

Ariel Services, Inc. Points to Customer Feedback as New Company Website Expands Its Public Presence

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Ariel Services, Inc., a New York City-based plumbing and compliance company headquartered on Grand Street in Manhattan, said the recent launch of its company website has coincided with a period in which more property owners, building managers, and residents across the five boroughs are engaging with the company through its Google Business Profile, where customers have long shared feedback on completed work.

The company, founded in 1999 and led today by Licensed Master Plumber Ariel Mizrahi, has built its reputation over 26 years primarily through referrals from building superintendents and maintenance directors. Its new website, which outlines the company's core service offerings, is intended to give property owners and managers a more direct way to learn about the company before contacting it, a role that has traditionally been filled largely by referrals and word of mouth.

Recurring themes across the company's reviews include technicians arriving on the day a customer called, clear communication throughout a job, and a willingness to take on work that turns out to be more complicated than initially expected. A number of reviews reference the company's work through building superintendents and property managers, describing ongoing relationships rather than one-time service calls, consistent with the referral-driven approach the company has followed since its founding.

Ariel Mizrahi said the website launch has prompted the company to look more closely at the feedback it has accumulated over time.

"Putting together the website meant going back through years of the work we've done and how customers have described it," Ariel Mizrahi said. "That process reminded us how much of our business has been built one referral and one review at a time, rather than through any kind of large marketing push."

The company's core services include gas service restoration and leak repair, Local Law 152 gas piping

inspections, annual low-pressure boiler inspections, fire sprinkler inspections, backflow prevention testing, and Department of Buildings violation removal, all performed under the direction of a Licensed Master Plumber. The new website organizes information about each of these services for property owners and managers researching a provider for a specific compliance need.

Ariel Mizrahi said the company intends for the website to work alongside its existing referral network rather than replace it.

"A lot of our work still comes from someone recommending us to a neighbor or a colleague, and we don't expect that to change," Ariel Mizrahi said. "What the website adds is a way for someone who hasn't gotten a referral yet to find out what we do and see how past customers have described working with us."

The company said its five-borough service area means feedback comes from a range of building types and neighborhoods, from smaller multifamily properties to larger buildings managed by professional property management companies. Despite that variety, the company said the feedback it receives tends to focus on similar qualities, including technicians who communicate clearly about the scope of a job and follow through on the work required to bring a building back into compliance or resolve a plumbing issue.

Ariel Mizrahi said the consistency of that feedback across different boroughs and different types of jobs reflects an approach the company has tried to maintain since it was founded.

"Whether it's a straightforward repair or something more involved like a violation or an inspection, the goal has always been to do the work correctly and communicate clearly along the way," Ariel Mizrahi said. "The website is a new way for people to see that, but the approach behind it isn't new at all."

Ariel Mizrahi said the shift toward a more visible online presence has also meant paying closer attention to how the company responds when a customer raises a concern, rather than focusing solely on positive feedback.

"A website and a set of reviews only tell part of the story if a company only pays attention to the parts that make it look good," Ariel Mizrahi said. "We try to look at all of it, including the times something didn't go the way a customer expected, because that is usually where there is the most to learn."

The company said its approach to compliance work, including Local Law 152 gas piping inspections, annual boiler inspections, and Department of Buildings violation removal, has remained largely unchanged even as its public presence has grown. Ariel Mizrahi said the goal of the website and the company's broader communication efforts is to make that approach easier for property owners to understand before they ever place a call, rather than to change how the work itself is performed.

"The work doesn't change depending on how someone found us," Ariel Mizrahi said. "Whether a property owner was referred by their superintendent or found us through the website, they should expect the same process and the same attention to the permitting and inspection side of the job, not just the repair itself."

Ariel Services, Inc. is a Licensed Master Plumber-led plumbing and compliance company based in Manhattan, serving properties across Manhattan, Brooklyn, Queens, the Bronx, and Staten Island. The company provides gas service restoration and leak repair, Local Law 152 gas piping inspections, annual boiler inspections, fire sprinkler inspections, backflow prevention testing, and Department of Buildings violation removal services.

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Ariel Services, Inc.

Ariel Services, Inc., a master-licensed plumbing company in business since 1999, provides gas leak repair, DOB violation removal, and Local Law 152 inspections across Manhattan, Brooklyn, Queens, the Bronx, and Staten Island.

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