

ChatGPT Local Business Recommendations: Study Methodology and Evidence Appendix

Supporting record for “How AI Recommends Local Businesses—and What You Can Actually Influence”

3	9	0	21.4%
identical prompts	unique businesses	in all three	mean observed overlap

Research note

This study was conducted and editorially reviewed by Cody Schuldt. Business facts were checked against the source classes described in this appendix. The listed businesses are research subjects, not endorsements.

Research conducted: July 26, 2026

Sources last verified: July 26, 2026

Appendix version: 1.1

Purpose and scope

This appendix documents three ChatGPT local-business recommendation observations collected under one frozen prompt protocol. It preserves the retained output, counting rule, limitations, source classes, calculations and claim-level audit. It is an operational observation log—not a controlled laboratory experiment, a universal ranking study or a platform-wide stability estimate.

Frozen prompt

My pipe burst and I’m in Sugar Land, Texas. I need a plumber I can call now who handles emergency residential pipe repairs, works on weekends and has strong recent customer reviews. Who should I contact?

Collection and counting conditions

Variable	Recorded condition
Prompt	Identical wording in all three observations
Surface	ChatGPT web; no model label retained
Session	Fresh logged-out incognito session requested and reported for each run
Timing	Same Sunday; exact test time retained only for Run 3
Location	Sugar Land explicit in prompt; IP-derived location not independently controlled
Counting rule	Narrative recommendations only; map cards and incidental mentions excluded
Verification	Company-controlled pages for operational facts; original review platforms required for ratings and totals

Capture limitations

Runs 1 and 2 were retained as supplied response text or structured copied-output records, not screenshots, and exact test timestamps were not captured. Run 3 was retained as a screenshot, but login/incognito state and model label are not visible in the crop. IP-derived location, locale, platform defaults, current retrieval results, model variation, time and randomness remained uncontrolled. Run 2 is a complete transcription of the retained structured record, not a claim that every sentence of the original interface was preserved verbatim.

Recommendation sets

Run	Direct narrative recommendations
1	GEI; Abacus; bluefrog; Fuller Brothers
2	bluefrog; Texas Plumbing & Drain Experts; Top Quality; Doug Turner
3	GEI; Abacus; Fuller Brothers; ER Plumbing Services; S & B Plumbing

Jaccard overlap calculation

Jaccard overlap is $|A \cap B| \div |A \cup B|$. Run 1 versus Run 2 had 1 shared business across 7 unique businesses: $1/7 = 14.2857\%$. Run 1 versus Run 3 had 3 shared businesses across 6 unique businesses: $3/6 = 50\%$. Run 2 versus Run 3 had 0 shared businesses across 9 unique businesses: $0/9 = 0\%$. The mean of those three pairwise values is 21.4286%, reported as 21.4%. These values describe only this three-observation set.

Claim-verification rubric

Status	Definition
Supported	A retrieved source directly substantiated the material claim.
Partially supported	Some, but not all, material elements were verified.
Conflicted	A credible source displayed materially different information.
Not retrieved	No support was located during the audit; absence was not proven.
Unsupported in answer	The answer presented a claim without exposing adequate evidence.

Source-class definitions

Source class	Use in this audit
Company-controlled	Identity, phone, service area, advertised services and stated availability
Original review platform	Rating, total, recency, review relevance and profile identity
Aggregator or listing	A lead or secondary record; not equivalent to the original source
Directory or editorial list	Discovery and context; commercial or featured placement recorded separately
Government or regulator	Public records, utility responsibility, licensing or authoritative requirements
ChatGPT answer claim	What the model displayed; never treated as independently verified merely because it was stated

Individual claim-verification log

Access date for every independently checked source in this log: July 26, 2026. “Unsupported in answer” means the exposed answer evidence did not substantiate the claim; it does not mean the claim was proven false.

