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Google Maps Data for Private Equity Deal Sourcing: Resolution

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In this article

1. Executive Summary
2. Introduction and Background
3. Key Changes
4. Classifying Listings Before Company Matching
5. Resolving Locations Into Legal Entities and Target Groups
6. Implementation Considerations and Process Changes
7. Data Analysis and Evidence
8. Case Studies and Real-World Examples
9. Implications and Future Directions
10. Conclusion

Executive Summary

Google Maps data for private equity deal sourcing should be treated as place-oriented discovery that requires reconciliation before a company enters an accepted target universe. A map profile, a physical establishment, a practitioner or department, a legal operator, and an analyst-defined target group are different objects. Census distinguishes establishments from enterprises under common control. Counting returned profiles as acquisition candidates therefore skips the core identity decision. (www.census.gov)

The recommended sequence is **classify, verify, link, and review**. Classify each observation as a firm candidate, branch, franchise location, department, practitioner, service-area business, co-located operation, moved/closed observation, or unresolved record. Verify the operator using appropriately scoped website, registry, and license evidence. The SBA distinguishes legal, trade, trademark, and domain-name registrations; CMS distinguishes individual from organizational provider identifiers. Shared labels or professional records cannot carry the entire company-resolution decision. (www.sba.gov) (www.cms.gov)

Keep parent relationships distinct from identity. GLEIF's parent data concerns accounting-consolidation relationships and documents exceptions to parent reporting. Missing parent data should stay an open question. Matching success also requires independent evaluation: ONS distinguishes precision and recall from match rates, which do not establish linkage quality. Report **returned profiles, accepted establishments, verified legal operators, and eligible target groups** separately. (www.gleif.org) (www.ons.gov.uk)

The documented search surface is bounded: Text Search currently specifies **60 results across all pages**. (developers.google.com) Google's recommendation to refresh Place IDs older than **12 months** is a source-key maintenance rule, not an ownership-refresh standard. (developers.google.com) Nor does entity resolution authorize collection or storage: Maps Platform terms restrict extraction. Assess the applicable agreement before populating or exporting the worksheet. (cloud.google.com) The practical handoff is a set of accepted identities with dated evidence and visible gaps. Analysts should be able to reconstruct why a record was accepted, linked, split, or held unresolved, and revise that decision without losing its source history.

Introduction and Background

Using **Google Maps data for private equity deal sourcing** requires a decision about the object behind each result. An origination team needs to know which businesses fit its acquisition mandate. A listing, an operating site, and an enterprise are different counting units. The U.S. Census Bureau defines an establishment around a fixed physical location and a firm around establishments under enterprise control. (www.census.gov)

That distinction matters in home services, specialty retail, clinics, and other location-heavy sectors. A business may operate several sites; the World Wide Web Consortium (W3C) Organization Ontology explicitly models organizations separately from sites. Conversely, a recognizable trading name need not identify one business: the Small Business Administration (SBA) notes that multiple businesses can use the same doing-business-as (DBA) name within a state. (www.w3.org) (www.sba.gov)

This report proposes a **pin-to-firm reconciliation protocol** for discovery records that the team is entitled to collect, process, and retain. Its output is a documented disposition: accept an identity, link related objects, split a mistaken combination, exclude an ineligible object, or leave the record unresolved. The protocol is an analytical recommendation, not a Google classification or an ownership certification. It preserves source identifiers separately from the relationships inferred between records, a design consistent with Statistics Canada's linkage-key model. (www150.statcan.gc.ca)

The intended decision is narrower than building a complete industry map: does this result describe a distinct acquisition candidate, a branch, a practitioner, a department, a franchise operator, or something still unknown? It also differs from merely choosing an identifier. Official identifiers have scopes: an Electronic Data Gathering, Analysis, and Retrieval (EDGAR) Central Index Key (CIK), for example, identifies a filer account. (www.sec.gov)

The relevant service comparison is between discovery output and accepted research. **Docket** describes identity checking before detailed research through Triage; that is a first-party description of its workflow, rather than evidence that any particular listing has been resolved. The same evidentiary test should apply to an internal analyst, an automated matching system, or a managed provider.

Key Changes

Replace one-row-one-company with separate objects

Google Places entity resolution should begin with object typing. Google says the same place can have multiple Place IDs. Its profile rules also accommodate individual practitioners and departments within larger organizations. Neither observation supports converting every returned record into a company. (developers.google.com) (support.google.com)

Table 1 defines the proposed objects and the boundaries on what each can establish. The target group is an analyst-defined research object; it does not replace the other records.

