





# THE NORTHBRIDGE PARTNERSHIP ROADMAP

*Your Guided Path to Reputation Authority & Automated Growth*

This document outlines the strategic framework, data, and tools that power the Northbridge Review Systems platform — and explains exactly how they will work for your business.

## ◇ About Northbridge Review Systems

Northbridge Review Systems was founded in 2026 specifically to address the "Trust Decay" problem created by Google's evolving local prominence algorithm and the FTC's new Consumer Review Rule (effective October 21, 2024). We are a Las Vegas-based reputation management company — not a faceless software subscription. We build, launch, and fully manage your reputation system.

 Location	304 S. Jones Blvd #1257, Las Vegas, NV 89107
 Support	solutions@northbridgereviewsystems.com — 24-hour response guarantee on all technical inquiries
 Phone	707.517.3089
 Agreement	Month-to-month service — no long-term lock-in. Cancel with 30 days written notice. Your data is returned to you upon cancellation.

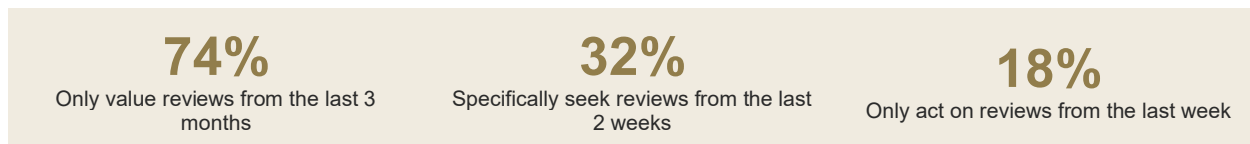
## ◇ Section 1: The Problem — The "Silent Killer" of Local Business

In 2026, a stagnant Google Business Profile is a revenue leak. While you focus on daily operations, Market Invisibility is quietly diverting your potential customers to competitors with stronger review momentum.

Northbridge plugs this leak by turning your existing customer relationships into an automated, always-on reputation engine.

## ◇ Section 2: The "Trust Decay" Rule — Consumer Psychology

Consumer psychology has shifted. According to BrightLocal's 2026 Local Consumer Review Survey (published February 13, 2026), recency is now one of the most important factors in how customers evaluate a business:



### The Risk

If your reputation is not generating fresh feedback on a consistent basis, you are losing the trust of nearly three-quarters of your market. To the modern customer, old reviews are historical data — not a reflection of your current service.

 **Source:** [BrightLocal Local Consumer Review Survey 2026](#)

## ◇ Section 3: The Google Ranking Algorithm — The Facts

Google officially confirms that local search results are based on three primary factors: Relevance, Distance, and Prominence. Northbridge focuses on Prominence — the metric Google uses to measure how well-known and trusted a business is.

### Google Official

"More reviews and positive ratings can improve your business's local ranking."

- Review signals now represent approximately 20% of local Map Pack ranking factors.
- Responding to reviews signals to Google that your business is active, authoritative, and trusted.
- Google's updated Prominence documentation now centers on review volume and inbound links — making reviews one of the two primary levers for local visibility.

 **Source:** [Google Business Profile Help: How to improve your local ranking](#)

 **Source:** [Google Business Profile Help: Respond to customer reviews](#)

## ◇ Section 4: The Response Requirement — Why Engagement Matters

Responding to reviews is not optional — it is an active trust signal to both Google and your future customers.

- 88% of consumers are more likely to choose a business that responds to all of its reviews, positive and negative. (BrightLocal, 2026)
- 89% of consumers in 2026 now expect business owners to respond to reviews. (BrightLocal, 2026)
- 35% more revenue is earned by businesses that respond to at least 25% of their reviews vs. those that respond to none. (Womply, via Buffer)

### The AI Executive Edge

Our AI Executive tier solves the response problem entirely. Every review — positive or critical — receives a unique, SEO-optimized reply within 5 minutes, 24 hours a day. No business owner should have to manually respond to every review in order to compete.

 **Source:** [BrightLocal Local Consumer Review Survey 2026](#)

 **Source:** [Womply revenue study via Buffer](#)

## ◇ Section 5: Smart Reputation Protection & FTC Compliance

We ensure your growth is safe, sustainable, and fully compliant. Google has strict policies against "Review Gating" — the practice of discouraging negative reviews or selectively soliciting only positive ones.