Run	Business / claim	Answer evidence	Independent verification	Status
1 & 3	GEI — 281-559-6903, Sugar Land, emergency and burst-pipe service	Precise phone, service and availability claims; original review profile not exposed	Official Sugar Land page supported the phone and operational fit; broader official site displayed two additional numbers	Supported operationally; contact hierarchy conflicted; review claim unsupported in answer
1 & 3	Abacus — 281-215-3046, 24/7/weekend burst-pipe service	Precise phone, availability and review claims; original review profile not exposed	Official Sugar Land emergency page supported the phone, weekend/holiday response and burst-pipe service	Supported operationally; exact review claim unsupported in answer
1 & 2	bluefrog — 832-905-8640, 24/7, 4.9 / 850+	Expertise was exposed; original review profile was not	Official Sugar Land page displayed 832-650-3706 and supported emergency/burst-pipe service	Phone conflicted; operations supported; exact review claim unsupported in answer
1 & 3	Fuller Brothers — emergency fit, 281-729-8723, 4.8 / 80	No adequate company-controlled or original-review evidence exposed	No company-controlled source was established in this audit	Not retrieved / unsupported in answer
2	Texas Plumbing & Drain Experts — emergency fit and 346-258-7799	Expertise cited; exact original review profile not exposed	Official pages supported phone, 24/7 emergency, burst-pipe language and Sugar Land service	Supported operationally; exact review claim unsupported in answer
2	Top Quality — 281-916-4889, 24/7/weekend burst-pipe fit	Expertise cited; exact original review profile not exposed	Official home and Sugar Land pages supported phone and operational fit	Supported operationally; exact review claim unsupported in answer
2	Doug Turner — emergency fit and reputation claims	Official pages cited; copied local card displayed 3.1	Official site supported 24/7 Sugar Land emergency service but claimed 4.9 / 490+ on its own site	Supported operationally; review values conflicted and original platform unresolved
2	Dr. Drip source relevance	Unexplained drdripplumbing.com URL appeared	Official site identified Northern New Jersey / Rockland territory	Geographically conflicted / irrelevant to Sugar Land
3	ER Plumbing — 346-258-6271, 24/7 emergency fit	Precise phone and review claim; source drawer collapsed	Official site supported phone, Sugar Land, residential burst-pipe and 24/7 emergency service	Supported operationally; exact review claim unsupported in answer
3	S & B — 713-360-0064, local alternative	Visible Reddit +1 pill; more limited weekend language	Official site supported phone, Sugar Land and same-day plumbing; immediate weekend capacity not proven	Partially supported; exact review provenance unresolved

Interpretation boundary

Shortlist variation and factual accuracy are separate issues. An answer can recommend different businesses while remaining accurate, or repeat the same business while transferring incorrect details. Advertised “24/7,” “open” or weekend service supports stated availability, not real-time technician capacity. Evidence not retrieved is not necessarily absent from the public web.

Run 1 — exact supplied response

Reported date: July 26, 2026. Exact timestamp not captured. The following is the response text supplied for the observation.

For a burst pipe, you want a plumber that can dispatch immediately, handles residential emergencies, and is available on weekends. Based on current local listings and recent customer feedback, these are strong options:

1. GEI Plumbing Services

Phone: (281) 559-6903

Open: 24/7 (including Sunday)

Reviews: 4.9★ from about 199 reviews

Why it's a good fit: Specifically advertises 24/7 emergency residential plumbing, same-day service, and has consistently strong recent customer feedback for responsiveness during urgent leaks.

2. Abacus Plumbing, Air Conditioning & Electrical

Phone: (281) 215-3046

Open: 24/7, including weekends and holidays

Reviews: 4.5★ from about 531 reviews

Why it's a good fit: Large, established company with around-the-clock emergency dispatch and extensive experience handling burst pipes and water damage emergencies.

3. bluefrog Plumbing and Drain of West Houston

Phone: (832) 905-8640

Open: 24/7

Reviews: 4.9★ from about 850+ reviews

Why it's a good fit: Serves Sugar Land, offers emergency plumbing around the clock, and is consistently rated highly for fast response and professionalism. [Expertise]

4. Fuller Brothers Plumbing

Phone: (281) 729-8723

Reviews: 4.8★ from about 80 reviews

Why it's a good fit: Local Sugar Land company with customer reviews highlighting quick emergency leak response, transparent communication, and fair pricing. Weekend availability may vary, so call to confirm after-hours dispatch.

While you're waiting for the plumber:

- Shut off your home's main water supply if you haven't already.
- Turn off power to any areas where water is near electrical outlets or appliances if it's safe to do so.
- Move valuables away from the leak and use towels or buckets to limit water damage.

When you call, tell them:

- "I have a burst residential water pipe in Sugar Land."
- Whether the water is still flowing or the main shutoff is already off.
- Whether the pipe is inside a wall, ceiling, attic, or under a sink.
- Ask for the estimated arrival time and whether there is an after-hours emergency fee.

Exposed reference: <https://www.expertise.com/home-improvement/plumbing/texas/sugar-land>

Run 2 — complete retained structured transcription

Received July 26, 2026 at 09:04:52 CDT. Exact test timestamp was not captured. This section reproduces the complete retained structured record; it is not represented as a verbatim sentence-for-sentence export.