Object	What the record represents	Safe claim or action	Unsafe shortcut
Place/profile	A source-system representation of a place	Preserve the source key and observation context	Treat its key as a legal company identifier
Establishment	An operating physical site	Count a verified site separately from its operator; Census uses the physical-location concept. (www.census.gov)	Count every site as an independent target
Practitioner/department	A professional or operating unit	Classify separately before entity matching; healthcare identifiers distinguish individuals from organizations. (www.cms.gov)	Assume that every professional record is a separately incorporated practice
Legal entity or legal operator	The legally relevant person or organization	Use jurisdiction-specific evidence; UK incorporation guidance describes a company as having separate legal identity. (www.gov.uk)	Assume every business must be a corporation
Target group	The mandate's chosen commercial grouping	Link its members and document the grouping rationale	Present an analyst grouping as a verified legal parent

The matrix permits different counts without treating them as contradictory. The Bureau of Labor Statistics (BLS) likewise distinguishes a firm from the establishments it contains. A site count and a firm count can both be correct while answering different questions. (www.bls.gov)

Make permissions a collection prerequisite

Reconciliation does not confer permission to acquire or retain data. Google's general Maps Platform terms restrict exporting, extracting, or scraping Maps Content outside the services. The proposed workflow therefore needs a permitted-use assessment before procurement or ingestion, including the intended database, displays, exports, and downstream research. It is not an endorsement of bulk extraction. (cloud.google.com)

Storage exceptions must remain field-specific. Google's Places policy expressly allows indefinite storage of Place IDs. Separately, the non-European Economic Area service-specific terms permit temporary caching of Places latitude and longitude for up to **30 consecutive calendar days**. That coordinate exception is not blanket permission to keep addresses, phones, reviews, or other returned content. (developers.google.com) (cloud.google.com)

Review the applicable regional agreement with qualified counsel. Google's European Economic Area (EEA) terms include an exception for qualifying pre-existing, unmodified integrations, so geography alone is insufficient to summarize every customer's position. Record the agreement and integration context actually assessed. (cloud.google.com)

Separate identities, relationships, and uncertainty

An entity's identity and its relationships need different evidence. The Global Legal Entity Identifier Foundation (GLEIF) provides official-name and registered-address information, while its parent data concerns **direct and ultimate accounting consolidating parents**. Those specific parent definitions should survive the import.

(www.gleif.org)

Missing parent information is not proof of independence. GLEIF documents reporting exceptions, including parent entities without a Legal Entity Identifier (LEI). An unresolved ownership field should therefore stay unresolved until appropriate evidence supports a different answer. (www.gleif.org)

Classifying Listings Before Company Matching

Classify the observation before normalizing it into a master company record. Google's representation rules allow organization, practitioner, department, independently operated co-located brand, and franchise-related profiles. Their existence explains why a listing's visible label cannot settle the ownership question. (support.google.com)

Use the following proposed review classes. They determine the next research action, not an automatic finding about legal status:

- **Single-location firm candidate:** seek evidence that the listed operation has one identified site and a resolved operator. Avoid converting absence of other discovered sites into proof of single-location status.
- **Branch candidate:** preserve the establishment and research its operator. Shared branding creates a search lead, not permission to merge the sites or their legal entities.
- **Franchise location:** record the brand separately from the outlet operator. Seek a dated franchisee or operator record before grouping locations by ownership.
- **Department:** test whether the unit is part of an organization rather than a separate acquisition candidate. Retain the department's services as unit-level evidence.
- **Practitioner:** distinguish the professional, the employing or contracting organization, and the physical practice. Do not transfer a professional's attributes automatically to a clinic group.
- **Service-area business:** resolve the operator without inventing a customer-facing storefront or counting its territory as several establishments.
- **Co-located business:** preserve suite, unit, business name, and relationship evidence. Sharing a building is a review condition, not a merger instruction.
- **Closed or moved observation:** investigate continuity, effective dates, and the current operation before excluding the company itself.
- **Unresolved record:** retain the precise open question, searches attempted, and next evidence needed. Keep it outside accepted target counts.

