
CASE STUDY: HOW ONE FLORIDA TOWING SHOP GOT 34 REVIEWS IN 30 DAYS

[PLACE BRYAN'S HEADSHOT + FLORAL CITY TOWING LOGO HERE]

THE PROBLEM

You tow cars. Customers are grateful in the moment. Then they disappear.

Six months later, when someone searches "towing near me," your Google local pack ranking is buried. Why? Not enough reviews.

Floral City Towing & Storage had this problem bad.

As of January 1, 2026:

- 9 Google reviews (total)
- Low local pack visibility
- Competing against shops with 50+ reviews
- Losing calls to competitors with better ratings

"We were doing good work, but nobody knew about it," Bryan Clark says.

"Our reviews weren't telling the story."

THE FIX: ACTIVATE YOUR EXISTING CUSTOMERS

Here's what most towing shops miss: You already have customers. You're just not asking them to review.

The solution wasn't complicated. We did three things:

1. PULLED CUSTOMER DATABASE FROM TOWBOOK

Every customer from Jan 1–now. All their contact info. All their jobs.

2. AUTOMATED REVIEW REQUESTS

After each tow, customers get a text or email:

"Thanks for using Floral City Towing. Would you share your experience?"

[One-click link to Google review]

3. TRACKED & FOLLOWED UP

Watched which customers responded. Followed up with non-responders.

Made it frictionless.

That's it. No fancy tech. Just asking the people who already trust you.

THE RESULTS (30 DAYS)

GOOGLE REVIEWS: 9 total (lifetime) → 34 total (+278%)

REVIEW RATE: Nearly absent → 25–30 per month (Sustainable)

LOCAL PACK RANK: Buried (Page 2–3) → Top 3 visibility (Immediate)

SECONDARY IMPACT:

Google ranking improved (more reviews = authority signal)

More visibility when people search "towing near me"

Call volume increased (higher ranking = more traffic)

"We went from barely visible to top 3 in 30 days. The phones haven't stopped ringing." — Bryan Clark, Floral City Towing & Storage

WHY REVIEWS MATTER FOR TOWING

Google's algorithm is simple: More reviews + higher rating = higher rank.

When someone's car breaks down on the side of the road, they search "towing near me" RIGHT NOW. They're not patient. They call the first shop with 4+ stars and 30+ reviews.

If you have 9 reviews, you're not even in the conversation.

Floral City Towing was in that position. Now they're not.

THE MECHANICS

OLD WAY (No Reviews):

Tow customer → Do good work → They leave → Never hear from them again
→ No review → Rank stays buried → Lose calls to competitors

NEW WAY (Automated Reviews):

Tow customer → Do good work → Instant text: "Review us on Google"
→ One click, they're done → Review posted → Ranking climbs → More calls

THE MATH:

If you're towing 5–10 cars per day, that's 150–300 tows per month.

Even a 10% review rate = 15–30 reviews per month.

One year of that = 180–360 reviews total.

You're now competing with the top shops in your area.

THE IMPACT

Reviews: 9 → 34 (+278%)

Local visibility: Buried → Top 3 (Immediate ranking boost)

Call volume: Down (from buried rank) → Up (from new rank)

Customer trust: "Who's this?" → "They have great reviews"

Cost: One system. Setup once. Reviews keep coming (as long as you keep towing).

THE BOTTOM LINE

You don't need more customers. You need the customers you already serve to tell the world about it.

Floral City Towing had customers. They just weren't asking them to review.

Now they are. And their Google ranking climbed overnight.

Same opportunity exists for your shop.

READY TO GET YOUR REVIEWS UP?

We'll pull your TowBook database and set up a review automation system that works while you're out on tows.

SCHEDULE A 15-MIN CALL:

<https://go.aibystorm.com/widget/booking/DQweVLgYTayVcyt48Up8>

PHONE:

941-545-9772

EMAIL:

rogerstorm@aibystorm.com

We'll show you how many reviews you could get in the next 30 days based on your current tow volume.

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