MIB Market Intelligence Report

Whitfield & Ames Family Law PLLC

November 09, 2026

Two high-priority items for Whitfield & Ames Family Law PLLC warrant action this week.

Intelligence Signals

🔴 HIGH PRIORITY

🔴 📌 **Queen City Divorce Law** Competitor's website (new fee page), checked this week

Published a flat fee for uncontested divorce, $1,250 plus court costs

Queen City Divorce Law added a page this week listing a $1,250 flat fee for an uncontested divorce, "court filing costs extra," with a short list of what the fee covers and a note that it does not apply if the case becomes contested. Most firms we watch near you say "call for a consultation" and give no figure. A person comparing three firms on a phone at night may call the one that named a number first.

> → **Action:** Do not match the figure. One firm publishing a price is not proof your callers want one. First look at your own intake log for the last 60 days: how many calls were about an uncontested divorce, and how many asked about cost before booking? If it is a real share, the cheapest step is a plain sentence on your existing divorce page about what a typical uncontested matter involves and what changes it. Any fee wording is subject to your state bar's advertising rules, so check them before you publish a number.

Sources: Competitor's website (new fee page), checked this week

🔴 📌 **Southpark Legal Partners** Google Business Profile review list, checked this week

9 new 5-star Google reviews in one day, 11 in the past 30 days

Southpark Legal Partners received 9 new 5-star Google reviews yesterday, 11 in the past 30 days against their usual 2 or 3 a month. Several of the new reviews are short and use similar wording. A burst this tight can follow a review-request push, but it can also

point to reviews that were asked for in exchange for something or screened first. Treat it as something to watch, not a model.

> → **Action:** Do not copy the burst. Family-law clients often prefer privacy, so ask only after a matter has closed, with a plain link, no gift or discount and no screening of who is asked. Never ask for a review that describes an outcome, and check your state bar's advertising rules on reviews. We will tell you if their count keeps jumping or if any of these reviews disappear.

Sources: Google Business Profile review list, checked this week

🟡 **MEDIUM PRIORITY**

🟡 🌐 **Mecklenburg Mediation & Family Law** Competitor's website (new page), checked this week

New page on collaborative divorce and mediation

🌐 **On their site**

Mecklenburg Mediation & Family Law published a page called "Divorce without court: mediation and collaborative divorce" this week, with a three-step outline, a "Is this right for us?" checklist and a button to book a first meeting. It is the only page of its kind among the five firms we watch near you. People who want to avoid a courtroom search for exactly these words, and a firm with no page for them is invisible to that search.

> → **Action:** Only you know whether your attorneys handle mediation or collaborative matters. If they do, one plain page in your own words, covering what the process is and who it fits, is enough to start; if they do not, adding one would promise work you do not offer, so leave it. Do not use a training or certification claim unless it is true and your state bar allows it.

Sources: Competitor's website (new page), checked this week

🟡 📌 **Providence Road Family Attorneys** Google Business Profile hours and the firm's contact page, checked this week

Now booking consults on weeknights until 8 pm and Saturday mornings

Providence Road Family Attorneys changed the hours on their Google profile and contact page this week. Phone and video consultations are now offered Tuesday and Thursday until 8 pm and on Saturday from 9 to noon. Before, their listing showed 8:30 to 5 on weekdays. Many people who are working through a separation can only talk after work or once the children are in bed, so a first meeting outside office hours may matter to them.

→ **Action:** Look at your own data before changing hours: how many calls to your office came in after 5 pm or on a weekend in the last 60 days, and what happened to them? If there are many, the cheapest step is one evening video slot a week on your existing consult calendar, taken by whoever already does consults. Do not hire for it unless the slot fills.

Sources: Google Business Profile hours and the firm's contact page, checked this week

🟢 LOW PRIORITY / FYI

🟢 📌 **Dilworth Family Law Group** Public job posting on a hiring site, checked this week

Hiring a bilingual paralegal who will send clients weekly status updates

Dilworth Family Law Group posted a job this week for a paralegal who speaks Spanish and English. The posting lists "a weekly status update to every active client" among the duties. It is the first time a firm near you has put client updates in writing as part of a job, and it fits what reviewers of two local firms keep complaining about.

→ **Action:** No hire needed on this alone. Check how your own clients hear about their case today: does everyone get an update on a set day, or only when they call? If it is only when they call, a short weekly note from whoever already works the file is the cheapest first step. We will tell you if the posting is taken down or the bilingual line appears on their website.

Sources: Public job posting on a hiring site, checked this week

⭐ Google reviews landscape

Where you stand on Google reputation vs. the competitors we monitor — star rating and total review count. More reviews = more inbound trust; a rising competitor is pulling ahead on social proof.

