response Time:

▼ **45 DAYS** v 25 DAYS

Responding to Q&A:

▲ **7%** v 3%

Locations Posting to GMB:

▼ **22%** v 40%

% of Locations in 3-Pack:

▼ **14%** v 24%



Listings/Locations Claimed:

▲ **97%** v 91%

Profile Completeness:

▲ **97%** v 91%

Total Review/Location:

▼ **9** v 121

Average Rating:

▲ **4.74** v 4.21

Reviews Responded to:

▲ **43%** v 15%

Avg Review Response Time:

▲ **64 DAYS** v 94 DAYS

Engagement Score

▲ **1.53%** v 0.77%

Locations Posting to FB:

▲ **97%** v 92%



Listings/Locations Claimed:

▲ **97%** v 90%

Profile Completeness:

▲ **68%** v 68%

Total Review/Location:

▼ **4** v 34

Average Rating:

▲ **4.06** v 3.29

Reviews Responded to:

▲ **12%** v 7%

Avg Review Response Time:

▲ **74 DAYS** v 84 DAYS



PERSONAL CARE SERVICES

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Cultivate more reviews per location on all channels
- Work towards better customer ratings on Google
- Engage in more Facebook posts per location



Listings/Locations Claimed:

▲ 99% v 95%

Profile Completeness:

▲ 97% v 92%

Total Review/Location:

▼ 81 v 311

Average Rating:

▼ 4.07 v 4.15

Reviews Responded to:

▲ 45% v 45%

Avg Review Response Time:

▲ 17 DAYS v 25 DAYS

Responding to Q&A:

▲ 5% v 3%

Locations Posting to GMB:

▲ 46% v 40%

% of Locations in 3-Pack:

▲ 28% v 24%



Listings/Locations Claimed:

▲ 97% v 91%

Profile Completeness:

▲ 96% v 91%

Total Review/Location:

▼ 15 v 121

Average Rating:

▲ 4.31 v 4.21

Reviews Responded to:

▲ 34% v 15%

Avg Review Response Time:

▲ 65 DAYS v 94 DAYS

Engagement Score

▼ 0.49% v 0.77%

Locations Posting to FB:

▼ 83% v 92%



Listings/Locations Claimed:

▲ 97% v 90%

Profile Completeness:

▲ 71% v 68%

Total Review/Location:

▼ 21 v 34

Average Rating:

▲ 3.30 v 3.29

Reviews Responded to:

▲ 14% v 7%

Avg Review Response Time:

▲ 42 DAYS v 84 DAYS



HOME SERVICES

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim more locations on GMB
- Work towards greater profile completeness on Google and Yelp
- Improve review response time on Google and Yelp
- Cultivate more reviews per location on all channels



Listings/Locations Claimed:

▼ **93%** v 95%

Profile Completeness:

▼ **90%** v 92%

Total Review/Location:

▼ **91** v 311

Average Rating:

▲ **4.47** v 4.15

Reviews Responded to:

▲ **50%** v 45%

Avg Review Response Time:

▼ **42 DAYS** v 25 DAYS

Responding to Q&A:

▲ **15%** v 3%

Locations Posting to GMB:

▲ **58%** v 40%

% of Locations in 3-Pack:

▲ **31%** v 24%



Listings/Locations Claimed:

▲ **95%** v 91%

Profile Completeness:

▲ **94%** v 91%

Total Review/Location:

▼ **9** v 121

Average Rating:

▲ **4.53** v 4.21

Reviews Responded to:

▲ **43%** v 15%

Avg Review Response Time:

▲ **57 DAYS** v 94 DAYS

Engagement Score:

▲ **0.93%** v 0.77%

Locations Posting to FB:

▲ **95%** v 92%



Listings/Locations Claimed:

▲ **91%** v 90%

Profile Completeness:

▼ **65%** v 68%

Total Review/Location:

▼ **10** v 34

Average Rating:

▲ **3.52** v 3.29

Reviews Responded to:

▲ **23%** v 7%

Avg Review Response Time:

▼ **123 DAYS** v 84 DAYS



RETAIL-SPECIALTY

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Cultivate more reviews per location on all channels
- Improve review response time on Google and Yelp
- More participation and attention across the board on Yelp



Listings/Locations Claimed:

▲ 97% v 95%

Profile Completeness:

▲ 96% v 92%

Total Review/Location:

▼ 142 v 311

Average Rating:

▲ 4.37 v 4.15

Reviews Responded to:

▼ 25% v 45%

Avg Review Response Time:

▼ 37 DAYS v 25 DAYS

Responding to Q&A:

▲ 4% v 3%

Locations Posting to GMB:

▲ 61% v 40%

% of Locations in 3-Pack:

▲ 59% v 24%



Listings/Locations Claimed:

▲ 96% v 91%

Profile Completeness:

▲ 96% v 91%

Total Review/Location:

▼ 13 v 121

Average Rating:

▲ 4.33 v 4.21

Reviews Responded to:

▲ 32% v 15%

Avg Review Response Time:

▲ 72 DAYS v 94 DAYS

Engagement Score:

▼ 0.65% v 0.77%

Locations Posting to FB:

▲ 97% v 92%



Listings/Locations Claimed:

▲ 97% v 90%

Profile Completeness:

▼ 66% v 68%

Total Review/Location:

▼ 7 v 34

Average Rating:

▲ 3.34 v 3.29

Reviews Responded to:

▲ 8% v 7%

Avg Review Response Time:

▼ 107 DAYS v 84 DAYS



AUTO PARTS & SERVICES

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Boost posts for individual locations on Google and Facebook
- Claim and complete more listings on Facebook
- Improve review response rate and speed on Google
- Cultivate more reviews per location on all channels



Listings/Locations Claimed:

▲ 99% v 95%

Profile Completeness:

▲ 97% v 92%

Total Review/Location:

▼ 101 v 311

Average Rating:

▲ 4.16 v 4.15

Reviews Responded to:

▼ 30% v 45%

Avg Review Response Time:

▼ 26 DAYS v 25 DAYS

Responding to Q&A:

▼ 2% v 3%

Locations Posting to GMB:

▼ 29% v 40%

% of Locations in 3-Pack:

▲ 46% v 24%



Listings/Locations Claimed:

▼ 85% v 91%

Profile Completeness:

▼ 90% v 91%

Total Review/Location:

▼ 12 v 121

Average Rating:

▼ 4.16 v 4.21

Reviews Responded to:

▲ 22% v 15%

Avg Review Response Time:

▲ 89 DAYS v 94 DAYS

Engagement Score:

▲ 0.85% v 0.77%

Locations Posting to FB:

▼ 89% v 92%



Listings/Locations Claimed:

▲ 96% v 90%

Profile Completeness:

▲ 68% v 68%

Total Review/Location:

▼ 22 v 34

Average Rating:

▲ 3.50 v 3.29

Reviews Responded to:

▲ 13% v 7%

Avg Review Response Time:

▲ 59 DAYS v 84 DAYS



PROPERTY MANAGEMENT (56)

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Cultivate more reviews per location and increase star ratings on all channels
- Work towards greater 3-Pack presence for locations
- Improve quantity of claimed listings on Facebook



Listings/Locations Claimed:

▲ **95%** v 95%

Profile Completeness:

▼ **91%** v 92%

Total Review/Location:

▼ **83** v 311

Average Rating:

▼ **3.36** v 4.15

Reviews Responded to:

▲ **70%** v 45%

Avg Review Response Time:

▲ **25 DAYS** v 25 DAYS

Responding to Q&A:

▲ **32%** v 3%

Locations Posting to GMB:

▲ **64%** v 40%

% of Locations in 3-Pack:

▼ **15%** v 24%



Listings/Locations Claimed:

▼ **86%** v 91%

Profile Completeness:

▲ **91%** v 91%

Total Review/Location:

▼ **16** v 121

Average Rating:

▼ **2.76** v 4.21

Reviews Responded to:

▲ **26%** v 15%

Avg Review Response Time:

▲ **6 DAYS** v 94 DAYS

Engagement Score:

▲ **0.77%** v 0.77%

Locations Posting to FB:

▼ **85%** v 92%



Listings/Locations Claimed:

▲ **93%** v 90%

Profile Completeness:

▲ **84%** v 68%

Total Review/Location:

▼ **24** v 34

Average Rating:

▼ **2.33** v 3.29

Reviews Responded to:

▲ **39%** v 7%

Avg Review Response Time:

▲ **14 DAYS** v 84 DAYS



RESTAURANTS

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Cultivate better star ratings on all channels
- Increase review response on all channels
- Improve Q&A response and posts per location on Google



Listings/Locations Claimed:

▲ **96%** v 95%

Profile Completeness:

▲ **98%** v 92%

Total Review/Location:

▲ **472** v 311

Average Rating:

▼ **3.97** v 4.15

Reviews Responded to:

▼ **12%** v 45%

Avg Review Response Time:

▲ **25 DAYS** v 25 DAYS

Responding to Q&A:

▼ **1%** v 3%

Locations Posting to GMB:

▼ **15%** v 40%

% of Locations in 3-Pack:

▲ **24%** v 24%



Listings/Locations Claimed:

▲ **92%** v 91%

Profile Completeness:

▼ **90%** v 91%

Total Review/Location:

▲ **215** v 121

Average Rating:

▼ **3.86** v 4.21

Reviews Responded to:

▼ **6%** v 15%

Avg Review Response Time:

▼ **112 DAYS** v 94 DAYS

Engagement Score:

▼ **0.32%** v 0.77%

Locations Posting to FB:

▲ **94%** v 92%



Listings/Locations Claimed:

▲ **90%** v 90%

Profile Completeness:

▲ **70%** v 68%

Total Review/Location:

▲ **52** v 34

Average Rating:

▼ **2.93** v 3.29

Reviews Responded to:

▼ **3%** v 7%

Avg Review Response Time:

▲ **58 DAYS** v 84 DAYS



HEALTH & MEDICAL

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim and complete more listings on Google and Yelp
- Cultivate more reviews per location across all channels
- Improve review response time on all channels



Listings/Locations Claimed:

▼ **93%** v 95%

Profile Completeness:

▼ **90%** v 92%

Total Review/Location:

▼ **32** v 311

Average Rating:

▲ **4.39** v 4.15

Reviews Responded to:

▼ **32%** v 45%

Avg Review Response Time:

▼ **94 DAYS** v 25 DAYS

Responding to Q&A:

▲ **8%** v 3%

Locations Posting to GMB:

▲ **30%** v 40%

% of Locations in 3-Pack:

▲ **31%** v 24%



Listings/Locations Claimed:

▲ **94%** v 91%

Profile Completeness:

▲ **95%** v 91%

Total Review/Location:

▼ **14** v 121

Average Rating:

▲ **4.55** v 4.21

Reviews Responded to:

▲ **15%** v 15%

Avg Review Response Time:

▼ **102 DAYS** v 94 DAYS

Engagement Score:

▲ **1.47%** v 0.77%

Locations Posting to FB:

▼ **91%** v 92%



Listings/Locations Claimed:

▼ **82%** v 90%

Profile Completeness:

▼ **63%** v 68%

Total Review/Location:

▼ **4** v 34

Average Rating:

▲ **3.71** v 3.29

Reviews Responded to:

▲ **13%** v 7%

Avg Review Response Time:

▼ **166 DAYS** v 84 DAYS



FINANCIAL SERVICES

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim and complete more listings on all channels
- Improve review response rate and speed on Google
- Increase posts per location on Google and Facebook
- Cultivate more reviews per location on all platforms



Listings/Locations Claimed:

▼ **84%** v 95%

Profile Completeness:

▼ **80%** v 92%

Total Review/Location:

▼ **9** v 311

Average Rating:

▼ **3.92** v 4.15

Reviews Responded to:

▼ **25%** v 45%

Avg Review Response Time:

▼ **79 DAYS** v 25 DAYS

Responding to Q&A:

▲ **4%** v 3%

Locations Posting to GMB:

▼ **5%** v 40%

% of Locations in 3-Pack:

▲ **28%** v 24%



Listings/Locations Claimed:

▼ **79%** v 91%

Profile Completeness:

▼ **86%** v 91%

Total Review/Location:

▼ **3** v 121

Average Rating:

▲ **4.37** v 4.21

Reviews Responded to:

▲ **16%** v 15%

Avg Review Response Time:

▲ **46 DAYS** v 94 DAYS

Engagement Score:

▲ **1.31%** v 0.77%

Locations Posting to FB:

▼ **63%** v 92%



Listings/Locations Claimed:

▼ **84%** v 90%

Profile Completeness:

▼ **63%** v 68%

Total Review/Location:

▼ **1** v 34

Average Rating:

▲ **3.39** v 3.29

Reviews Responded to:

▲ **16%** v 7%

Avg Review Response Time:

▲ **73 DAYS** v 84 DAYS



RETAIL-CONVENIENCE

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Cultivate more reviews and better ratings on all channels
- Improve review response coverage on all channels
- Speed up review response on Google and Facebook



Listings/Locations Claimed:

▲ **96%** v 95%

Profile Completeness:

▲ **98%** v 92%

Total Review/Location:

▼ **71** v 311

Average Rating:

▼ **3.76** v 4.15

Reviews Responded to:

▼ **26%** v 45%

Avg Review Response Time:

▼ **36 DAYS** v 25 DAYS

Responding to Q&A:

▼ **2%** v 3%

Locations Posting to GMB:

▲ **50%** v 40%

% of Locations in 3-Pack:

▲ **50%** v 24%



Listings/Locations Claimed:

▲ **95%** v 91%

Profile Completeness:

▼ **90%** v 91%

Total Review/Location:

▼ **181** v 121

Average Rating:

▼ **4.15** v 4.21

Reviews Responded to:

▼ **11%** v 15%

Avg Review Response Time:

▼ **150 DAYS** v 94 DAYS

Engagement Score:

▼ **0.22%** v 0.77%

Locations Posting to FB:

▲ **94%** v 92%



Listings/Locations Claimed:

▲ **93%** v 90%

Profile Completeness:

▲ **68%** v 68%

Total Review/Location:

▼ **13** v 34

Average Rating:

▼ **3.26** v 3.29

Reviews Responded to:

▼ **5%** v 7%

Avg Review Response Time:

▲ **45 DAYS** v 84 DAYS



RETAIL-GENERAL

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim more listings on Facebook and Yelp
- Cultivate more reviews and better ratings on all channels
- Improve review response coverage on Yelp



Listings/Locations Claimed:

▲ **97%** v 95%

Profile Completeness:

▲ **98%** v 92%

Total Review/Location:

▼ **96** v 311

Average Rating:

▼ **4.10** v 4.15

Reviews Responded to:

▲ **45%** v 45%

Avg Review Response Time:

▲ **25 DAYS** v 25 DAYS

Responding to Q&A:

▲ **3%** v 3%

Locations Posting to GMB:

▲ **40%** v 40%

% of Locations in 3-Pack:

▲ **42%** v 24%



Listings/Locations Claimed:

▼ **89%** v 91%

Profile Completeness:

▲ **94%** v 91%

Total Review/Location:

▼ **18** v 121

Average Rating:

▼ **4.03** v 4.21

Reviews Responded to:

▲ **19%** v 15%

Avg Review Response Time:

▲ **91 DAYS** v 94 days

Engagement Score:

▼ **0.63%** v 0.77%

Locations Posting to FB:

▲ **95%** v 92%



Listings/Locations Claimed:

▼ **81%** v 90%

Profile Completeness:

▼ **65%** v 68%

Total Review/Location:

▼ **10** v 34

Average Rating:

▼ **3.11** v 3.29

Reviews Responded to:

▼ **3%** v 7%

Avg Review Response Time:

▲ **80 DAYS** v 84 DAYS



HOTEL-TRAVEL

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Work towards greater 3-Pack presence for locations
- Improve review coverage and speed on Google and Facebook
- Engage in more Q&A response and posts per location on Google



Listings/Locations Claimed:

▲ 100% v 95%

Profile Completeness:

▼ 84% v 92%

Total Review/Location:

▲ 663 v 311

Average Rating:

▼ 4.04 v 4.15

Reviews Responded to:

▼ 12% v 45%

Avg Review Response Time:

▼ 36 DAYS v 25 DAYS

Responding to Q&A:

▼ 1% v 3%

Locations Posting to GMB:

▼ 2% v 40%

% of Locations in 3-Pack:

▼ 0% v 24%



Listings/Locations Claimed:

▼ 87% v 91%

Profile Completeness:

▲ 91% v 91%

Total Review/Location:

▲ 199 v 121

Average Rating:

▼ 4.12 v 4.21

Reviews Responded to:

▼ 5% v 15%

Avg Review Response Time:

▼ 104 DAYS v 94 DAYS

Engagement Score:

▲ 0.87% v 0.77%

Locations Posting to FB:

