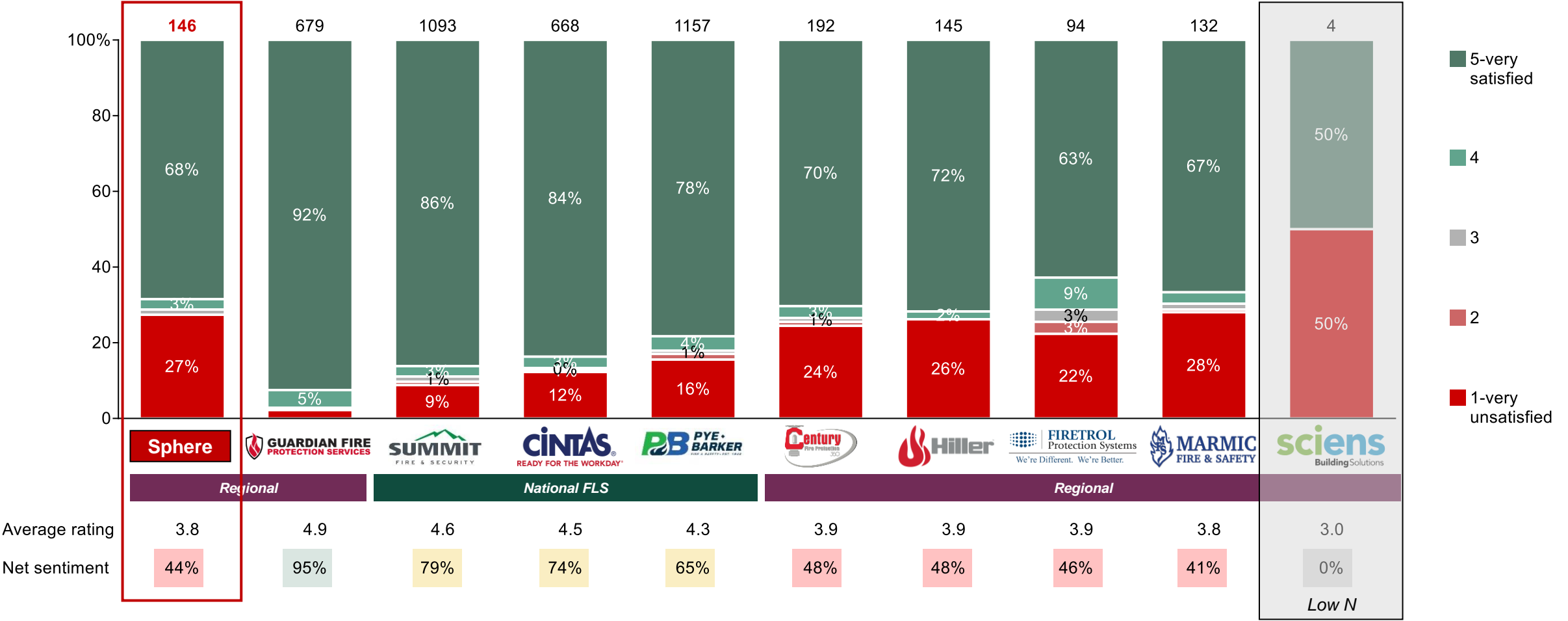


# Brand ratings: Sphere mid of the pack on advocacy with a 3.8 avg. rating; Guardian leads with 4.9, followed by National-level brands

## CONSUMER SENTIMENT

# of ratings - all-time as of Dec 2024

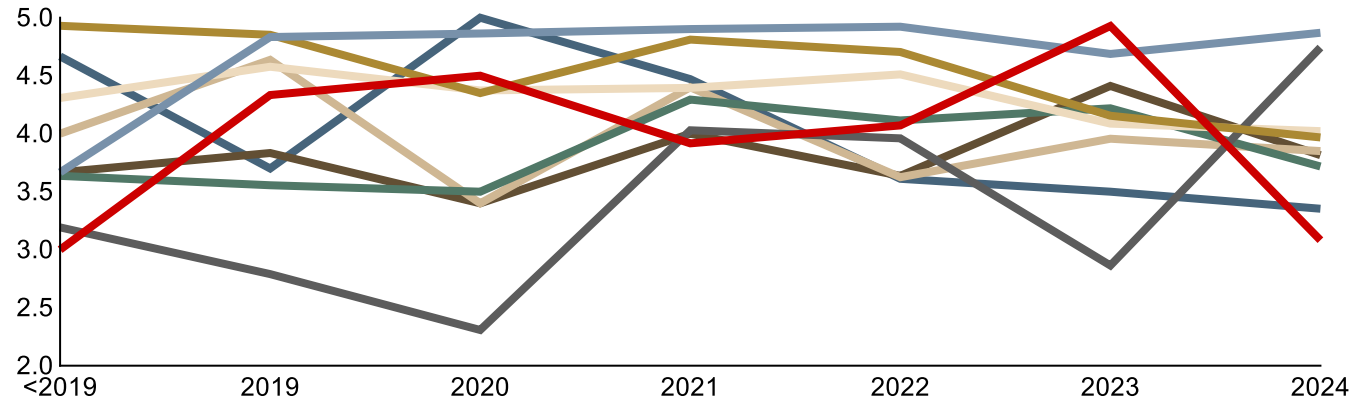


Note: Net sentiment = % 4 & 5 ratings minus % 1 & 2 ratings  
Source: Google Reviews