### The Northbridge Solution

Our Smart Reputation Protection is 100% compliant with both Google's policies and the FTC's Consumer Review Rule (effective October 21, 2024). Here is exactly how compliance is maintained:

- We do NOT suppress or block any negative reviews from reaching Google.
- A direct link to leave a public Google review is always present — even on the private resolution screen. No customer is ever prevented from posting publicly.
- The private resolution channel is an additional option offered alongside the public path — never instead of it.
- No incentivized reviews: Clients may not offer gifts, discounts, or any reward in exchange for positive reviews. This is a direct violation of the FTC Consumer Review Rule.

#### ⚠️ FTC Compliance

The FTC's Consumer Review Rule prohibits fake reviews, incentivized positive-only reviews, and the suppression of negative feedback. Violations carry civil penalties of up to \$53,088 per violation (as of FTC December 2025 enforcement actions). Northbridge's system is designed from the ground up to operate within these rules.

🔗 **Source:** [FTC Consumer Review Rule — Official FAQ](#)

🔗 **Source:** [FTC Enforcement Warning Letters, December 2025](#)

🔗 **Source:** [Google Maps: Prohibited & Restricted Content](#)

## ◇ Section 5B: Data Security & Platform Access

We understand that onboarding requires trust. Here is exactly how your data and platform access are protected:

### Your Google Business Profile — Secure OAuth Connection

We connect to your Google Business Profile using Google's official secure OAuth API. This means you authorize read/write access through Google's own permission system — we never ask for your Google password, and you can revoke access at any time directly from your Google account settings.

### Your Customer Data — Encrypted & Private

- All customer data uploaded to your dashboard is encrypted in transit (TLS) and at rest.
- Your customer database is used exclusively for your automated outreach — it is never sold, shared, or used for any other purpose.
- Upon cancellation, your full contact database and review history are exportable and returned to you. We retain no customer data after account closure.

### SMS Compliance — A2P 10DLC Registration

Federal regulations require all businesses sending automated text messages to register under the A2P 10DLC (Application-to-Person 10-Digit Long Code) framework. We handle this registration process during onboarding to ensure your messages are delivered reliably and are never flagged as spam. This is included in your plan — no hidden registration fees.

#### **TCPA Notice**

Northbridge outreach is only sent to customers who have a prior business relationship with you. It is the client's responsibility to ensure all customer contact data represents individuals who have consented to receive communications. Purchased or scraped lists are strictly prohibited and constitute a contract violation.

## **The Northbridge Dashboard: Your Operational Command Center**

To maintain a streamlined, high-end experience, your dashboard is curated to show essential tools required to manage your reputation and customer communications effectively.

### **Dashboard — Your "Birds-Eye View"**

Your strategic headquarters: monitor live Google Business Profile performance, track unread customer inquiries, and view a real-time feed of your latest public reviews — all without the clutter of unnecessary data.

### **Conversations — Your "Command Center"**

Every incoming SMS, email, and social media interaction is consolidated into a single, real-time thread. Private feedback submissions and customer inquiries are automatically converted into live conversations so you can respond directly from one screen.

### **Contacts — Your "Digital Rolodex"**

Your comprehensive customer database houses the full history of every interaction, review, and communication. Maintain detailed profiles, add private internal notes, and manage your growing list of brand advocates with organized precision.

### **Reputation — Your "Social Proof & Battle Map"**

Track your live Google ratings, respond to public reviews, and execute bulk review requests with a single click. By providing your top three competitors during onboarding, this tab becomes your Real-Time Battle Map — monitoring your star rating and review volume side-by-side with the competition.

## **The Northbridge Engine: How It Works**

Northbridge provides a fully automated reputation system designed to take the burden off your hands and keep you ahead of your competition. Our platform acts as a 24/7 digital advocate for your brand.

### **Smart Reputation Protection**

Our system identifies less-satisfied customers and routes them to a private resolution channel first — giving your team the opportunity to resolve issues internally, while every customer retains the ability to post a public Google review at any time.

### ◇ Real-Time Review Capture

We capture your happiest customers at their peak moment of satisfaction by triggering review requests in real-time. Whether you operate in-person, in the field, or digitally, we provide a seamless solution for timely, consistent feedback collection.

- Grow your star rating by capturing more 5-star experiences.
- Improve your Map Pack placement through consistent review velocity.
- Ensure timely responses to keep your engagement signals strong.
- Build consumer trust with a steady stream of recent, relevant feedback.

### ◇ The "Legacy Loyalty" Jumpstart (Optional Add-On)

For established businesses looking for an immediate impact, we offer a one-time Database Reactivation service. We securely import your customer list from the last 3 months and deploy a strategic drip-fed outreach campaign — creating an instant pulse of fresh reviews.

