INFORMATION ONLY

Competitive Comparison

Warren & Kallianos vs. four Charlotte personal injury firms

Prepared for	Warren & Kallianos, PLLC
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Market	Personal injury law, Charlotte metro (Charlotte, Huntersville, Matthews, Concord, Gastonia)
Compared against	Rosensteel Fleishman, DeMayo Law Offices, Price Petho & Associates, Brown Moore & Associates
Data collected	October 2026: Google Business Profiles, public legal directories, firm websites, published client reviews

Executive Summary

Warren & Kallianos wins on client experience and credentials but loses on being found. The firm holds a 4.7 Google rating with reviews that praise its attorneys and paralegals by name, yet it did not appear in any of eight common local searches we tested. Its 103 Google reviews compare with 644 to 1,716 at the firms that did appear.

Strongest: client satisfaction, attorney credentials, and a focus on truck, construction, and product liability cases.

Weakest: local search visibility, review volume, and listed availability (business hours only, while visible competitors list 24 hours).

Most differentiated: trial and insurance-industry background that none of the visible high-volume firms can claim in the same way.

Key finding: the gap is in discoverability, not client satisfaction. Clients who find Warren & Kallianos rate it highly; fewer people searching for help are likely to find it in the first place.

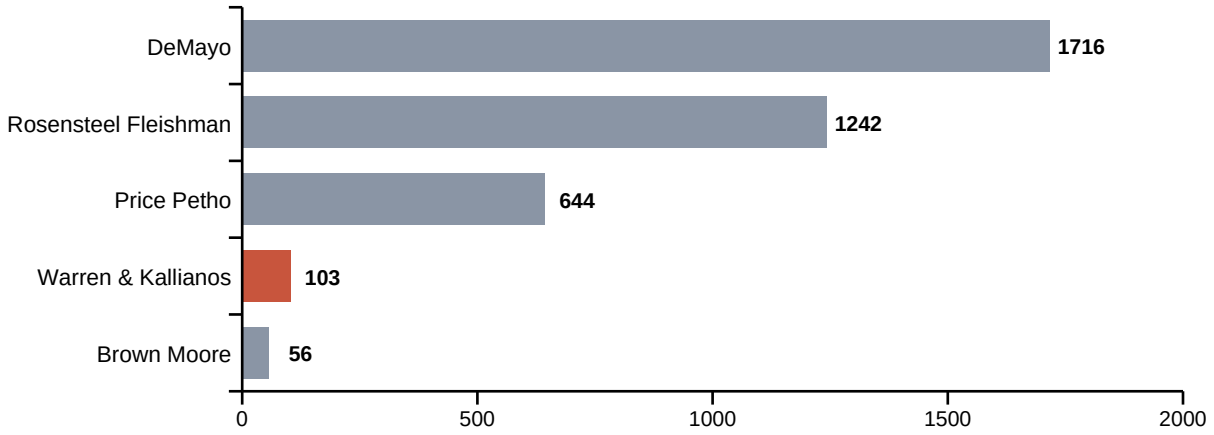
Competitive Scorecard

Warren & Kallianos scores 13 of 25, ahead of only Brown Moore and 9 to 10 points behind the three firms that appeared in local searches. Scores run 5 (strong) to 1 (poor) and are relative to this comparison set.

Criteria	Warren & Kallianos	Rosensteel Fleishman	DeMayo	Price Petho	Brown Moore
Google review volume	2 (103)	5 (1,242)	5 (1,716)	4 (644)	1 (56)
Google rating	4 (4.7)	5 (5.0)	5 (4.9)	5 (4.9)	4 (4.5)
Found in local searches tested	1 (not found)	4 (found)	4 (found)	4 (found)	1 (not found)
Listed availability	2 (business hours)	5 (24 hours)	5 (24 hours)	5 (24 hours)	2 (business hours)
Client communication in reviews	4	4	4	4	4
Total (out of 25)	**13**	**23**	**23**	**22**	**12**

Client communication scored evenly because reviews at every firm in the set praise being kept informed, so it is a strength for Warren & Kallianos but not a point of separation. Attorney credentials and case focus appear in the next section rather than the scores, because comparable research was not done for every firm.

Google Reviews by Firm



Source: Google Business Profiles, accessed October 9, 2026. Rosensteel Fleishman has about 12 times as many reviews as Warren & Kallianos; DeMayo about 17 times.

Where Warren & Kallianos Wins

The firm's advantages are the ones hardest for a competitor to copy: client loyalty and professional background.

Client experience. Published Google reviews credit attorneys and paralegals by name for explaining each step and keeping clients updated. One client chose the firm because it had represented her father years earlier; another said several firms could not help with a complex case before Warren & Kallianos took it.