# Ratings overtime: After peaking in 2023, dip seen in Sphere's sentiment over the last year

## CONSUMER SENTIMENT

Average rating (on a scale of 1 - 5 with 5 being the best)



### Number of ratings

Guardian Fire Protection	3	36	88	153	103	96	200
Cintas Fire Protection	26	19	13	34	25	22	529
Pye Barker	143	149	161	114	133	138	319
Summit Fire and Security	372	129	100	90	71	84	247
Century Fire Protection	11	18	16	34	35	32	46
Firetrol Protection Systems	12	6	10	11	11	17	27
Hiller Fire	12	11	15	20	24	23	40
<b>Sphere</b>	<b>4</b>	<b>9</b>	<b>18</b>	<b>12</b>	<b>14</b>	<b>28</b>	<b>61</b>
Marmic Fire	12	10	8	17	18	16	51
Sciens Building solutions	0	0	0	0	0	0	4

	Avg. 2019-21	Avg. 2022-24	Pts. change in avg. rating
GUARDIAN FIRE PROTECTION SERVICES	4.9	4.8	-0.04
CINTAS READY FOR THE WORKDAY™	3.3	4.6	1.3
PYE BARKER FIRE & SAFETY. FAST. TRADE.	4.5	4.1	-0.3
SUMMIT FIRE & SECURITY	4.7	4.1	-0.5
Century Fire Protection	3.9	4.0	0.1
FIRETROL Protection Systems We're Different. We're Better.	3.7	4.0	0.2
Hiller	4.1	3.8	-0.3
Sphere	4.3	3.7	-0.6
MARMIC FIRE & SAFETY	4.4	3.4	-0.9
sciens Building Solutions	-	3.0	-

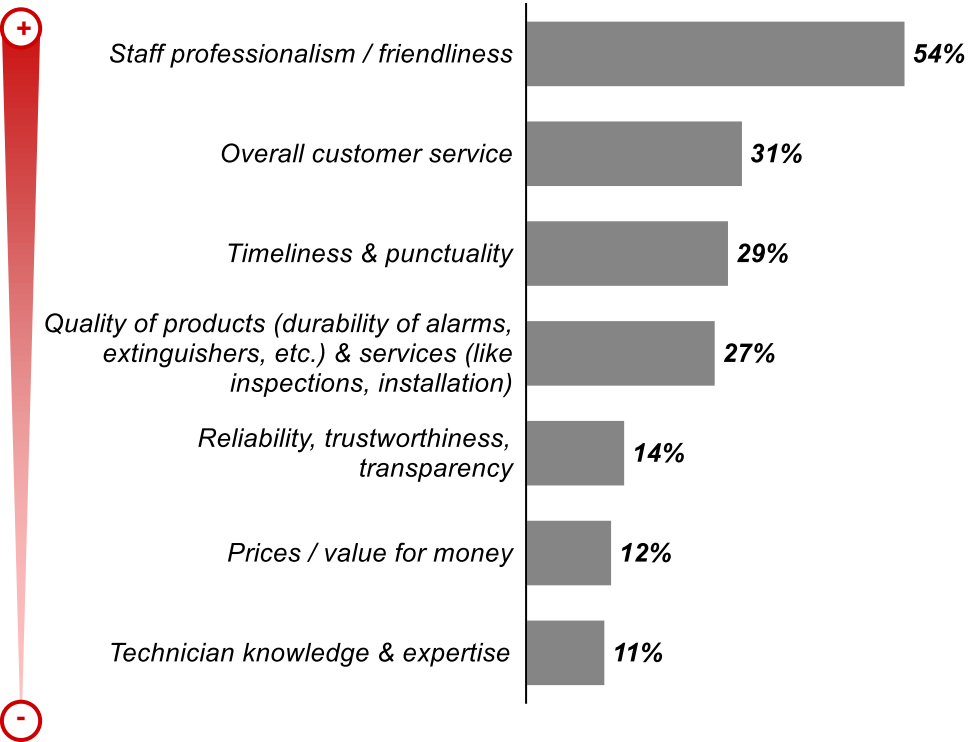
Source: Google Reviews

# Sentiment drivers: Sphere rated net positive on the top-4 / key criteria; Guardian leads on advocacy on most of the themes