Service-area profiles require particular care. Google's guidance tells businesses that do not serve customers at their address to remove the address and provide their service area. A hidden address therefore cannot, by itself, justify an exclusion for lacking premises. (support.google.com)

Franchise evidence also needs a separate workflow. Federal Trade Commission (FTC) staff guidance describes Franchise Disclosure Document (FDD) Item 20 information on franchisees and outlet contacts. That can guide operator research, while the same guidance recognizes franchise models without a physical outlet. Neither the brand's total footprint nor a list of map pins is automatically a franchisee-company count. (search.ftc.gov)

Legal form should remain open at this stage. The SBA explains that a sole proprietorship does not create a separate business entity. California's Secretary of State similarly says sole proprietorships are not registered there. A failed corporate-registry lookup therefore leaves more than one possible explanation. (www.sba.gov) (www.sos.ca.gov)

For clinics, consult the relevant regulator and enrollment system rather than guessing from a practitioner's name. Centers for Medicare & Medicaid Services (CMS) enrollment guidance distinguishes individual and organizational National Provider Identifiers (NPIs), and describes several organizational legal structures. These are useful classification inputs, not interchangeable labels for a site or target group. (www.cms.gov)

Treat ratings, review counts, categories, verification indicators, and opening hours as discovery or operating attributes. This protocol gives none of them authority to establish legal identity, common ownership, financial scale, quality, acquisition eligibility, or willingness to sell. Those are separate research questions with separate acceptance rules.

Resolving Locations Into Legal Entities and Target Groups

Follow evidence upward from the listed operation

To **match Google Maps locations to companies**, research the website associated with the observation, then inspect location pages, terms, privacy notices, legal footers, and jurisdiction-specific records. A footer is a candidate assertion about an operator; match its scope to the specific site. The Internal Revenue Service (IRS) explicitly separates a trade name from the legal-name field in Form SS-4 instructions. (www.irs.gov)

Use a staged evidence ladder:

- **Website-to-location:** establish that a page actually describes the observed operation. Record the precise location-page URL, not merely a shared homepage.
- **Location-to-operator:** identify the named person or entity responsible for that site. Preserve the wording and any limitation on the page's scope.
- **Operator-to-registry:** verify the issuing authority, jurisdiction, identifier, and entity type. A California entity number is assigned on specified state registration events; it is not a worldwide identifier. (www.sos.ca.gov)
- **Operator-to-license:** check whether the relevant license belongs to an individual or an organization. California's public license files explicitly distinguish those categories. (www.dca.ca.gov)
- **Entity-to-group:** document the specific relationship and date before assigning an origination grouping. An accounting parent, franchise relationship, and common trading name require different labels. (www.gleif.org)

Keep negative findings narrow. California's business-information guidance states that ownership and associated-business information are not generally part of its entity records. Its registration system also does not issue business licenses. An identity-confirming registry result can therefore leave both ownership and operating authorization unanswered. (www.sos.ca.gov)

International records need their own field definitions. UK incorporation certificates include the company's registered number, while registered offices can use qualifying agent or third-party addresses. An exact registered-office address match therefore needs interpretation before it is used to connect operating sites. (www.gov.uk)

For businesses selling to the U.S. government, the General Services Administration (GSA) describes the **Unique Entity Identifier (UEI)** as the authoritative identifier in that federal-business context. Preserve that scope instead of treating it as a universal corporate formation number. Open Ownership's identifier guidance similarly separates identifiers from their schemes. (www.gsa.gov) (standard.openownership.org)

Make a relationship graph rather than a flat parent field

The proposed minimum graph is `profile_describes establishment`, `establishment_operated_by entity`, and `entity_part_of target_group`. Add distinct relationships for practitioner affiliation, department membership, franchise arrangements, and successive locations. W3C's Organization Ontology provides a useful precedent for keeping sites and organizations distinct. (www.w3.org)

Each relationship needs a source, quoted supporting passage, observation date, asserted effective date when available, and status. Open Ownership distinguishes when information is claimed true from when a statement is published. Keeping those dates separate prevents a newly collected old announcement from becoming evidence of a newly changed parent. (standard.openownership.org)

Preserve disagreements as competing claims. A current location page may identify an operator differently from an older record. Research should determine whether the difference reflects timing, legal form, a relationship, or a mistaken match. Do not select a survivor merely because its spelling resembles the listing more closely.