Captured candidate cards

Candidate card	Displayed rating / state
bluefrog Plumbing and Drain of West Houston	4.9 — Plumber — Open
Texas Plumbing and Drain Experts	5.0 — Plumber — Open
Top Quality Plumbing Services	5.0 — Plumber — Open
Doug Turner Plumbing Co.	3.1 — Plumber — Closed
Right Away Plumbing Services	5.0 — Plumber — Open
A1 Plus Electrical, Plumbing and Air Conditioning Repair	5.0 — Air conditioning repair service — Open
Santhoff Plumbing	4.9 — Plumber — Open
Santana Bros Plumbing	4.9 — Plumber — Open

Narrative recommendation set

Narrative recommendation	Retained claims
bluefrog Plumbing + Drain of West Houston	24/7 weekends; 832-905-8640; 4.9 / 850+; Expertise cited
Texas Plumbing & Drain Experts	Emergency service available that day; 346-258-7799; 5.0 / 150+; Expertise cited
Top Quality Plumbing Services	24/7; 281-916-4889; 5.0 / 440+; Expertise cited
Doug Turner Plumbing	281-201-6065; emergency Sugar Land burst-pipe service; favorable June 2026 Google reviews; company emergency/home pages cited

Other retained output

The answer prioritized bluefrog or Top Quality Plumbing Services. It also supplied the City of Sugar Land utilities emergency number, 281-275-2450, for a city water-main, meter or service-line emergency. An unexplained drdriplumbing.com URL appeared in the copied response. The copied candidate-card block appeared twice; the record treats this as a possible clipboard or accessibility-DOM duplication, not verified visible interface duplication.

Run 3 — screenshot and complete visible transcription

Raw supplied time: "9:16am on sunday july 26 20206." Normalized for analysis as July 26, 2026 at 09:16 CDT. The screenshot does not visibly establish login/incognito state or model label.

My pipe burst and I'm in Sugar Land, Texas. I need a plumber I can call now who handles emergency residential pipe repairs, works on weekends and has strong recent customer reviews. Who should I contact?

ER Plumbing Services

4.9

Expand

Fuller Brothers Plumbing

4.8

Sugar Land GEI Plumbing Services

4.5

GEI Plumbing Services Sugar Land

4.9 • Plumber

Open

Abacus Plumbing, Air Conditioning ...

4.5 • Plumber

Open

Give feedback

Since you have a burst pipe, I'd call a company that advertises **24/7 emergency residential service** and has a strong record of recent customer reviews. While you're waiting for the plumber, keep the main water shutoff closed and, if it's safe, turn off power to any water-affected electrical areas.

Here are some of the strongest options serving Sugar Land:

- GEI Plumbing Services**
 - Open now: 24/7 emergency service
 - Rating: 4.9/5 (199 reviews)
 - Phone: (281) 659-0903
 - Good fit for emergency residential pipe leaks and burst pipes, with same-day/emergency dispatch highlighted in customer feedback.
- Abacus Plumbing, Air Conditioning & Electrical**
 - Open now: 24/7 including weekends
 - Rating: 4.5/5 (631 reviews)
 - Phone: (281) 215-3048
 - Large, established company with dedicated emergency plumbing service covering Sugar Land neighborhoods.
- Fuller Brothers Plumbing**
 - Rating: 4.8/5 (80 reviews)
 - Phone: (281) 729-8723
 - Reviews frequently mention fast responses to active leaks and emergency plumbing situations, along with clear communication and transparent pricing.
- ER Plumbing Services**
 - Open now: 24/7
 - Rating: 4.9/5 (392 reviews)
 - Phone: (346) 258-6271
 - Serves Sugar Land and nearby areas, with many reviews highlighting responsiveness during urgent residential plumbing issues.
- S & B Plumbing**
 - Local Sugar Land company with a long history.
 - Rating: 4.6/5 (106 reviews)
 - Phone: (713) 360-0064
 - Community recommendations consistently describe them as honest and reliable, though their published weekend hours are more limited than the 24/7 providers. [Read more](#)

For your situation, I'd start with **GEI Plumbing Services** or **ER Plumbing Services** because they're open now, explicitly handle 24/7 emergency residential plumbing, and have excellent review scores.

When you call, mention:

- "I have a burst residential water pipe."
- Whether you've already shut off the main water.
- Whether water is actively leaking and if there's any flooding.
- Ask for the estimated arrival time and whether there's an after-hours or weekend emergency fee before authorizing the visit.

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Sources

Run 3 retained screenshot. Original dimensions: 492 × 958 pixels. SHA-256: 4d3d99b2248f7342736c77d99329d36ba07977402d71d11d2ec31f358267028e.