‘Staff Professionalism / friendliness,’ ‘customer service,’ ‘timeliness,’ & ‘quality of product / service’ are table stake drivers

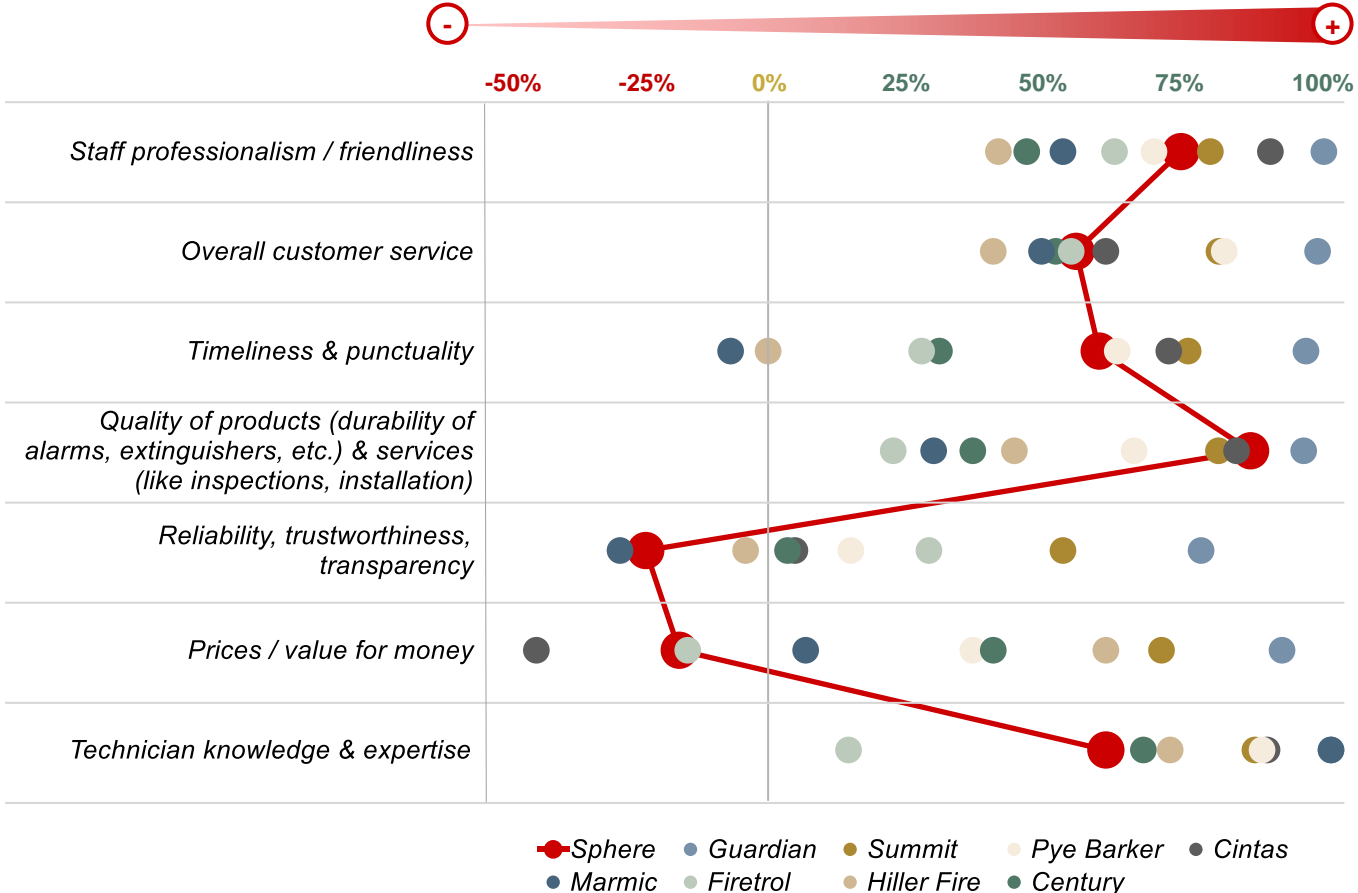
Percentage of reviews mentioning criteria (N=3.1K)

Themes / drivers



Sphere net positive on 5/7 of the themes; negatively rated on reliability and pricing

