



What Families Actually Say About Home Care

An analysis of Google Reviews from home care agencies across the 30 largest US metros.

- National data — 30 metros analyzed
- 13,247 reviews classified
- 600 agencies reviewed
- 5 findings for home care agency owners



The Core Finding

Families praise caregiver quality most. They complain about communication most. And communication is the theme that varies most dramatically market to market.

Read on for the 5 big findings.



- 1 Caregiver quality dominates praise.
- 2 Communication failures drive most complaints.
- 3 Billing is the only theme where complaints outnumber praise.
- 4 Most agencies don't respond to negative reviews.
- 5 Communication quality varies more across markets than any other theme.



Families praise caregiver quality above everything else.

54.2% of all positive reviews are about caregiver quality — the highest of any theme by far. Families write about specific caregivers by name, describe moments of genuine connection, and credit individual caregivers with transforming their family's experience.

"BOTH OF MY PARENTS HAD THE DIGNITY TO PASS IN THEIR OWN HOME ONLY BECAUSE OF THE TEAM OF CAREGIVERS."



Communication failures drive most complaints.

28.2% of all negative reviews cite communication and responsiveness — the top complaint theme nationally. Families describe unanswered calls, unreturned messages, and agencies that go silent when problems arise.

"I CALLED THE AGENCY OVER THE WEEKEND WITH NO CALL BACK — I CALLED THE EMERGENCY NUMBER AFTER WITNESSING THE MISHANDLING WITH MY OWN EYES AND STILL NO CALL BACK."



Reliability is the second-biggest complaint and families feel it acutely.

24.8% of negative reviews cite reliability and consistency — no-shows, last-minute substitutions, and schedule changes that force family members to leave work. The emotional stakes are high because someone vulnerable is left without care.

"I HAD TO GET A PHONE CALL FROM MY CRYING MOTHER BECAUSE NO ONE HAD COME TO HELP HER."



Billing is the only theme where complaints outnumber praise.

Billing has a praise-to-complaint ratio of 0.80 — the only theme below 1.0. Families that encounter billing problems feel misled and powerless. Transparency here is a competitive differentiator, not a baseline expectation.

"TOTAL TRANSPARENCY ABOUT COSTS AND PROCESS — WE WOULD NOT BE STUCK IN A CONTRACT — NEVER ANY SURPRISE CHARGES."



4

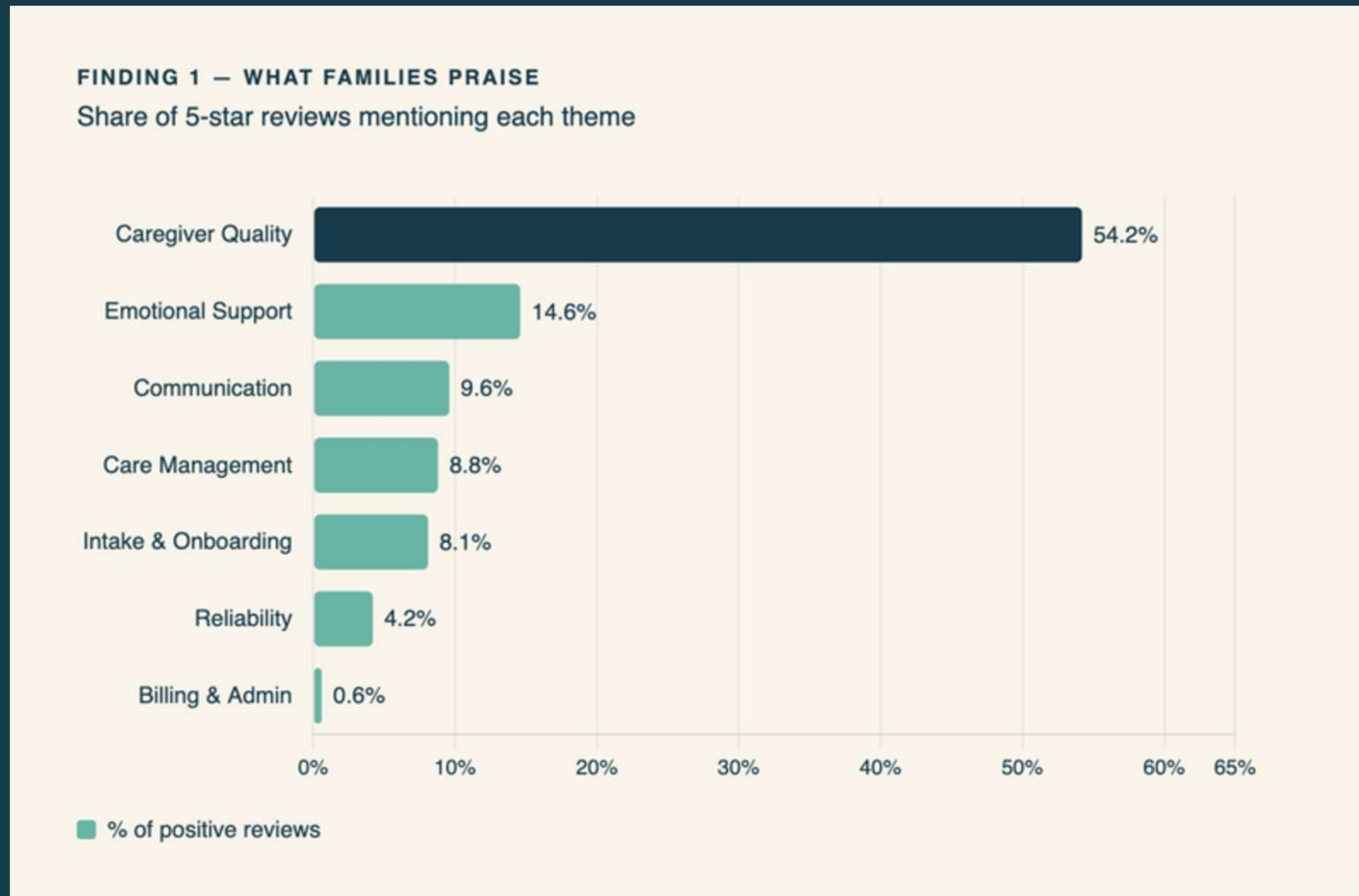
Most agencies don't respond to negative reviews.