Tax identifiers illustrate why scope matters. IRS instructions generally allow a sole proprietor one Employer Identification Number (EIN) despite multiple businesses or trade names, while each corporation in an affiliated group needs its own EIN. Neither an EIN count nor a trading-name count can substitute mechanically for the number of acquisition target groups. (www.irs.gov)

Implementation Considerations and Process Changes

Capture provenance without assuming retention rights

Use the worksheet below as a **copyable CSV header**: save the permitted fields in a spreadsheet as `pin-to-firm.csv`. It is a schema, not authorization to populate every column from Google. Independently sourced contact or identity evidence should carry its own provenance and permitted-use assessment. W3C's provenance model supports tracing derived records back to source entities. (www.w3.org)

```
record_id,raw_listing_id,query,geography,locale,collected_at,source_method,terms_checked_at,retention_rule,object_class,address,address_role,website,phone,brand,establishment_id,legal_entity,entity_id,registry_authority,registry_id,target_group_id,evidence_url,evidence_excerpt,evidence_observed_at,disposition,review_reason,reviewer,rule_version
```

For this proposed schema, assign stable internal keys to each object: `record_id` for the profile observation or other classified record, `establishment_id` for the site, `entity_id` for the resolved operator, and `target_group_id` for the analyst-defined group. Keep `legal_entity` as the operator's display name and `registry_id` as the authority-scoped source identifier. Reuse an object's internal key across observations that refer to that same object. Populate the row-level `target_group_id` only when there is one accepted group; otherwise leave it blank and record all group associations in the companion table.

Save the following companion header as `pin-to-firm-relationships.csv`. Move relationship-specific claims out of the observation row and into this table, with one row per directed relationship claim. Record multiple associations, competing claims, and historical relationships as separate rows rather than overwriting an existing association.

```
relationship_id,source_object_type,source_object_id,target_object_type,target_object_id,relationship_type,relationship_status,evidence_url,evidence_excerpt,evidence_observed_at,evidence_published_at,relationship_effective_at,relationship_ended_at,reviewer,rule_version
```

Use the endpoint types and IDs to make each link explicit: `profile_describes` runs from a profile's `record_id` to an `establishment_id`; `establishment_operated_by` runs from an `establishment_id` to an `entity_id`; and `entity_part_of` runs from an `entity_id` to a `target_group_id`. Add separately typed links for the other relationships described above. Use `relationship_status` to distinguish accepted, inferred, pending, and rejected claims. Attach the supporting URL and verbatim excerpt to the relationship they support, and distinguish observation, publication, and effective dates. Leave unknown dates blank rather than inferring them from collection time.

Keep a query-level collection record alongside row-level evidence. If using an authorized Places integration, select returned fields deliberately: the API requires a response field mask. Include the API version, geographic restrictions or bias, requested language, pagination state, and collection time in the run manifest. Do not describe a discovery run as an exhaustive census. (developers.google.com)

Implement the following controls:

- **Source lineage:** preserve the source record key separately from the internal establishment and entity keys. Statistics Canada's linkage model maintains source identifiers and their associations. (www150.statcan.gc.ca)
- **Address roles:** label operating, mailing, registered-office, and service-area information separately. IRS physical-address instructions exclude post-office boxes. (www.irs.gov)
- **Unit preservation:** keep suites and secondary units during normalization. United States Postal Service (USPS) addressing guidance specifically includes secondary-unit designators. (pe.usps.com)
- **Normalization history:** retain original and normalized values where permitted. USPS suffix standards can improve comparison consistency without establishing ownership. (pe.usps.com)
- **Display checks:** document the applicable attribution requirements before displaying returned content.
- **Date semantics:** separate collection time, publication time, effective time, and next review date. (standard.openownership.org)
- **Stable internal keys:** never recycle an internal ID for another object, consistent with Open Ownership's record-identifier guidance. (standard.openownership.org)

- **Decision history:** record accept, link, split, exclude, and unresolved events with their evidence and rule version. Preserve a reversible association between inputs and outputs. (www.w3.org)

Deduplicate conservatively, then route exceptions

To **deduplicate Google Places business records**, first distinguish duplicate source observations from duplicate establishments and duplicate entities. Exact source-key agreement can associate observations, but the underlying legal entity still needs its own evidence. Census itself describes using numeric establishment identifiers alongside probabilistic name-and-address matching. (www.census.gov)

Use normalized name, address, phone, and domain to generate candidate pairs. Keep location-page paths and suite numbers available for review rather than collapsing everything to a root domain or building centroid. The Office for National Statistics (ONS) warns that excessive standardization can make linkage worse. (www.ons.gov.uk)

Set different acceptance rules for each object type. An establishment match should not silently become a legal-entity merge. Statistics Canada describes probabilistic matching with a middle region resolved manually; ONS likewise describes clerical review for ambiguous matches. Calibrate the actual rules on labeled cases from the mandate rather than adopting an unsupported universal score. (www150.statcan.gc.ca) (www.ons.gov.uk)

For operating-model selection, *Table 2* compares what each route supplies. Vendor descriptions are attributed claims, not independent measurements of record accuracy, legal ownership, or collection permissions.