*Note: To protect your domain authority, this is strictly limited to customers from the previous 3 months.*

## ◇ Section 6: Operational Blueprint

### Request Methods — Choose Your Capture Path

Northbridge is designed to fit seamlessly into your existing workflow. First, you select your primary delivery preference—Professional SMS or Branded Email. This choice dictates how our system communicates with you (internal alerts) and how your customers receive follow-ups. You simply include your exclusive Northbridge Magic Link in the "Thank You" messages you already send after a service. Additionally, every Northbridge partner receives a Feedback Station QR Code, allowing customers to opt-in for an instant review experience while still on-site.

Method	Description	Best For...
<b>SMS Request Engine</b>	Include our Magic Link in your post-purchase texts. 98% open rate reaches customers on the device they already have in hand. QR Code included for storefront, check out stations, lobby, or waiting areas (for your physical locations).	Mobile & Field Services: Any business working at a client's location.
<b>Email Request Engine</b>	Embed our Magic Link into your project wrap-up emails, digital receipts, or email signatures. Zero manual follow-up required. QR Code included for storefront, check out stations, lobby, or waiting areas (for your physical locations).	B2B & Digital Services: Any business managing projects or communicating digitally.

**Q: What is the step-by-step flow for my customers?**

**A:** Our system is built to maximize conversion without adding to your workload.

- **Initiation:** You continue your normal checkout process. By adding our Magic Link to your follow-up communication, you trigger the Northbridge logic. Customers who prefer in-person interaction can scan your Feedback Station QR Code.
- **The Reputation Filter:** We use Smart Reputation Protection to filter experiences. High-quality ratings are fast-tracked to Google. Lower ratings trigger an internal alert for your team, allowing for a private service recovery while maintaining full FTC compliance.
- **Managed Follow-Up:** Most reviews are lost to simple distractions. Northbridge solves this with inactivity detection. We provide exactly two automated follow-ups—one at 30 minutes and one at 24 hours—before closing the workflow.

## ◇ Your QR Code — Choose Your Style

### QR Code Scan — How It Works

We provide a high-quality, custom-branded QR code for physical Feedback Stations. When scanned, the customer enters their name and phone number before being redirected to your review stars. Our system captures their data to trigger automated reminders if they get distracted before completing the review.

#### 💡 Staff Script

"If you enjoyed your experience today, would you mind scanning this code to check in? It lets us know how we did, and it takes less than 10 seconds!"

Every QR code is built on our Review Filter system and linked directly to your unique sub-account — ensuring all feedback flows into your dashboard and nowhere else. Simply tell us your preferred style during onboarding and we will build it with your logo and colors.

Option	Style Vibe	Best For...
#1 — Slate/Dark	Sleek & Modern	Tech shops, modern barber shops, industrial-themed cafes.
#2 — Rustic Wood	Earthy & Warm	Farm-to-table restaurants, boutiques, hardware/craft stores.
#3 — Gold Filigree	Ultra-Luxury	High-end jewelry stores, luxury spas, bridal boutiques.
#4 — Eucalyptus	Fresh & Organic	Florists, organic grocery stores, yoga studios.
#5 — Watercolour Teal	Soft & Approachable	Pediatricians, therapy offices, creative studios.
#6 — Purple Galaxy	Bold & Trendy	Nightclubs, vape/smoke shops, modern salons.

## ◇ The Strategic Breakdown: Choose Your Level

### Tier 1: Reputation Core — \$427/mo

Smart Reputation Protection & Growth Engine. For the owner who wants to build a 5-star wall around their business while retaining full control of their customer conversations.

- The QR Capture Loop: Branded physical triggers for on-site review collection.

- Smart Reputation Protection: Intercepts 1–3 star experiences privately, giving you the opportunity to resolve issues before they reach Google.
- The Smart Dashboard: Centralized command center to view growth and manually reply to reviews from one screen.
- A2P 10DLC SMS Registration: Included — no hidden registration fees.
- Support: Email support with 24-hour response guarantee.

**Best For**

Small shops, service businesses, and startups focused on building their foundation and protecting their reputation.

## Tier 2: AI Executive — \$637/mo

The Hands-Off Authority & SEO Dominance Tier. Our fully managed service is designed to solve the review response requirement without the owner ever lifting a finger.

- The 100% Response Guarantee: Our AI monitors your profiles 24/7 and crafts unique, SEO-optimized responses within 60 minutes of every review.
- The SEO Signal Booster: Every AI response is injected with local keywords and industry-specific sentiment signals that tell Google your business is the most active and trusted in your area.
- Sentiment-Based Personalities: The Hype-Man (5-star reviews → marketing copy) and The Concierge (critical feedback → professional resolution).
- Managed Onboarding: We manually verify the AI's first 3 responses to calibrate your brand voice before activating full Auto-Pilot.
- Override Control: You retain the ability to flag, edit, or pause AI responses at any time from your dashboard.

