

Salons & spas — example market file

What a Verbatim market file looks like. Example buyer: An all-in-one booking, payments, client messaging and marketing platform for salons and spas. Built from Google reviews collected in August 2026.

119,491

salons & spas in the market

72,199

with their reviews read

3,411

show a problem this buyer fixes (last 12 months)

1,142

in the last 3 months alone

The buyer's problems, ranked by how many businesses have them

Appointment missing on arrival

403 in the last 3 months · 1,250 in the last 12

Customers say they *arrived to find no record of their appointment*. Fixed by: synced shared calendar.

“She comes back on the phone and says come about 12:15. I get there 12:15 on the dot and nobody can find my appointment. The girls at the front are arguing about who's going to tell me there isn't an appointment or opening for me, loudly enough for me to hear them.”

Bnails Amarillo (Voted Best Nail Salon Amarillo TX) · Amarillo, TX · 1★ · Jun 30, 2026 · [see it on Google](#)

“I was scheduled for 5 pm with Robert a level 9. When I arrived at 4:45 I was told there was no appointment. I repeated my appointment time (and with Robert, a level 9) was told the appointment had been made for the 13th.”

Serenity Couture Salon & Spa · Rochester, MN · 1★ · Jul 12, 2026 · [see it on Google](#)

Surprise charge at checkout

335 in the last 3 months · 963 in the last 12

Customers say they *was charged a different amount than quoted at booking*. Fixed by: checkout with accurate receipts.

“Then I was told they don't do it even though it's on the website. I settled on ombré. He did an ok job but it was airbrushed and I was charged \$70 when the website says \$60. Just frustrating.”

COCO Nail Bar Algonquin - 15% OFF Happy Hour (9:30-3pm Mon-Fri) · Algonquin, IL · 3★ · Jul 2, 2026 · [see it on Google](#)

“The total for both services appears to be 210 dollars from the website. Instead, I left with a charge of 472 dollars, more than double the price. This was shocking and confusing based on what I saw on the website, and the services I received which appeared to align.”

Woodhouse Spa - Buckhead · Atlanta, GA · 2★ · Aug 13, 2026 · [see it on Google](#)

Double-booked appointment

167 in the last 3 months · 483 in the last 12

Customers say they *showed up to find their slot double-booked*. Fixed by: shared calendar with no double-booking.

“Three weeks ago I booked a 9am nail appointment, and there was no other person on the books at the time, I arrived for my regular appointment only to find that I was being asked to get a pedicure first of which I never requested because my tech had booked a new person in my regular spot that I have held for at least”

Nails by Lina · St. Petersburg, FL · 1★ · Jul 12, 2026 · [see it on Google](#)

“Scheduling Mess: Double-booked my appointment, had me reschedule, and then the tech acted annoyed for having to do the job.”

Brails (Voted Best Nail Salon Cedar Park) · Cedar Park, TX · 1★ · Jul 25, 2026 · [see it on Google](#)

Duplicate card charge

141 in the last 3 months · 423 in the last 12

Customers say they *was charged twice for the same appointment*. Fixed by: secure checkout with duplicate-charge prevention.

“This tells me they don't clean their tools. And then they charged me twice so I had to go back in to get them to refund me. Update, her toe is getting worse.”

MILAN NAIL LOUNGE (10% OFF New Client/ Military Discount) · San Antonio, TX · 1★ · May 19, 2026 · [see it on Google](#)

“I went to Aire Ancient Baths on the Upper East Side in May 2026 with family members. They double billed me on my credit card and I finally received a refund in August 2026.”

AIRE Ancient Baths New York · Upper East Side · New York, NY · 1★ · Aug 12, 2026 · [see it on Google](#)

Booking system unavailable

76 in the last 3 months · 244 in the last 12

Customers say they *couldn't book an appointment online*. Fixed by: online booking with live availability.

“- Website booking didn't work, no matter what the device, made me fill out all the same data to block me on payment”

AIRE Ancient Baths New York · Tribeca · New York, NY · 2★ · Jul 13, 2026 · [see it on Google](#)

“Try to call to make an appointment they never answer the phone ! I tried to book online but the website kept crashing tried to do a walk in and they said I should book online rudely instead of arguing or making a fuss i decided to just leave 🙄”

Nails & Blinks Salon · Pasadena, TX · 1★ · Jul 23, 2026 · [see it on Google](#)

Unanswered messages to salon

39 in the last 3 months · 152 in the last 12

Customers say they *couldn't reach the salon to change their booking*. Fixed by: two-way client texting.