▲ 94% v 92%



Listings/Locations Claimed:

▲ 95% v 90%

Profile Completeness:

▲ 70% v 68%

Total Review/Location:

▲ 63 v 34

Average Rating:

▼ 3.11 v 3.29

Reviews Responded to:

▼ 2% v 7%

Avg Review Response Time:

▲ 60 DAYS v 84 DAYS



CLEANING SERVICES

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim and complete more listings on Google and Yelp
- Cultivate more reviews per location on all channels
- Improve review response coverage and speed on Google



Listings/Locations Claimed:

▼ **87%** v 95%

Profile Completeness:

▼ **86%** v 92%

Total Review/Location:

▼ **16** v 311

Average Rating:

▲ **4.28** v 4.15

Reviews Responded to:

▼ **43%** v 45%

Avg Review Response Time:

▼ **86 DAYS** v 25 DAYS

Responding to Q&A:

▲ **12%** v 3%

Locations Posting to GMB:

▲ **44%** v 40%

% of Locations in 3-Pack:

▲ **34%** v 24%



Listings/Locations Claimed:

▲ **93%** v 91%

Profile Completeness:

▲ **93%** v 91%

Total Review/Location:

▼ **4** v 121

Average Rating:

▲ **4.40** v 4.21

Reviews Responded to:

▲ **34%** v 15%

Avg Review Response Time:

▲ **90 DAYS** v 94 DAYS

Engagement Score:

▲ **1.07%** v 0.77%

Locations Posting to FB:

▲ **92%** v 92%



Listings/Locations Claimed:

▼ **82%** v 90%

Profile Completeness:

▼ **62%** v 68%

Total Review/Location:

▼ **4** v 34

Average Rating:

▲ **3.36** v 3.29

Reviews Responded to:

▲ **10%** v 7%

Avg Review Response Time:

▼ **165 DAYS** v 84 DAYS



BUSINESS SERVICES

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim and complete more listings on all channels
- Improve review response coverage and speed on Google
- Complete more posts per location on Google and Facebook
- Cultivate more reviews per location on all platforms



Listings/Locations Claimed:

▼ **92%** v 95%

Profile Completeness:

▼ **86%** v 92%

Total Review/Location:

▼ **27** v 311

Average Rating:

▼ **4.27** v 4.15

Reviews Responded to:

▼ **30%** v 45%

Avg Review Response Time:

▼ **65 DAYS** v 25 DAYS

Responding to Q&A:

▲ **8%** v 3%

Locations Posting to GMB:

▼ **31%** v 40%

% of Locations in 3-Pack:

▲ **28%** v 24%



Listings/Locations Claimed:

▼ **79%** v 91%

Profile Completeness:

▼ **86%** v 91%

Total Review/Location:

▼ **10** v 121

Average Rating:

▲ **4.61** v 4.21

Reviews Responded to:

▲ **15%** v 15%

Avg Review Response Time:

▲ **73 DAYS** v 94 DAYS

Engagement Score:

▼ **0.71%** v 0.77%

Locations Posting to FB:

▼ **78%** v 92%



Listings/Locations Claimed:

▼ **66%** v 90%

Profile Completeness:

▼ **54%** v 68%

Total Review/Location:

▼ **3** v 34

Average Rating:

▲ **3.67** v 3.29

Reviews Responded to:

▲ **7%** v 7%

Avg Review Response Time:

▼ **242 DAYS** v 84 DAYS



REAL ESTATE

v Multi-Location Benchmark (54)

Recommended Areas of Improvement:

- Claim and complete more listings on Google and Yelp
- Work towards greater 3-Pack presence for locations
- Improve review response coverage and speed on Google and Yelp
- Cultivate more reviews per location on all platforms



Listings/Locations Claimed:

▼ 83% v 95%

Profile Completeness:

▼ 76% v 92%

Total Review/Location:

▼ 12 v 311

Average Rating:

▲ 4.30 v 4.15

Reviews Responded to:

▼ 21% v 45%

Avg Review Response Time:

▼ 85 DAYS v 25 DAYS

Responding to Q&A:

▲ 14% v 3%

Locations Posting to GMB:

▼ 24% v 40%

% of Locations in 3-Pack:

▼ 20% v 24%



Listings/Locations Claimed:

▲ 96% v 91%

Profile Completeness:

▲ 93% v 91%

Total Review/Location:

▼ 5 v 121

Average Rating:

▲ 4.64 v 4.21

Reviews Responded to:

▲ 15% v 15%

Avg Review Response Time:

▼ 116 DAYS v 94 DAYS

Engagement Score:

▼ 1.21% v 0.77%

Locations Posting to FB:

▲ 94% v 92%



Listings/Locations Claimed:

▼ 78% v 90%

Profile Completeness:

▼ 58% v 68%

Total Review/Location:

▼ 4 v 34

Average Rating:

▲ 3.39 v 3.29

Reviews Responded to:

▼ 6% v 7%

Avg Review Response Time:

▼ 116 DAYS v 84 DAYS

CONCLUSION & RECOMMENDATIONS



LMBR: WHAT DID WE LEARN?

When done effectively, **localized marketing** can propel brands to the top of organic search results, build and maintain a highly engaged base of loyal customers, and drive increased traffic and sales to local businesses. In fact, localized marketing is the largest untapped opportunity in the multi-location marketing space today – and the main reason why this type of research is so important. Key areas that marketers should pay attention to increase their overall LMBR performance include:

- Consistency is king. Optimize ranking factors across the big 3 LMBR platforms to create a “whole is greater than the sum of its parts” advantage, wherein rankings benefit and build on each other.
 - » For example, reviews beyond **Google** -- especially on **Yelp** -- that rank consistently in your business category will confer authority and semantic relevance to your **GMB** profile as well.
- Respond to reviews with both comprehensiveness and speed. These practices can impact rankings but also help to cultivate non-ranking revenue drivers such as customer relationship building.

LMBR: WHAT DID WE LEARN?

- Google Posts and Q&A are key areas that are highly underutilized by multi-location marketers as a whole, but if leveraged correctly, can help businesses increase their visibility and appearance in more search results.
- With key criteria like cross-channel consistency, there's room for improvement, even among top leaders.
- All scoring criteria in LMBR are important, but the areas where the most impact can be gained -- and the most improvement is needed -- include the following **3 action items** that we recommend:

- 1. Achieve 100 percent of location pages claimed and populated with current information and images.**
- 2. Respond to all negative reviews and do so the same day if not within 1 hour.**
- 3. Any action on one of the 3 LMBR platforms should be followed by corresponding action on the others.**

Want to Know How You Stack Up?

REQUEST
YOUR SCORE

www.lmbenchmark.com



APPENDIX

ABOUT THE DATA

ABOUT THE DATA

The data leveraged in this study was gathered by Places Scout in January 2020, including snapshots of local page data and performance. In this report, we analyzed data from 251 top franchise marketing and property management brands, including 200k+ locations, 600k local pages, and over 1B reviews that were examined and scored. The list of 251 brands was determined based on a combination of the top 200 largest brands by Franchising Times, the 100 fastest growing brands based on Entrepreneur’s List, and the top 10 Property Management companies based on NHMC’s 2018 Apartment Managers List. The full list of brands studied can be found below.

1-800-GOT-JUNK?	American Family Care	BH Management
7-Eleven	ampm	Big O Tires
9 Round	Anytime Fitness	Black Bear Diner
911 Restoration	Applebee’s	Blaze Pizza
A&W Restaurants	Arby’s	Board & Brush Creative Studio
AAMCO Transmission	Auntie Anne’s	Bojangles’ Famous Chicken ‘n Biscuits
Aaron’s	Bar Louie	BrightStar Care
Ace Hardware	Baskin Robbins	Brightway Insurance
Alliance	Batteries Plus Bulbs	Budget Blinds
Amazing Lash Studio	Baymont by Wyndham	Buffalo Wild Wings
AMC Mgmt	Berkshire Hathaway HomeServices	Burger King

ABOUT THE DATA



Burn Boot Camp
Captain D's
Carl's Jr.
CARSTAR
CertaPro Painters
Charleys Philly Steaks
Checkers/Rally's
Chem-Dry
Chester's
Chick-fil-A
Chili's
Church's Chicken
Cinnabon
Circle K
Clarion Hotels
Club Pilates
Code Ninjas
Cold Stone Creamery