Business	Rating	Reviews
Southpark Legal Partners	4.8★	212
Whitfield & Ames Family Law PLLC (YOU)	4.7★	58
Mecklenburg Mediation & Family Law	4.6★	97
Dilworth Family Law Group	4.5★	84
Providence Road Family Attorneys	4.4★	131
Queen City Divorce Law	4.3★	168

💡 You rank #6 of 6 on review volume.

🗣️ What customers are saying

We read 58 of Whitfield & Ames Family Law PLLC's Google reviews and 150 reviews of 5 competitors — a sample, not their totals. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **explained every step** · 11 of the 58 we read
  "They walked me through what happens next, every time I called"
- **treated me with respect** · 6 of the 58 we read

What your customers complain about

- **billing statements were confusing** · 3 of the 58 we read
  "I did not understand the monthly statement"

What your website leads with — and whether reviewers mention it

- Free first consultation · mentioned in 2 of 58 reviews
- Evening appointments · mentioned in 1 of 58 reviews

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. "Possible" means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

> **Communication** — 11 of your reviews praise "explained every step"; 14 reviews at 2 competitors (Queen City Divorce Law, Providence Road Family Attorneys) complain about "never knew where my case stood", 10 of them from their lowest-rated.
> *Your reviewer: "They walked me through what happens next, every time I called"*

→ If that matches what you see, say it where people compare you — your Google Business Profile and your website. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Speed**: customers complain about "it dragged on" at 1 competitor, and 3 of your reviews raise "took longer than I expected" too.

Competitor by competitor — what their customers complain about

Queen City Divorce Law · 4.3★ · 168 reviews · we read 30
never knew where my case stood (8) — *"I never knew what was happening with my case until I called them"*

Providence Road Family Attorneys · 4.4★ · 131 reviews · we read 30
never knew where my case stood (6) — *"Weeks went by and nobody told me what the next step was"*

Mecklenburg Mediation & Family Law · 4.6★ · 97 reviews · we read 30
it dragged on (5)

Dilworth Family Law Group · 4.5★ · 84 reviews · we read 30

Southpark Legal Partners · 4.8★ · 212 reviews · we read 30

What competitors' customers praise

- **Spanish-speaking staff** · 5 reviews across 1 competitor

Replies to reviews

You replied to 7 of your last 22 reviews (1 of 3 rated 3★ or lower). In the competitor reviews we read, the typical competitor replied to 30%.

Worth asking your next few customers

- When you were choosing a family law firm, did hearing a price or a process up front matter?
- Was there a point in your matter when you wished you had heard from us sooner?

💬 You have 2 new reviews to respond to

No owner reply was showing when we checked.

For your profession we use a short, neutral reply that never confirms someone is a client or patient — edit before posting.

★★★★★ · Nov 7 · open on Google

“Professional and easy to reach. Thank you.”

Suggested reply

Thank you for taking the time to share your feedback. We truly appreciate it, and if you ever want to reach us, please call us.

★★★☆☆ · Nov 4 · open on Google

“It took a while to get a call back.”

Suggested reply

Thank you for your feedback. We take every comment seriously, and privacy rules keep us from discussing details online, so please call us and we will be glad to talk.

Suggested replies are drafts: read and edit before you post. We never post anything for you. Copy a reply into your Google Business Profile.

Monthly benchmark

November 2026: you and the rivals we track, side by side.

	Rating	Reviews	New 30d	Replies	Services
Whitfield & Ames Family L…	4.7 (±0)	58 (+4)	4 (+1)	32% (+5 pts)	4 (±0)
Queen City Divorce Law	4.3 (±0)	168 (+3)	3 (±0)	44% (-2 pts)	3 (±0)
Providence Road Family At…	4.4 (±0)	131 (+2)	2 (±0)	30% (-2 pts)	5 (±0)
Mecklenburg Mediation & F…	4.6 (±0)	97 (+2)	2 (+2)	20% (-2 pts)	7 (±0)

Dilworth Family Law Group	4.5 (±0)	84 (+1)	1 (+1)	15% (-2 pts)	4 (±0)
Southpark Legal Partners	4.8 (±0)	212 (+11)	11 (+8)	47% (-2 pts)	7 (±0)

Brackets: change from a month ago. New 30d: Google reviews added in the last 30 days. Replies: share of the latest reviews we read that have an owner reply. Services: services named on the website.

For your information: your Google listing

Your Google listing now shows different holiday hours than before: Thanksgiving Day and the day after are listed as closed. If that is right, no action is needed. If not, fix it in your Business Profile so customers are not turned away.

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