"I also called and left a message requesting a call back, but no effort was made to reach out. I decided to try one final phone call, but was sent to voicemail."

Cookie Cutters Haircuts for Kids - Round Rock · Round Rock, TX · 1★ · Aug 4, 2026 · [see it on Google](#)

"Spent 25 minutes on the phone, trying to contact customer service, chatted into the customer service in that time texted their customer service in that time and still wasn't able to reach anybody got all the way to my appointment at 3:10 and it was no longer my appointment apparently even though it takes about five"

SpaDerma · Chicago, IL · 1★ · Jul 10, 2026 · [see it on Google](#)

Deposit not refunded

14 in the last 3 months · 66 in the last 12

Customers say they *never got their deposit back after cancelling*. Fixed by: automated deposit refund processing.

"I was told the issue was resolved and I'd be refunded. I never received my money back, and when I followed up, I got defensiveness and attitude instead of answers."

Lincoln Park Hair Salon · Chicago, IL · 1★ · Jul 5, 2026 · [see it on Google](#)

"4 business days later I still have not received my deposit refund, I go to check my email for my invoice, I find a second invoice in a name I do not recognize, but they decided to use my deposit/card to pay for part of this stranger's appointment."

Cloud 9 Foot Spa Sugar Land · Sugar Land, TX · 2★ · May 21, 2026 · [see it on Google](#)

No reminder sent

10 in the last 3 months · 51 in the last 12

Customers say they *missed an appointment because they weren't reminded*. Fixed by: automatic appointment reminders.

"I scheduled again and asked if they would call/text so this didn't happen again... they did not. And I missed the apt."

Lennonheads Salon and Spa · Worthington, OH · 2★ · Aug 11, 2026 · [see it on Google](#)

"I rescheduled my appointment and the person rescheduling scheduled it on a completely different day. I never received a reminder call or text and got charged for the service that I "missed"."

Woodhouse Spa - Fishers · Fishers, IN · 1★ · Jul 10, 2026 · [see it on Google](#)

What this market's customers complain about

PROBLEM	SHARE OF BUSINESSES WITH COMPLAINTS	THIS BUYER FIXES IT
Rude, dismissive, or inattentive staff	81%	Yes
Poor quality result	80%	—
Pricing and billing problems	57%	Yes

Long waits or scheduling failures	38%	Yes
Physical pain, cuts, or injury	36%	—
Turned away or cancelled unfairly	30%	Yes
Dirty or unsanitary facility	12%	—

Problems this buyer doesn't fix yet — worth a look

- **Poor quality result** — 80% of businesses with complaints
- **Physical pain, cuts, or injury** — 36% of businesses with complaints
- **Dirty or unsanitary facility** — 12% of businesses with complaints

The first 20 businesses in the ranked list

#	BUSINESS	PROBLEMS THIS BUYER FIXES, FOUND IN THEIR REVIEWS	REVIEWS / MONTH (12 MO)	NEWEST COMPLAINT
1	EM Nail Spa Jonestown, PA · Nail salons	Double-booked appointment (last 3 months) Appointment missing on arrival (last 3 months) Surprise charge at checkout (last 3 months)	1.7	Aug 14, 2026
2	Focus Nails Creedmoor, NC · Nail salons	Surprise charge at checkout (last 3 months) Duplicate card charge (last 3 months)	1.5	Aug 16, 2026
3	Woodhouse Spa - Buckhead Atlanta, GA · Day spas	Appointment missing on arrival (last 3 months) Surprise charge at checkout (last 3 months)	15.8+	Aug 13, 2026
4	Kokovi African Hair Braiding Decatur, GA · Hair salons	Double-booked appointment (last 3 months) Appointment missing on arrival (last 3 months)	4.3	Aug 8, 2026
5	Bestie Vibes Braids Kennesaw, GA · Hair salons	Double-booked appointment (last 3 months) Duplicate card charge (last 3 months)	8.7	Aug 7, 2026
6	Winnie nails and spa Joliet, IL · Nail salons	Double-booked appointment (last 3 months) Appointment missing on arrival (last 3 months)	15.8+	Aug 6, 2026

