

Blackstone Avenue Bicycle Prospect Guide

13 verified stops · 3.8 mi one-way from Palm Plaza · 7.6 mi round trip · Live data June 2026

Every business was verified live on Google Maps in June 2026. Ratings, review counts, hours, and phone numbers are current as of that date. Check Google Maps before departing to verify hours. Ride south to north. Contreras Smog closes at 3PM — visit it early.

STARTING POINT

Palm Plaza Apartments, 1920 E Pontiac Way,
Fresno, CA 93726
Ride west 0.23 mi to Blackstone,
turn left (north)

3.8 miles one-way
including 10–15 min

YOUR FRONT
YARD

Stops 01–03 are within 0.27 miles of Palm Plaza. Stop 01 (Smileland Dental) is a 2-minute ride. The entire southern cluster (Stops 01–04) is within 0.67 miles of home. All 9 stops in the southern and mid-corridor are under 1.6 miles from your door.

■ Your phone	Pull up each business's Google listing before walking in — show them their own profile.
■ Printed audit cards	One half-page per stop showing their rating, review count, and one specific problem.
■ Your business card	Navigator's Log + your name + phone. Leave one whether they're interested or not.
■ Water	This is Fresno. Even 13 stops on a bike is a hot day's work.
■ A notepad	Write down what they said. Christopher needs the objections as much as the sign-ups.

SOUTHERN CLUSTER — Stops 01–04 · 0.23–0.67 mi from Palm Plaza

Stops 01–03 are essentially in your front yard — under 0.3 miles. Hit Contreras Smog (Stop 04, 0.67 mi) before 11AM — closes at 3PM.

STOP 01	Smileland Dental	Dental
3790 N Blackstone Ave	(559) 225-5437	Mon–Fri 9AM–6PM · Closed Sat/Sun
★★★★½ 4.9	270 reviews	● HIGH VALUE
		★★ MEDIUM GAP
DISTANCE	0.23 mi from Palm Plaza — ~1 min ride	
THE GAP	270 reviews at 4.9 stars. Posts thin. Kids-get-a-toy story in reviews never told in posts. Seasonal content missing.	
OPENING LINE	"Your reviews tell a story that your Google listing doesn't. That story is your best ad. We make sure Google shows it to every parent searching for a kids' dentist."	

STOP 02	Northgate Auto Repair	Auto Repair
3953 N Blackstone Ave	(559) 439-3306	Mon–Sat 8AM–5PM · Closed Sun
★★★★½ 4.6	30 reviews	● CALL FIRST
		★★★★ CRITICAL GAP
DISTANCE	0.21 mi from Palm Plaza — ~1 min ride	
THE GAP	30 reviews on Blackstone auto. Goodguys 200 yards away has 811. Every competitive search routes past Northgate.	
OPENING LINE	"You have 30 reviews. The shop 200 yards down the block has 811. That's not about quality — it's about who gets found first. We put you in that conversation."	

STOP 03	Maricela's Hair Beauty Salon	Hair Salon
4031 N Blackstone Ave	(323) 338-8417	Mon–Sat 10AM–6PM · Closed Sun
★★★★½ 4.5	8 reviews	● CALL FIRST
		★★★★ CRITICAL GAP
DISTANCE	0.27 mi from Palm Plaza — ~2 min ride	
THE GAP	8 reviews. 323 area code (LA) on a Fresno business — verify local number on arrival. Invisible for "salón de belleza Fresno" searches.	
OPENING LINE	"Eight people have told Google you're good. The next thousand haven't been asked. We build the system that asks them."	
■ NOTE	323 area code on a Fresno business is unusual — verify actual local number on arrival.	

STOP
04

Contreraz Smog & Auto Repair

Auto Repair

4444 N Blackstone Ave

(559) 244-0900

Mon–Fri 8AM–3PM · Sat 8AM–Noon ·
CLOSES EARLY

★★★★■ 4.0

211 reviews

● REPUTATION RECOVERY

★★★ REPUTATION ISSUE

DISTANCE

0.67 mi from Palm Plaza — ~4 min ride

THE GAP

4.0 stars with documented upsell complaints and unaddressed negative reviews. Most negative reviews have no response.