Across 600 agencies and 13,247 reviews, only 28.4% of negative reviews received an owner response. Families researching agencies read these unanswered complaints and draw their own conclusions. A response — even an imperfect one — signals that someone is in charge and paying attention.



Finding 1: What Families Praise

Caregiver quality accounts for 54.2% of all positive reviews nationally — nearly double the next highest theme. Families write about caregivers by name, describe moments of genuine human connection, and credit individual caregivers with giving their loved ones back a sense of dignity.



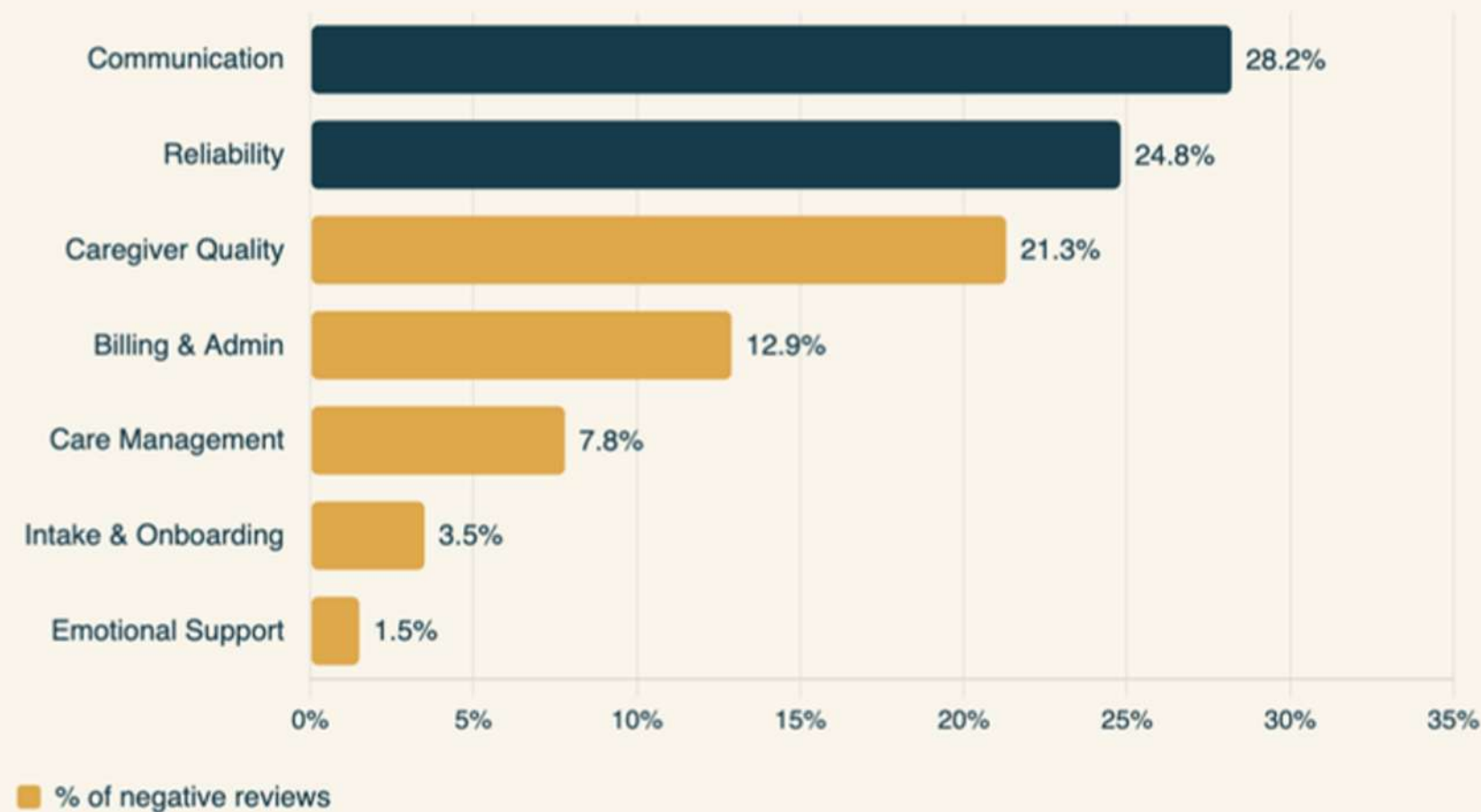
WHAT THIS MEANS FOR YOUR AGENCY

Your caregivers are your marketing. Their names appear in reviews more than any other element. Featuring real caregivers — with their permission — in your website and social content is the highest-ROI trust signal available to you.

Finding 2: What Actually Causes Complaints

Communication (28.2%) and reliability (24.8%) account for more than half of all negative reviews. Care quality — which most agencies focus their marketing on — represents only 21.3% of complaints. Families are more likely to leave a bad review about your phone system than your caregivers.

FINDING 2 — WHAT CAUSES COMPLAINTS
Share of 1–2 star reviews mentioning each theme