7	Rachelle Hair Braiding - Los Angeles Los Angeles, CA · Hair salons	Appointment missing on arrival (last 3 months) Deposit not refunded (last 3 months)	3.8	Aug 5, 2026
8	BV NAILS & LOUNGE De Witt, NY · Nail salons	Appointment missing on arrival (last 3 months) Surprise charge at checkout (last 3 months)	3.5	Jul 31, 2026
9	Tranquility 3 Spa & Salt Cave Levittown, NY · Massage therapists	Appointment missing on arrival (last 3 months) Surprise charge at checkout (last 3 months)	15.8+	Jul 24, 2026
10	Peach Bling Japanese Nail Atelier Long Island City, NY · Nail salons	Booking system unavailable (last 3 months) Unanswered messages to salon (last 3 months)	15.8+	Jul 23, 2026
11	Greenfield Nails and Spa - Gilbert Gilbert, AZ · Nail salons	Appointment missing on arrival (last 3 months) Surprise charge at checkout (last 3 months)	15.8+	Jul 15, 2026
12	Spavia Austin Landing Miamisburg, OH · Day spas	Surprise charge at checkout (last 3 months) Duplicate card charge (last 3 months)	15.8+	Jul 15, 2026
13	AIRE Ancient Baths New York · Tribeca New York, NY · Day spas	Booking system unavailable (last 3 months) Appointment missing on arrival (last 3 months)	16.8	Jul 13, 2026
14	Tested and Trusted Braiding Gwynn Oak, MD · Hair salons	Double-booked appointment (last 3 months) Surprise charge at checkout (last 3 months)	1.5	Jul 9, 2026
15	WOW African Hair Braiding – Westheimer Houston, TX · Hair salons	Surprise charge at checkout (last 3 months) Duplicate card charge (last 3 months)	5.8	Jul 6, 2026
16	Rossini Nail Bar Rockwall, TX · Nail salons	Appointment missing on arrival (last 3 months) Surprise charge at checkout (last 3 months)	15.8+	Jul 3, 2026
17	Sugar Nail Spa - Nail Salon Manicure & Pedicure Queen Creek Queen Creek, AZ · Nail salons	Double-booked appointment (last 3 months) Appointment missing on arrival (last 3 months)	15.8+	Jul 3, 2026

18	Queen Nail Spa Paducah, KY · Nail salons	Double-booked appointment (last 3 months) Appointment missing on arrival (last 3 months)	15.8+	Jun 30, 2026
19	Maawa African Hair Braiding Taylor, MI · Hair salons	Surprise charge at checkout (last 3 months) Duplicate card charge (last 3 months)	2.9	Jun 25, 2026
20	Dermatology Specialists Greensboro, NC · Estheticians & skin care studios	Appointment missing on arrival (last 3 months) Unanswered messages to salon (last 3 months)	6.5	Jun 24, 2026

How the list is ranked

Businesses whose own customers recently complained about problems the buyer fixes come first: each of those problems counts double if it showed up in the last 3 months, once if in the last 12, plus a bonus for how specific the best quote is. Chain locations rank 2 points lower, because chains usually buy software centrally. Ties go to the business with the newest complaint, then the most matching reviews, then the busier business.

What every row in the full file includes

Business name, type, address, phone, website, Google Maps link and a link to its Google reviews · rating and total reviews · reviews per month and whether that is rising or falling · whether the rating is getting better or worse · how often the owner replies to reviews · the problems found · the best word-for-word quote with its date, stars and a link to that review on Google · two ready-to-edit outreach messages. This example lists the top 1,000; a real order lists every business of the chosen types.

Quotes are word-for-word Google reviews; each links to the review itself on Google Maps, with the owner's reply if there is one. Every quote here was re-checked on Google on Sep 23, 2026. The example covers salons and spas with at least five one-star reviews in August 2026. A “+” after reviews per month means at least that many: for the busiest businesses we read the newest 190 reviews.