VISIBLEEDGE · FOR GROUPS OF THREE SITES OR MORE

Your deep dive

Your whole estate in one report: why some sites do better than others, how you stand against the rival brands you meet in your key markets, and what to change at group level. Up to 18 months of Google reviews across every site, read and compared.

> **Your customers have already explained why your best sites win and where the others lose them. The answers only show up when thousands of reviews are compared. That's what this does, then it turns it into a plan.**

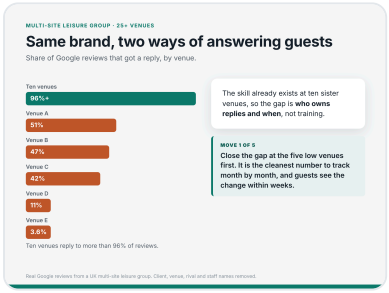
FOR HEAD OFFICE

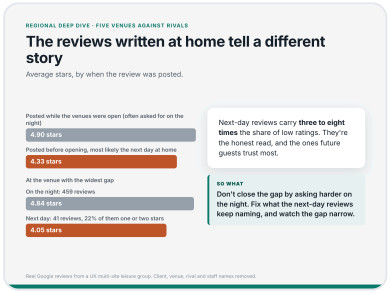
- Your starting position: every site measured against where it began
- Why your sites differ: what the best do that customers notice, and what the others could copy
- Who's slipping, and why: before it shows in the Google rating, in customers' own words
- What's fixable: fix now, fix with preparation, or built into the format
- A league table and groupings by region or area, celebrating the best rather than shaming the rest
- The rival brands you meet in your key markets: what customers praise them for, what they get wrong that you could own, and where that differs by region
- Group-level strategy: where your brand fits in its markets, and the few things worth changing at the top

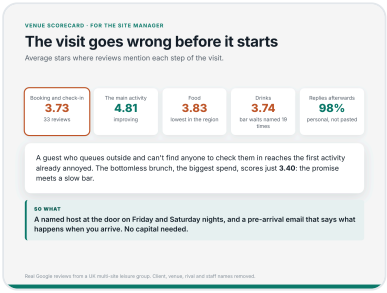
FOR EVERY SITE, AND WHAT NEXT

- A one-page scorecard for each site manager: what guests praise, what costs stars, three actions
- The estate-wide moves, in the order they pay back
- A 90-day plan with an owner and a time for every action
- Your own room: the report online, a playbook for each fix, every review behind every number, and Ask a question
- Four weeks of Monday Notes for every site, free, following the deep dive's themes, so your team sees the weekly rhythm. Keep them going afterwards if you like
- Optional: a rival report for any site fighting hard locally, at £295 + VAT a site

FROM A REAL DEEP DIVE, NAMES REMOVED







From £1,875 + VAT

£1,500 plus £125 per site, for groups of three or more sites, all + VAT. For example: 3 sites £1,875 · 8 sites £2,500 · 15 sites £3,375 · 30 sites £5,250 · 50 sites £7,750.

Payment: up to £2,500 (eight sites), paid when you order; above that, half when we start and the rest before we release it. **Timing:** usually 5 to 10 working days for up to 10 sites and 10 to 20 for up to 25; your quote gives the date we aim for and the latest we will deliver by.

Insight or refund: if the report doesn't give you at least one finding you didn't already know and can act on, tell us within 14 days of delivery and we'll refund you in full.

How it works

1. **Free mini-report first, if you like:** name two of your sites and we send one real finding about why one beats the other.
2. **Agree the scope:** your sites, your regions or areas, the rival brands you meet in your key markets, and who will read it.
3. **Payment, then the full read:** every written review for every site, coded by theme, not just counted.
4. **Delivery, with a walkthrough** of what matters most. Your four free weeks of Monday Notes start on the second Monday after the report, so your team's first thoughts can shape them, and we're on hand by email or a quick call afterwards.

Every number traces back to a review you can check. Your data is used only for your reports. VisibleEdge is a trading name of JPK Consulting Ltd.