College Nannies, Sitters and Tutors
Comfort Inn & Suites
Comfort Keepers
Corner Bakery Cafe
Country Inn & Suites
Courtyard by Marriott
Coverall
CPR Cell Phone Repair
Crowne Plaza Hotels & Resorts
Crunch Fitness
Culver's Butterburgers & Frozen Custard
Cyclebar
Dairy Queen
Days Inn
Del Taco
Denny's
Dickey's Barbecue Pit
Domino's

DoubleTree by Hilton
Dream Vacations
Dunkin'
Econo Lodge
Edible Arrangements
Einstein Bros. Bagels
El Pollo Loco
Embassy Suites
Epcon Homes & Communities
Equity Residential
Express Employment Professionals
Eye Level Learning Centers
F45 Training
Fairfield Inn
Famous Dave's
FASTSIGNS
Fazoli's
Firehouse Subs

ABOUT THE DATA

FirstLight Home Care
Fit body boot camp
Fit4Mom
Five Guys
FPI
Freddy's Frozen Custard & Steakburgers
Fyzical Therapy & Balance Centers
GNC
Golden Corral
Great Clips
Greystar
H&R Block
Hampton by Hilton
Hand & Stone Massage and Facial Spa
Hardee's
Hilton Garden Inn
Hilton Hotels & Resorts
Holiday Inn Express

Holiday Inn Hotels & Resorts
Home Instead Senior Care
Home2 Suites by Hilton
HomeVestors
Homewood Suites
HoneyBaked Ham
Hooters
Howard Johnson
Hungry Howie's Pizza
Hyatt
IHOP
ilovekickboxing.com
InterContinental Hotels & Resorts
Interim HealthCare
J.D. Byrider
Jack In The Box
Jackson Hewitt
Jamba

Jan-Pro
Jani-King
Jason's Deli
Jersey Mike's Subs
Jiffy Lube
Jimmy John's
Johnny Rockets
Keller Williams Realty
KFC
Kiddie Academy
Kona Ice
La Quinta Inn & Suites
Labor Finders
Liberty Tax Service
Lincoln
Little Caesars
Long John Silver's
MAA

ABOUT THE DATA



Maaco
Marco's Pizza
Marriott Hotels & Resorts
Massage Envy
Mathnasium learning centers
McAlister's Deli
McDonald's
Meineke Car Care Centers
Merry Maids
Midas
Minuteman Press
MOD Pizza
Moe's Southwest Grill
Mosquito Joe
Motel 6
Motto Mortgage
Mr. Rooter
N-Hance Wood Refinishing

Nektar Juice Bar
Noodles & Company
Once Upon A Child
One Hour Heating & Air Conditioning
Orangetheory Fitness
Outback Steakhouse
Panera Bread
Papa John's
Papa Murphy's
Paul Davis Restoration
Pearle Vision
Pet Supplies Plus
Pinch A Penny
Pinnacle
Pizza Hut
Planet Fitness
Plato's Closet
Popeyes Louisiana Kitchen

Potbelly Sandwich Shop
Primrose Schools
Proforma
Pronto Insurance
ProSource Wholesale
Pure Barre
Qdoba Mexican Eats
Quality Inn & Suites
Radisson
Ramada
RE/MAX
Real Property Management
Realty One Group
Red Robin
Red Roof Inn
Renaissance
Residence Inn
Restoration 1

ABOUT THE DATA

Right at Home

Roto-Rooter

Round Table Pizza

Ruth's Chris Steak House

Schlotzsky's Bakery Cafe

Senior Helpers

SERVPRO

Sheraton

Signarama

Sky Zone

Sleep Inn & Suites

Slumberland

Smartstyle

Smashburger

Smoothie King

Snap Fitness

Snap-on Tools

Sonic Drive-In

Spherion

Sport Clips

Springhill Suites

Stanley Steemer

Staybridge Suites

Steak 'n Shake

Subway

Super 8

SuperCuts

T.G.I. Friday's

Taco Bell

Taco John's

The Camp Transformation Center

The Goddard School

The Joint Corp.

The Krystal Company

The Learning Experience Academy of Early
Education

The UPS Store

Tide Cleaners

Tim Hortons

Trademark Collection by Wyndham

Transworld Business Advisors

Travelodge

Tropical Smoothie Cafe

Twin Peaks

Two Men and A Truck

ubreakifix

Valvoline Instant Oil Change

Village Inn

Visiting Angels

Wendy's



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