Route	Documented output or model	Acceptance work still required
Google Places API	Place-oriented discovery with specified response fields. (developers.google.com)	Check permitted use, classify objects, and independently verify entity relationships
Outscraper	Vendor-advertised Maps business exports. (outscraper.com)	Assess source method and rights; verify establishment and operator identities
Apify Maps Scraper	Vendor-advertised extraction and export workflow. (apify.com)	Inspect exported field meaning, permissions, and unresolved ownership
Docket	Self-serve or analyst-managed target research; its documented stages cover identity, collection, and evidence review.	Require source-supported dispositions and explicit gaps for the specific mandate

The relevant comparison is accepted research at the object level. An export can supply candidates, while an identity-checking service still needs evidence for each accepted relationship. Nothing in the comparison makes a provider's workflow a substitute for assessing the proposed use of source content.

Data Analysis and Evidence

Published limits describe the search surface

As checked for this **2026** report, Google's Text Search documentation states a maximum of **60 results across all pages**, subject to change. Nearby Search permits **1 to 20** results per request. These are interface limits, not observations of the number of businesses in the searched market. Reaching a limit should flag a bounded

result set, not certify local completeness. (developers.google.com)

Collection comparisons should hold query language, geography, ranking, and timing constant where possible. Record changes explicitly and keep comparisons between runs conditional on their parameters. Even well-controlled discovery cannot answer ownership questions that the returned unit does not represent.

Other public lookups can also be bounded. Texas's Sales Taxpayer Search limits results to **200 taxpayers** and says it is not designed to enumerate every permit holder in a city or ZIP code. A registry or official search tool should be assessed on its documented scope, not assumed complete merely because it is governmental. (comptroller.texas.gov)

The quantitative evidence supports a reconciliation dashboard, not an invented market-size estimate. BLS defines establishment industry by the establishment's primary activity. Matching a Maps category to an industry code therefore also requires a classification judgment before comparing statistical counts. (www.bls.gov) The World Bank's alternative-data methodology warns of nonrepresentative and digital bias, reinforcing the need to test discovery sources against appropriately scoped external evidence. (documents1.worldbank.org)

Define each denominator before reporting a rate

Report these counts separately:

- **Returned profiles:** observations within the documented discovery run, before deduplication.
- **Deduplicated establishments:** accepted physical operating sites, with non-site observations separately classified.
- **Verified legal operators/entities:** distinct resolved operators using the appropriate jurisdiction and legal form.
- **Eligible target groups:** analyst-defined acquisition groupings passing the stated mandate and evidence requirements.

The establishment-versus-firm distinction is grounded in Census definitions; target eligibility is an additional analytical decision. Do not divide groups by establishment counts and label the result market coverage. (www.census.gov)

Define **duplicate-review rate** as candidate clusters requiring human review divided by imported profiles. This is a workload ratio, whose numerator counts clusters and denominator counts rows. Define **resolution yield** as eligible profiles assigned to an accepted establishment or legal operator divided by eligible profiles. Report whether establishment-only resolution qualifies, so a later change cannot quietly improve the metric.

For both ratios, publish the unit and exclusion rules. Neither measures matching correctness. ONS explicitly cautions that match rates do not indicate linkage quality. **Precision** measures the share of accepted links that are true matches; **recall** measures the share of all true matches found. Those require a reference set or a defensible evaluation design, rather than a count of completed spreadsheet cells. (www.ons.gov.uk)

No transferable Maps-to-PE-company accuracy estimate was established in this research. A claimed resolution percentage should therefore be treated as a batch-specific operating metric unless accompanied by labeled test cases, sampling method, adjudication rules, and uncertainty. Statistics Canada's combination of

multiple identifiers is a methodological precedent, not a published performance guarantee for this workflow. (www150.statcan.gc.ca)

Case Studies and Real-World Examples

Pin-to-firm dispositions (Hypothetical Example)

The following example is wholly fictional. Company labels, identifiers, evidence, and counts are invented to demonstrate the proposed protocol; they are not reported results or acquisition candidates. Its arithmetic is calculated from the stipulated inputs below.