OPENING
LINE

"You have 211 reviews and a 4.0 rating. The reviews that are hurting you are sitting there unanswered. One good response to each changes what the next customer reads."

■ NOTE

CLOSES AT 3PM WEEKDAYS and noon Saturday — VISIT BEFORE 11AM. Approach operational issues carefully.

MID-CORRIDOR — Stops 05–09 · 1.07–1.56 mi from Palm Plaza

Highest density stretch. Five stops within 0.5 miles. Park the bike once and walk between stops 08 and 09 — same building cluster.

STOP 05 Posh Styling Salon Inc. Hair Salon	
4774 N Blackstone Ave	(559) 400-6966 Mon 10AM–5PM · Tue–Fri 10AM–7PM · Sat 10AM–5PM
★★★★½ 4.7 24 reviews	● CALL FIRST ★★★★★ CRITICAL GAP
DISTANCE	1.07 mi from Palm Plaza — ~6 min ride
THE GAP	24 reviews at 4.7. Tanya named in every review — personal identity is the conversion story and appears nowhere in GBP.
OPENING LINE	"Your clients are loyal to Tanya specifically. That's your competitive advantage. We make sure Google tells new clients that before they call someone else."

STOP 06 Snapp's Service Center Auto Repair	
4856 N Blackstone Ave	(559) 229-2495 Mon–Fri 7:30AM–5PM · CLOSED WEEKENDS
★★★★½ 4.9 77 reviews	● HIGH VALUE ★★★★★ HIGH GAP
DISTANCE	1.15 mi from Palm Plaza — ~7 min ride
THE GAP	4.9 stars — best-rated auto shop on this stretch. 77 reviews understates the quality. Kids waiting area mentioned repeatedly in reviews, never in GBP content.
OPENING LINE	"Your shop has a 4.9. That's almost unheard of in auto repair. The question is whether the 200 people searching for a mechanic this week can find you."

STOP 07 Evolution Hair Salon Hair Salon	
5130 N Blackstone Ave	No phone listed Tue–Sat 9AM–5PM · Closed Mon/Sun
★★★★■ 4.3 38 reviews	● SOLID TARGET ★★★★★ HIGH GAP
DISTANCE	1.50 mi from Palm Plaza — ~9 min ride
THE GAP	4.3 stars is below the 4.5 conversion threshold. No phone number on the GBP listing — costs appointments every week.
OPENING LINE	"You don't have a phone number on your Google listing. Every person who searches for your salon and wants to call gets nothing. That's the first thing we fix."
■ NOTE	No phone number visible on GBP — verify on arrival. Immediately fixable by Christopher within 24 hours of onboarding.

STOP 08 Quality HVAC Repair Fresno		HVAC	
5143 N Blackstone Ave		(559) 206-0420	Mon–Sun 7AM–8PM (7 days)
★★★★★ 5.0 2 reviews		● CALL FIRST	★★★★ CRITICAL GAP
DISTANCE	1.56 mi from Palm Plaza — ~9 min ride		
THE GAP	5.0 stars, 2 reviews, on Blackstone. Open 7 days a week. Essentially invisible for every "HVAC repair Fresno" search. The gap between quality and visibility is as large as it gets.		
OPENING LINE	<i>"Two reviews. Seven days a week. Every HVAC search on Blackstone right now — you are not in it. We fix that for \$125 a month. One job from Google pays for a year of our service."</i>		

STOP 09 SureGuard Pest Management		Pest Control	
5139 N Blackstone Ave		(559) 332-0540	Mon–Fri 8AM–4PM · Sat 8AM–5PM
★★★★■ 3.0 5 reviews		■ APPROACH WITH CAUTION	★★★ REPUTATION ISSUE
DISTANCE	1.55 mi from Palm Plaza — ~9 min ride		
THE GAP	3.0 stars, 5 reviews. One review describes persistent no-show service calls. May indicate operational problem rather than digital gap.		
OPENING LINE	<i>"I noticed your listing on Google — 3 stars is tough in this category. What's been happening with the business lately?"</i>		
■ NOTE	DO NOT lead with the pitch here. Listen first. Persistent no-shows suggest operational problems GBP management cannot fix.		