**Best For**

High-volume businesses and growth-focused owners who want to move from day-to-day operator to strategic CEO.

## Side-by-Side Comparison

Feature	Reputation Core (\$427/mo)	AI Executive (\$637/mo)
Objective	Streamline feedback & outreach	Full AI engagement automation
Real-Time Competitor Battle Map	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Smart Reputation Protection	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
GBP Sync	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Performance Analytics	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
A2P 10DLC Registration	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Email Support (24hr)	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Response Management	MANUAL (via Dashboard)	100% AI AUTOMATED
AI Response Engine	<input checked="" type="checkbox"/> Not Included	<input checked="" type="checkbox"/> SEO-Optimized (1,000/mo)

Feature	Reputation Core (\$427/mo)	AI Executive (\$637/mo)
24/7 Monitoring	✗ Not Included	☑ Included
Sentiment Logic	✗ Not Included	☑ Hype-Man & Concierge
AI Override/Pause Control	N/A	☑ Included

## ◇ The Northbridge "Intelligent Follow-Up" Protocol

### 1. Automated Feedback Routing (The Filter)

The journey starts with our branded Internal Experience Form. We listen first.

- 4–5 Star Ratings (Immediate Redirect): The customer is instantly redirected to your Google Business Profile to finalize their public review.
- 1–3 Star Ratings (Internal Resolution): Captured privately in your Reputation Tab and converted into a live Conversation in your dashboard — so you can resolve the issue before it goes public. The direct link to post publicly on Google is still visible to the customer at all times.

### 2. Activity Detection & The "30-Minute Rescue"

If the system detects a 5-star redirect occurred but no click-through was confirmed within 30 minutes, it triggers a polite Concierge Check-in — catching the customer while their experience is still top-of-mind.

### 3. The 24-Hour Anchor (Final Professional Touch)

If the review remains unsubmitted after the initial rescue, the system sends one final check-in exactly 24 hours later — while the memory of the service is still fresh.

### 4. The "Two-Touch" Respect Policy (Workflow End)

We strictly limit automated follow-ups to a maximum of two touches. Smart-Stop Technology cancels all further reminders the moment a successful click or completed feedback form is detected.

## ◇ Section 7: The Choice of Delivery

Clients elect one primary delivery method at the time of signing to ensure technical reliability and consistent deliverability.

### Option 1: SMS Delivery

- Hard Cap: Outbound texts are strictly locked to 160 characters per message.
- Best For: Mobile-first businesses and field service providers.
- Note: If your branding or message requires more than 160 characters, Email Delivery is the required option.

### Option 2: Email Delivery

- Benefit: Expanded templates, HTML branding, and detailed feedback capture with no character limitations.
- Best For: B2B businesses, project-based services, and digital-first businesses.

 **International Customers**

Northbridge SMS is a domestic-only service (US/Canada). For any customers with international phone numbers, Email Delivery is the required method to ensure consistent delivery.

## ◇ Section 8: The Credit System — Success Math

Your plan includes 2,500 monthly messaging credits. Here is exactly how they are used:

Action	Cost	Scenario	Notes
<b>Incoming Messages</b>	FREE	Customer replies to your outreach	No credits used
<b>Review Requests</b>	1 Credit	Every automated outreach to a customer	Standard usage
<b>Internal Alerts</b>	1 Credit	System notification sent to you	Per alert
<b>Manual Staff Replies</b>	1 Credit*	Messages sent from Conversations tab	160-character cap applies
<b>Incoming Media (MMS)</b>	5 Credits	Customer sends a photo or screenshot	High cost — use sparingly

\* SMS messages are capped at 160 characters. Manual replies longer than this may consume 2 or more credits per message.

- 2,500 credits covers roughly 1,250 customers on a standard 2-step automated follow-up sequence.
- Replenishment: If you exceed 2,500 credits, a new block of 2,500 is added for a flat \$100.00. You can enable Auto-Replenish to ensure your engine never stops for high-volume businesses.
- No Surprise Charges: Credit replenishment is opt-in by default. Auto-Replenish must be explicitly enabled in your dashboard settings.

 **Pro-Tip**

Enabling browser-based In-App notifications on your dashboard is completely free and preserves your full 2,500 credit allotment for customer-facing outreach.