Credentials. Chris Kallianos earned his J.D. with honors from UNC Chapel Hill, practiced litigation at Parker Poe, served as Vice President and Assistant General Counsel at First Union, and published on bad-faith refusal to pay first-party insurance claims in the North Carolina Law Review. Insurance-side and corporate experience is a credible differentiator in a market where most firms promote size and years in practice.

Case focus. Public listings describe the firm as focused on car, truck, and construction accidents and product liability. Truck and construction cases are more specialized than the general car accident work high-volume firms compete hardest for.

Where Competitors Win

Competitors lead on the signals a person sees before ever speaking to a lawyer.

Social proof. When someone compares firms on a phone after an accident, a difference of 1,000+ reviews is visible in seconds.

Being found. Rosensteel Fleishman, DeMayo, and Price Petho appeared in the local searches we tested; Warren & Kallianos did not appear in any of the eight.

Availability. All three visible firms list 24-hour availability. Warren & Kallianos lists weekday business hours, which may signal to an evening or weekend searcher that no one will answer.

Rosensteel Fleishman is the most relevant comparison. It is also a two-name Uptown partnership, and it states that it does not advertise on TV, radio, billboards, or by mail, relying on the internet instead. It shows a firm of similar structure can build strong local visibility without mass-media spending.

Competitive Gaps

Four gaps stand out, and one is quick to fix.

Gap	What we observed	Status
Local search visibility	Not found in eight searches: personal injury lawyer (Charlotte, Huntersville, Matthews, Concord, Gastonia), car accident lawyer, truck accident lawyer, and a Spanish-language accident search	Observed
Review volume	103 Google reviews against 644 to 1,716 for visible competitors	Observed
Inconsistent business details	A public directory lists Suite 160 and (704) 343-8563; the Google profile lists Suite 610 and (704) 377-7777	Observed; impact inferred
After-hours availability	Google profile lists weekday business hours only	Observed; phone coverage not verified

Inconsistent address and phone details are commonly treated as a weak trust signal for local search and can confuse a prospective client who finds an old listing. Both numbers may be valid; the point is that the listings disagree. Not assessed here: website conversion, paid advertising, content, and intake response time.

Best Opportunities

The highest-value move is turning existing client satisfaction into visible proof.

Opportunity	Why it exists	Impact
Request reviews at natural case milestones	Clients already praise the firm, but review volume lags far behind	High
Make business details consistent everywhere	Address and phone differ between Google and at least one directory	Medium, low effort
Offer an after-hours path and show it	Visible competitors signal 24-hour availability; injured people often search evenings and weekends	Medium
Lead with real differentiators	Insurance-side experience and truck and construction focus are rare here, yet listings describe the firm in general terms	Medium
Compete where the firm is specialized	Truck and construction injury searches are narrower than broad car accident searches	Medium, needs testing

Any review program should follow Google's policies and North Carolina State Bar rules: no incentives, and no screening that asks only happy clients.

Priority Actions

Start with fixes that cost little and remove friction, then build review volume.

1. Correct business details everywhere. Align address, suite, and phone across every directory and profile. First step: confirm which phone number and suite are current.

2. Start a milestone-based review request. Decide which case moments trigger a request and who sends it. First step: identify recently closed matters where the client expressed thanks.

3. Close the after-hours gap. Decide how evening and weekend inquiries are answered, then make the Google profile and website reflect it. First step: check what a caller reaches today after 5:30 PM.

4. Put differentiators in front of searchers. Update the Google profile and website to name the insurance-side background and truck and construction focus. First step: draft a two-sentence firm description built on those facts.

One question shapes the plan: where the firm's best cases come from today. If most arrive through referrals, these steps still matter, because referred clients often check reviews before they call. If the firm wants more cases directly from search, visibility becomes the main priority.

Next step: a 20-minute walkthrough of these findings, including the search results behind each score. Contact Luther Landro at Luther@hgmstrategy.com or 980.220.0258.

How Scores Were Assigned

Criteria	What a 5 looks like	What a 1 looks like
Google review volume	1,000+ reviews	Under 60 reviews
Google rating	4.9 or higher	Below 4.0 (none in this set)
Found in local searches tested	Appears consistently	Not found in any search tested
Listed availability	24 hours, 7 days	No hours listed (none in this set)
Client communication in reviews	Consistent, specific praise theme	Recurring complaint

Limits of this research. Google data was collected on October 9, 2026. Search results vary by location, device, and time, and paid ads and Google Local Services Ads were not observed. Review themes come from a small published sample per firm. Reviews and visibility measure what prospective clients see; they are not measures of case results or revenue.
Sources. Google Business Profiles for each firm (accessed October 9, 2026); Warren & Kallianos listing, lawyers.uslegal.com; Chris Kallianos profile, lawyers.law.cornell.edu; rflaw.net; demayolaw.com.