NORTH CLUSTER — Stops 10–13 · 2.75–3.14 mi from Palm Plaza

Higher-income area approaching Shaw Ave. The gap between Stop 09 and Stop 10 is 1.21 miles — the one meaningful gap in the route. Aram's and Snapp's are both weekday only.

STOP 10	Aram's Auto Repair Center	Auto Repair
6333 N Blackstone Ave	(559) 436-8436	Mon–Fri 7:30AM–5PM · CLOSED WEEKENDS
★★★★½ 4.5	349 reviews	● HIGH VALUE
DISTANCE	2.75 mi from Palm Plaza — ~16 min ride	
THE GAP	349 reviews. European vehicle specialization marketed generically. "Honest" and "transparent" appear throughout reviews but not in GBP description or posts.	
OPENING LINE	"Your reviews keep saying the word honest. BMW owners search specifically for honest European mechanics. That word should be the first thing Google shows about your shop."	

STOP 11	Kimberly & Co Salon	Hair Salon
6471 N Blackstone Ave	(559) 431-3100	Hours not listed on GBP — call before visiting
★★★★½ 4.8	5 reviews	● CALL FIRST
DISTANCE	2.94 mi from Palm Plaza — ~18 min ride	
THE GAP	5 reviews on a 4.8-star salon. Hours completely absent from GBP listing — every customer who searches to find out when they're open hits a wall.	
OPENING LINE	"Five people told Google you're excellent. Your hours aren't on your listing. Every person who looks you up to call hits a wall. That's a 10-minute fix."	
■ NOTE	No hours on GBP. Verify the shop is open before riding up — call first.	

STOP 12	AL's Auto Clinic	Auto Repair
6615 N Blackstone Ave #111	(559) 440-0490	Mon–Fri 8AM–5PM · Sat 8AM–4PM
★★★★■ 4.4	74 reviews	● SOLID TARGET
DISTANCE	3.11 mi from Palm Plaza — ~19 min ride	
THE GAP	74 reviews at 4.4. Reviews mention "Al personally greets customers at the door" — owner identity is the trust story and lives only in reviews, not in GBP.	
OPENING LINE	"Al, your name is in half your reviews. Your customers trust you specifically. That story should be the first thing Google shows about your shop."	

STOP 13		Fred's Auto Repair		Auto Repair	
6624 N Blackstone Ave		(559) 515-6612		Mon–Sat 8AM–5PM · Closed Sun	
★★★★½ 4.5		36 reviews		● CALL FIRST	★★★★ CRITICAL GAP
DISTANCE	3.13 mi from Palm Plaza — ~19 min ride				
THE GAP	36 reviews at 4.5. "Fred" mentioned in virtually every review. Customers drove from out of town. 36 reviews massively underrepresents the loyalty this shop has built.				
OPENING LINE	"Fred, every one of your reviews mentions you by name. Thirty-six people said that on Google. We make sure the next hundred customers find it."				

VISIT STRATEGY

TIMING

Leave at 8:30AM on a Tuesday, Wednesday, or Thursday. Hit Contreraz Smog (Stop 04) before 11AM — it closes at 3PM. Snapp's and Aram's are both weekday-only. Midweek 9–11AM is when owners are present and not yet buried in afternoon work.

THE APPROACH

Do not lead with the service. Lead with what you found. Pull up the business on Google Maps on your phone as you walk in. Show them their own listing. Then show them what a competitor's listing looks like. You are delivering a diagnostic, not a pitch.

The one sentence that opens every conversation:

"I was riding by and I noticed something on your Google listing that's probably costing you calls. Takes 30 seconds to show you."

WHEN THEY SAY NO

Leave a card. Write one specific finding from their listing on the back. "Your review count is 30 — call me when you're ready to fix it." That card sits on their desk and they think about it every time the phone is slow.