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Run 3 visible response transcription

Business	Visible answer claims
GEI Plumbing Services	Open now; 24/7 emergency; 4.9/5 (199 reviews); (281) 559-6903; emergency residential leaks and burst pipes
Abacus	Open now; 24/7 including weekends; 4.5/5 (531 reviews); (281) 215-3046; emergency service covering Sugar Land
Fuller Brothers	4.8/5 (80 reviews); (281) 729-8723; alleged fast leak response and transparent pricing; no visible 24/7 claim
ER Plumbing Services	Open now; 24/7; 4.9/5 (392 reviews); (346) 258-6271; Sugar Land and urgent residential plumbing
S & B Plumbing	4.6/5 (105 reviews); (713) 360-0064; local history; weekend hours described as more limited; visible citation pill appeared to read Reddit +1

Visible final shortlist

The answer recommended starting with GEI Plumbing Services and ER Plumbing Services because it described both as open, 24/7 emergency residential providers with excellent review scores. Those displayed claims remained subject to the source-class audit above.

Self-audit sequence

The follow-up sequence is part of the evidence because it demonstrates that a model correction can improve disclosure while still mutating the recommendation set or missing available evidence.

Pass	Material behavior	Independent assessment
First self-audit	Acknowledged unsupported details; replaced Fuller Brothers with S & B without disclosure; failed to locate accessible bluefrog pages	Invalid recommendation-set substitution; incomplete source audit; review-platform provenance unresolved
Second correction	Restored original four; resolved bluefrog phone conflict; then failed to retrieve the available Abacus Sugar Land emergency page	Set drift fixed, but retrieval remained incomplete and unnamed listing data remained non-durable

Audit controls derived from the sequence

1. Freeze and preserve the recommendation set before auditing.
2. Disclose every substitution.
3. Require exact URLs beside each material claim.
4. Distinguish “not retrieved” from “not publicly documented.”
5. Require original review-platform records for rating and total claims.
6. Preserve source conflicts rather than selecting a preferred value silently.
7. Human verification remains necessary after a model self-correction.

Evidence retention

The non-public editorial record retains the supplied Run 1 response, the retained Run 2 structured copied-output record, the Run 3 screenshot, source-page snapshots, response headers, final URLs, byte counts and SHA-256 hashes. Sixteen dated source snapshots returned HTTP 200 at capture time and their recorded hashes were validated. A dated successful retrieval proves what was captured during that pass; it does not establish timeless truth, real-time technician capacity or an unresolved original review-platform claim.

Selected source inventory and retention notes

URLs below were independently checked on July 26, 2026. The list identifies the main operational and platform sources used in the published article; the non-public evidence bundle retains the wider 16-snapshot manifest, response headers, final URLs, byte counts and hashes.

Source class / subject	URL	Access date
GEI Sugar Land	https://www.geiplumbingservices.com/service/plumber-in-suger-land/	2026-07-26
GEI home	https://www.geiplumbingservices.com/	2026-07-26
GEI contact	https://www.geiplumbingservices.com/contact/	2026-07-26
Abacus emergency	https://www.abacusplumbing.net/sugar-land/plumbing-services/emergency-plumbing/	2026-07-26
bluefrog Sugar Land	https://www.bluefrogplumbingwesthouston.com/plumbers-in-sugar-land-tx/	2026-07-26
Texas Plumbing & Drain Experts	https://plumbingexpertsoftexas.com/	2026-07-26
Top Quality Sugar Land	https://texasbestplumbingcompany.com/sugar-land-plumbing-service/	2026-07-26
Doug Turner home	https://www.dougturnerplumbing.com/	2026-07-26
ER Plumbing	https://www.erplumbingservice.com/	2026-07-26
S & B Plumbing	https://www.sandbplumbing.com/	2026-07-26
Dr. Drip	https://www.drdrifplumbing.com/	2026-07-26
OpenAI Publishers FAQ	https://help.openai.com/en/articles/12627856-publishers-and-developers-faq	2026-07-26
OpenAI ChatGPT Search	https://help.openai.com/en/articles/9237897-chatgpt-search	2026-07-26
Google local ranking	https://support.google.com/business/answer/7091?hl=en	2026-07-26

Source inventory limitations

A successful dated retrieval establishes what the audit could access during that pass. It does not prove that a mutable page, business detail, review total or platform behavior remains unchanged. Company-controlled review displays remain distinct from original review-platform records. Exact review provenance is unresolved where the answer did not expose the original profile URL.

Reproduction package

The retained package includes: the frozen prompt; the exact supplied Run 1 response; the complete retained Run 2 structured record; the Run 3 screenshot and visible transcription; the recommendation counting rule; the claim-verification rubric; source-class definitions; pairwise Jaccard calculations; claim-level verdicts; dated source snapshots; and evidence-retention notes. Runs 1 and 2 have no screenshot-equivalent capture, and no run retained a visible model label.

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