



REPUTATION MEDICS

REMOVE • REBUILD • RESTORE

REPUTATION IMPACT ASSESSMENT

Chad E. Davis Construction, LLC

Forest Grove, Oregon • Custom Home Builder

PREPARED EXCLUSIVELY FOR

Chad E. Davis

Custom Home Builder
Chad E. Davis Construction, LLC

PREPARED BY

Brian Morris

Reputation Medics • 866-909-8826



BRIAN MORRIS

Review Reputation Specialist

What do you think your next customer sees?



Before they ever call, they've already read your worst reviews.



*People don't buy from the contractor with the lowest price.
They buy from the contractor they **TRUST**.*

— Reputation Medics Field Research, Custom Home Segment



THE PERCEPTION GAP

You build luxury. Does your online reputation look luxury?

Would you spend

\$50K \$100K \$500K

with a contractor showing these reviews?

- Would your wife?
- Would your banker?
- Would your architect?
- Would your realtor?
- Would your insurance company recommend them?
- Would AI?



THE PROMISE YOU SELL
Precision. Craftsmanship. Trust.





THE NEW GATEKEEPER

AI IS READING YOUR REVIEWS

Search engines don't count stars anymore.
They summarize the worst patterns — and serve them first.

- GOOGLE AI
- CHATGPT
- GEMINI
- CLAUDE
- PERPLEXITY
- COPILOT

The engines your next customer is asking about you — right now.

PATTERNS THE MODELS ARE EXTRACTING FROM YOUR REVIEWS

PATTERN 01 BUILDING CODE Repeatedly cited as 'not to code' by buyers and inspectors.	PATTERN 02 COMMUNICATION Calls and texts go unanswered for days or weeks.	PATTERN 03 DELAYS & DEADLINES Missed offer windows, slow response, blown timelines.	PATTERN 04 WARRANTY Post-close support declined; defects ignored.	PATTERN 05 STRUCTURAL PROBLEMS Water intrusion, squeaking floors, tile failure, AC issues.
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EVEN HAPPY CUSTOMERS CAN'T OUTSHOUT THESE PATTERNS
This is the story AI tells buyers before you ever speak to them.



Google Reviews

11 NEGATIVE • VISIBLE STAR RATING: 2.0

A year in and water started pouring through the ceiling in the garage. The AC drain was never connected — City of Newberg confirmed it was NOT up to code. Nearly \$20,000 in damage. Builder ignored calls and texts. Cut corners to build cheap homes.

Made a full-price offer. They missed our deadline, then came back higher than list with upgrade charges "well over retail." Terrible history of not completing houses properly. I hope I can help someone else dodge a bullet.

★ 1.0 / 5.0 HOMEOWNER

Sublimity, OR • Mar 2021

Subfloor put down with regular nails — not to building code. Floors squeak so badly we have to pull all flooring. Quote: over \$32,000 to fix. The Construction Contractors Board said take the builder to court.

★ 1.0 / 5.0 HOMEOWNER

Albany, OR • Sep 2021

Too many problems in my house. Walls poorly painted, door handles broken, screen door defective, and a front door hinge missing — they accused me of lying. I highly recommend NOT to buy a house from them.

★ 1.0 / 5.0 NEIGHBOR

Forest Grove, OR • Sep 2022

I live next to where this company is building — it's been nothing short of a nightmare. They cleared the entire area, didn't leave a single tree. Front-row seat to subpar construction.





Yelp Reviews

ALL 1.0 / 5.0 • 5 NEGATIVE SNIPPETS

Mike R. Bakersfield, CA • Aug 8, 2024

★ 1.0 / 5.0

"If you are looking to have a new home built, **steer clear of Chad Davis Construction.** A year and 5 weeks in we started having **flooding through the ceiling in the garage...** they had **not connected the AC drain inside the walls — NOT up to code.** Nearly \$20,000 in damage."