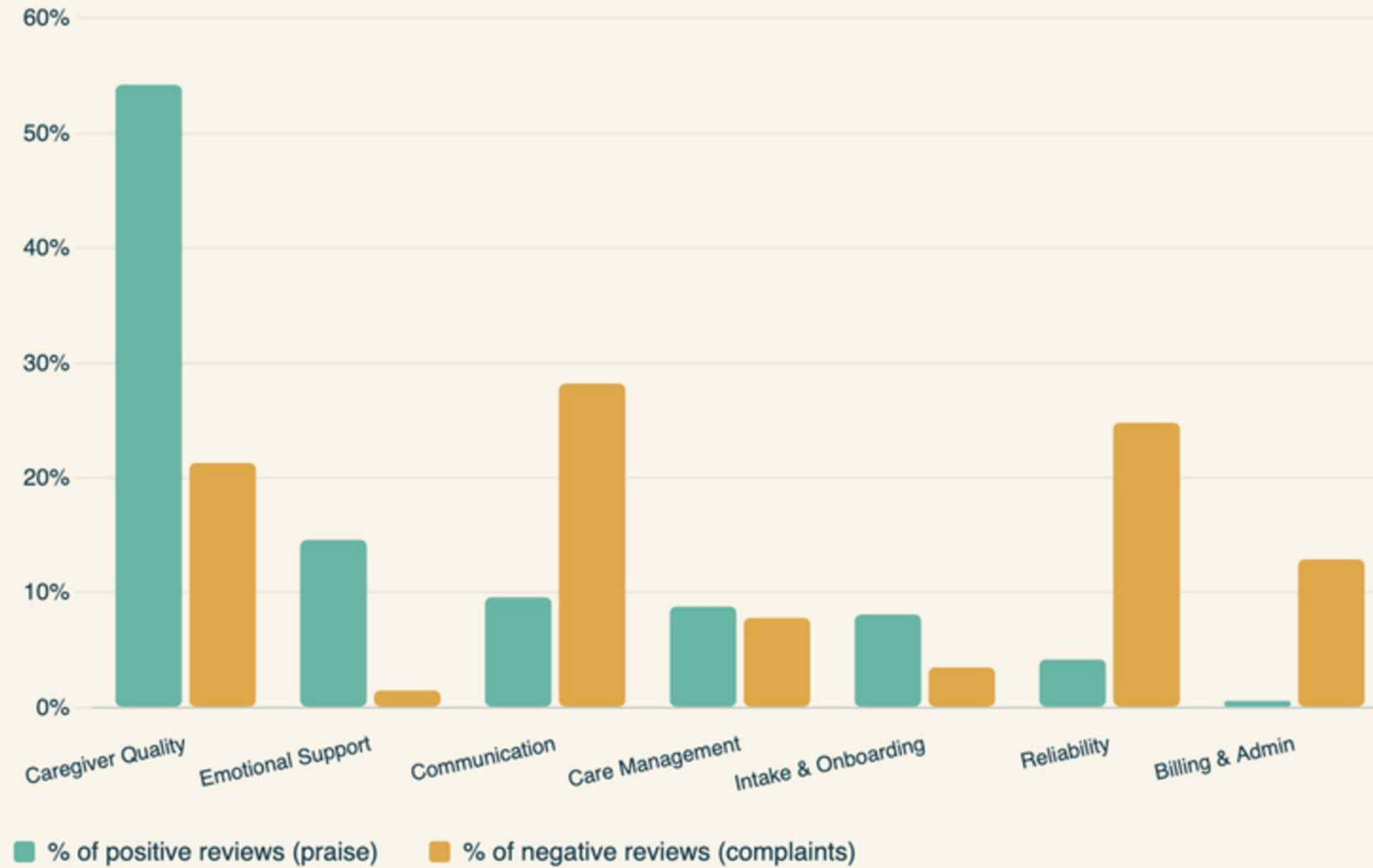
SEE THE BREAKDOWN OF PRAISE VS.
COMPLAINTS ON THE NEXT PAGE



NEGATIVE REVIEW THEMES — NATIONAL BREAKDOWN

FINDING 2 — NATIONAL BREAKDOWN

Praise vs. complaints by theme — % of reviews in each category



Finding 3: The Trust Signals Families Actually Use

When families write positive reviews, three themes dominate: caregiver quality (54.2%), emotional support (14.6%), and communication (9.6%). These are the signals families use to decide whether to trust an agency — and they're almost never what agencies lead with in their marketing.

FINDING 3 — TRUST SIGNALS FAMILIES ACTUALLY USE

Top themes in 5-star reviews — what families write when they trust an agency

54.2%

CAREGIVER QUALITY

"Both of my parents had the dignity to pass in their own home only because of the team of caregivers."

14.6%

EMOTIONAL SUPPORT

"Even in her passing, they stayed connected with us, helping to take care of final needs."

9.6%

COMMUNICATION

"I emailed Lisa one night at 10:00 and she responded by 11:30 PM — we had a plan in place within 24 hours."

Based on 11,143 positive reviews across 600 agencies in 30 US metros. May 2026.

3 TRUST SIGNALS WORTH ACTING ON NOW

1. Caregiver quality (54.2% of praise). Feature real caregivers by name.
2. Emotional support (14.6% of praise). Show how you make families feel, not just what you do.
3. Communication (9.6% of praise). Responsiveness is a differentiator — prove it.

Finding 4: The Response Gap

Only 28.4% of negative reviews received an owner response across 600 agencies nationally. 75% of agencies respond to at least some reviews — but almost none are consistently responding to their worst ones. Families researching agencies read unanswered complaints and draw their own conclusions.

FINDING 4 — THE RESPONSE GAP

Owner response rates across 600 agencies — 13,247 reviews analyzed

75%

of agencies respond
to *some* reviews

57.8%

of all reviews
receive a response

28.4%

of **negative** reviews
receive a response