## ◇ Section 9: AI Executive Deep-Sync Logic

The AI Executive tier is a fully managed setup designed to shift the business owner from daily operator to strategic CEO.

- 5-Minute Response Delay: Programmed intentionally to ensure responses appear organic and authentic to readers — not robotic.
- Brand-Tone Deep Sync: We train the AI on your specific business hours, services, and owner name to ensure every response sounds like it came from you.

- **Managed Onboarding:** We manually verify the first 3 AI responses before activating full Auto-Pilot, ensuring your brand voice is calibrated perfectly from day one.
- **Override Control:** You retain full ability to flag, edit, pause, or override any AI response at any time from your dashboard. You are always in control.
- **SEO Optimization Defined:** Every AI response is written to naturally include your city, business category, and relevant service keywords — the signals Google uses to determine local authority. No keyword stuffing; organic integration.

## ◇ Section 10: Legal & Compliance Guardrails

Northbridge Review Systems operates in strict accordance with FTC Consumer Review Rule standards (effective October 21, 2024) and Google's content policies.

- **Anti-Gating:** We do not suppress or block dissatisfied customers. The Smart Reputation Protection routes customers to a private resolution channel but does not prevent anyone from posting publicly. A public Google review link is always accessible.
- **No Incentivized Reviews:** Clients may not offer gifts, discounts, or any incentive in exchange for positive or 5-star reviews. This is a direct violation of the FTC Consumer Review Rule.
- **Authenticity Requirement:** Client warrants that all customer data represents genuine customers with real service experiences. Purchased or scraped contact lists are strictly prohibited.
- **TCPA Compliance:** Clients are responsible for ensuring all contacts in their uploaded database have a prior business relationship and have not opted out of communications.
- **Data Retention:** Customer data is retained only for the duration of your active subscription. Upon cancellation, all data is exportable and deleted from our systems upon written request.

## ◇ Activation & Onboarding — 3 Steps to Launch

### Step 1: Secure Your Tier

Visit [northbridgereviewsystems.com/activation](https://northbridgereviewsystems.com/activation) to select your tier and complete your secure checkout. Month-to-month — cancel anytime with 30 days written notice.

### Step 2: Legal Sign-Off

After payment, you will be automatically routed to your Service Contract where you will officially elect your Delivery Preference (SMS or Email). The contract outlines your full terms, data handling policy, and cancellation procedure.

### Step 3: The Internal Onboarding Form

To build your custom dashboard, you will provide:

1. **Brand Assets:** Upload your high-resolution company logo.
2. **Platform Access:** Authorize secure OAuth access to your Google Business Profile — no passwords required.
3. **Database Jumpstart:** Upload a CSV of your last 30–90 days of customers to trigger the initial outreach workflow. (Genuine prior customers only — no purchased lists.)

4. **Competitor Intel:** Provide the names of your top 3 local competitors to activate your Real-Time Battle Map.
5. **QR Style Selection:** Tell us your preferred QR template number (see Section 6). Your branded code will be ready to print from day one.

## ◇ The Northbridge Evidence Vault — Verify the Data

Every claim in this document is backed by verifiable, primary sources. Scan or click any link to review the original research:

- 🔗 **Source:** [BrightLocal 2026 Local Consumer Review Survey](#)
- 🔗 **Source:** [Google Business Profile Help: How to Improve Your Local Ranking](#)
- 🔗 **Source:** [Google Business Profile Help: Respond to Reviews](#)
- 🔗 **Source:** [FTC Consumer Review Rule — Official FAQ](#)
- 🔗 **Source:** [FTC Enforcement Warning Letters — December 2025](#)
- 🔗 **Source:** [Womply Revenue Study \(via Buffer\)](#)

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## A Note from the Founder

*Northbridge Review Systems | Las Vegas, NV*

Northbridge was built in 2026 to solve a specific problem: Google's algorithm now rewards businesses that generate consistent, recent reviews — and penalizes those that don't, regardless of service quality. Most local business owners are too busy running their business to think about review velocity.

This system exists to handle that silent, behind-the-scenes work so you can focus on what you do best: serving your customers. We are not a software company selling you a login. We build, configure, and manage your entire reputation engine — and we stand behind it with direct support.

We are honored to help you protect your reputation and grow your reach.

**Ready to turn your reputation into your greatest growth asset?**

Your 24/7 automated growth engine is waiting.



**ACTIVATE YOUR ACCOUNT**

[northbridgereviewsystems.com/activation](https://northbridgereviewsystems.com/activation)

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732 S 6th St, Ste R — Las Vegas, NV 89101 | All data sourced from primary, verifiable research.