Julie A. Sublimity, OR • Mar 18, 2021

★ 1.0 / 5.0

"The subfloor is actually put down with regular nails. **This isn't to building code.** Our quote to have this done is **over \$32,000.** The Contractors Board said we should take the builder to court."

E N. Bellevue, WA • May 5, 2025

★ 1.0 / 5.0

"They chose not to respond until just after the deadline... **raised the asking price above what it was listed for.** A really terrible history of **not completing houses properly** and performing sub-par work. I think we **dodged a bullet.**"

Christine Z. Albany, OR • Sep 4, 2021

★ 1.0 / 5.0

"I bought a house from Chad Davis in Albany in 2017. **Too many problems...** the front door hinge was missing and **they said I couldn't prove they didn't install it — they think I was lying.** I **highly recommend not to buy** a house from them."

Roberta W. Portland, OR • Sep 7, 2022

★ 1.0 / 5.0

"I live next to where this company is building and it's been **nothing short of a nightmare.** They cleared the entire area, didn't leave one tree. Owner is all about making a buck. I've had a front-row seat to the **subpar construction.**"





houzz

1 review on file

2.0 / 5.0

PAIN POINT • 2-STAR RATING

HU-175921070 • Verified Houzz reviewer

WHAT BUYERS ARE READING FIRST

- Only one Houzz review exists.
- It is 2 stars.
- Its most memorable phrase is a legal threat.
- It is the only signal buyers get on Houzz.

HOZZ REVIEW — HU-175921070

2.0 / 5.0 — 2-STAR RATING



Builder should have been **sued**.

VERBATIM EXCERPT

HOZZ • ★ 2.0 / 5.0 • VERIFIED HOMEOWNER

“Not built to **code** as other buyers have noted. **Squeaky floors** are no way to live in a **new house**. We will have to spend **\$10,000's to fix.**”

Source: Houzz.com • Public review record





REVENUE AT RISK

What does this cost you?

One family... one architect... one designer... one realtor...
chooses someone else because of these reviews. Let's be conservative.

LOST 1 PROJECT

\$50,000

Entry custom build

Based on \$50K margin per custom home.

LOST 2 PROJECTS

\$100,000

Mid-market family

Based on \$50K margin per custom home.

LOST 5 PROJECTS

\$250,000

One season of referrals

Based on \$50K margin per custom home.

NOW COMPARE THAT TO REVIEW REMOVAL

One lost project vastly outweighs the entire cost to clean up your reputation.



Detailed removal investment on the next page.





PLATFORM	NEGATIVE REVIEWS	STATUS	REMOVAL COST
 Google	11	Live — negative	\$5,500
 Yelp	5	Live — negative	\$4,500
 Houzz	1	Live — negative	\$600
TOTAL INVESTMENT	17 reviews	Full removal engagement	\$10,600

Would you spend \$10,600 to recover ONE \$50,000 project?

A 4.7x return on a single project — before compounding gains in referrals, rankings, and AI summaries.





THE UPSIDE

Imagine this...

REMOVE

- ✗ Google negatives
- ✗ Yelp negatives
- ✗ Houzz negatives

RAISE

- ↑ Trust
- ↑ Conversions
- ↑ Close rates
- ↑ Referrals
- ↑ Google rankings
- ↑ AI summaries

EXECUTIVE SUMMARY

Your craftsmanship builds million-dollar homes.
Your online reputation should inspire the same level of confidence.

THE MATH IS SIMPLE

You only need **ONE additional custom home project to make this entire investment pay for itself.**

Everything after that project is upside — for years.





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1 REMOVE

Neutralize 17 negative reviews
across Google, Yelp, and
Houzz.

2 REBUILD

Rebuild the review profile
buyers, banks, and AI see first.

3 RESTORE

Restore trust with architects,
realtors, and referral partners.

Ready to take back control of your reputation?



Brian Morris

Review Reputation Specialist

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**SCAN TO BOOK A
10-MIN REVIEW CALL**

No pressure.
No obligation.
Just answers.

LET'S TALK ABOUT YOUR BUSINESS

Schedule your complimentary 10-minute reputation review call.