RESPONSE RATE BY REVIEW TYPE

All reviews

57.8%

Negative reviews (1–2 stars)

28.4%

The reviews families read most carefully before making a decision are the ones agencies respond to least.

WHAT THIS MEANS FOR YOUR AGENCY

A response to a negative review — even an imperfect one — signals that someone is in charge and paying attention. Families comparing agencies will notice which ones show up in their reviews and which ones go silent. This is one of the lowest-effort, highest-visibility reputation moves available.

Your agency's next steps:

THIS WEEK

- Search your agency name on Google and read your last 10 reviews as if you were a family evaluating you for the first time.
- Identify every unanswered negative review and respond this week.

THIS MONTH

- Audit your intake process — how fast does your team respond to a new inquiry? Communication and responsiveness are the top complaint nationally.
- Ask three satisfied families for a Google review. Feature a caregiver by name in the ask.
- Review how your website talks about your caregivers. Do they have names and faces? They should.

THIS QUARTER

- Build a communication SLA — define how fast your team responds to inquiries, calls, and care concerns. Make it visible to families.
- Create a caregiver spotlight series for your website and social media.
- Review your billing communications. Are costs and processes explained clearly before families sign?

Want to know how your agency stacks up?

Take our free Home Care Growth Scorecard —
5 questions, 30 seconds, immediate results showing
exactly where your agency's growth gaps are.

GET YOUR SCORE

RaisedCare

GROWTH STRATEGY FOR HOME CARE AGENCIES

We bring two things most consultants don't: five years of experience working inside a home care agency, and original research — including a 2026 study conducted with the USC Leonard Davis School of Gerontology — on how families actually find and choose care. The result is strategy grounded in data and built for how home care actually works.

RaisedCare.com