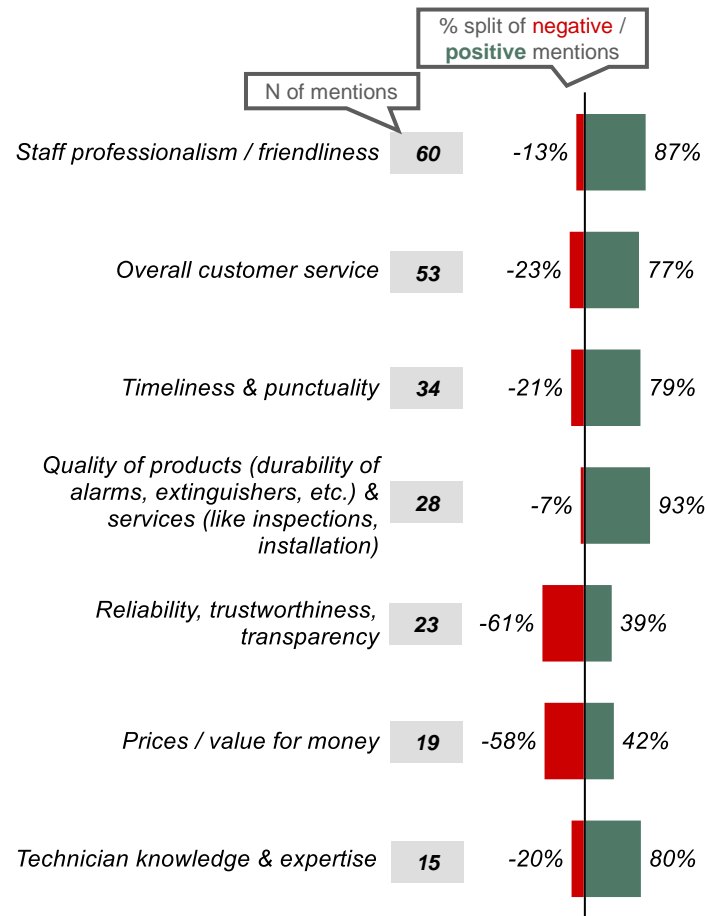
Net sentiment [positive mentions% - negative mentions%]



Note: There are no reviews for Sciens Building Solutions  
Source: Google Reviews; OpenAI GPT analysis

# Sphere: Largely positive sentiment around staff professionalism, overall customer service, quality, and timeliness & punctuality; minor concerns on price and reliability

## Sphere (N=120)



## Voice of the consumer

### Staff professionalism / friendliness

"These guys deliver. **No matter what the problem is, if it's fire related, they have you covered. The technicians that come on site are polite and respectful.** And if they don't have the part or information you need with them they get it immediately."

"**Super professional**, explained everything to someone who knows nothing about the system. **Was super helpful and spoke to the fire marshall on our behalf.** They finished in a timely manner."

"**Simply put Sphere has the best people. Everyone on the team strives for best in class performance day in and day out.**"

"Awful company- they gave me a date and told me I misheard it when they didn't show up. **Unbelievable and unprofessional.**"

### Overall customer service

"You know you're working with a good vendor when they **are great at communicating with you at all levels of their org. Sphere supplied skilled personnel to our facility who could get the job done**, on time and on the day promised."

"Sphere is a new contractor for our business and so far has **provided excellence in customer service.** Communication has been outstanding and price accommodation per our budget has been met."

"**Great service! Recertified my equipment at my shop. So convenient!.**"

"Wish I could rate the service a negative five. **Absolutely horrible service.** I am so disappointed Would not recommend this business to my worst enemy."

### Timeliness & punctuality

"Finally have a great company to check my three buildings with sprinklers. **They communicate, are always on time and their reports are awesome.**"

"Been using Sphere for many years now, **always professional, always on time.** Thanks to all for your help."

"I signed a contract with them in Jan 30th and handed it to their representative and he told me it will be a week then kept calling him and texting him for 20 days till Feb 20th and even called the company to find out that the **contract was never been submitted**"

### Quality of products

"**Terrific advice and customer service.** Get **high quality Amerex extinguishers w/ all metal parts and brackets with straps** for the same price as the plastic-handled junk at the big box stores. Highly recommended for your family's safety."

"I have used Sphere for 5+ years to fill CO2 tanks. **Great service and fast too..**"

"Just got the **cellular installed for the fire alarm system. Installer was very professional and answered every question I had and did a good job!**"

### Reliability, trustworthiness, transparency

"I've been doing business with them for well over 20 years. Their **service is reliable and dependable.**"

"They are a horrible company, overpriced, terrible service contracts and **can't be trusted.**"

"Worst company to deal with. No professional resources, they **don't stick with their commitment.** Please don't waste your time"

### Prices / value for money

"I went here to fill my CO2 tank ... They fill your tank or will exchange it for a **very reasonable price. Half the price of some places..**"

"Do not use this company. **Pricing is extremely high ...** I was charged \$397 for a service that cost less than \$180 two years ago."

"Wish I could leave zero stars! This year they **charged us double for our annual inspection** with no explanation as to why the price went up so much"