Suppose a specialty-service search produces **120 profiles**. Twelve practitioner or department profiles are ineligible under the fictional mandate. After identifying **24 duplicate profile rows**, the remaining observations describe **84 candidate establishments**; **72** become accepted establishments, while **12** remain unresolved. The accepted sites map to **48 verified legal operators**, subsequently arranged into **41 eligible target groups** under the fictional mandate.

Table 3 illustrates selected decisions within that batch. Its evidence column stipulates what a reviewer would need to have retrieved; it does not assert the existence of any underlying public record.

Fictional observations	Stipulated evidence	Disposition	Counting consequence
Two profiles describe Example Site A	Same current site and independently verified operator	**Accept** the site match; preserve both source IDs	One establishment, one operator
Example Sites B and C have different addresses	Location pages and registry evidence identify one operator	**Link** both sites to that operator	Two establishments, one entity
Example Brand D appears at separate outlets	Local evidence identifies different franchise operators	**Split** the earlier brand-level combination	Separate entities; group only with additional evidence
Example Practitioner E works inside Example Clinic F	Professional and organization records are separately identified	**Link** affiliation; do not merge the people and organization	Practitioner observation adds no automatic company
Example Site G has conflicting operator names	Current and historical evidence cannot yet be reconciled	**Unresolved** with a named review question	Excluded from accepted operator totals

These dispositions preserve information that a single deduplication flag would lose. A successful site match need not settle ownership, and a resolved entity can remain outside the mandate. Keep decisions tied to their supporting observations rather than deriving every count from a single master-row total.

Assume **24 clusters** need human review. The proposed duplicate-review rate is **24 / 120 = 20%**. If **96 of 108 eligible profiles** obtain an accepted establishment or operator assignment, resolution yield is **88.9%**, rounded. Twelve profiles were ineligible under the stated fictional rules; the other twelve eligible profiles remain unresolved. Multiple profiles may legitimately map to an accepted site.

Those calculated rates do not establish coverage or precision. They describe this invented batch. Publish the four counts alongside the rates, and disclose which observations were excluded from eligibility rather than letting excluded rows disappear.

Moves need a separate continuity check in an actual implementation. Google's Place Details documentation says successive moved-place references can point to the next location rather than the final one. Follow the documented chain as permitted, then verify the operator independently before carrying historical evidence forward. (developers.google.com)

Implications and Future Directions

The practical deliverable is an **evidence-backed target graph**, with unresolved nodes still visible. The methodology should remain explicit about which relationships are accepted, which are inferred, and which are pending. GLEIF's documented parent-reporting exceptions provide a useful reminder that a blank relationship field has several possible explanations. (www.gleif.org)

Public facility systems offer a relevant design precedent. The Environmental Protection Agency's Facility Registry Service (FRS) links program records to an FRS identifier, while its documentation warns that submitted updates do not appear immediately. This is evidence of a site-reconciliation architecture with source timing, not a universal corporate-ownership database. (www.epa.gov)

Research leads should assign operational ownership to the following controls:

- **Permissions gate:** document the permitted collection, retention, display, and export model before activating ingestion.
- **Classification owner:** approve the profile-to-object taxonomy and decide how non-site records affect reported counts.
- **Identity reviewer:** adjudicate uncertain operators and preserve conflicts rather than forcing a name match.
- **Group reviewer:** distinguish accounting parents, franchise relationships, and mandate-specific groupings.
- **Release owner:** verify that each accepted target has current evidence for the specific claim being handed to the deal team.

Refresh source keys and business claims separately. The source-key maintenance recommendation discussed above should not become a company-ownership freshness standard. A new source-key check should not reset the verification date on an older ownership finding. Record exactly which field was observed and which earlier claims still require review.

Date the evidence and distinguish a missing result from an independently confirmed business closure. For state records, Texas describes returned status as reflecting its records at query time. (comptroller.texas.gov) Build the next review queue from unresolved claims and dated evidence rather than assuming a missing row is a resolved exclusion.

Keep downstream outreach as a separately approved workflow. An accepted identity means the research has met its stated evidence rule. It does not establish owner interest, transaction availability, or deal success. The next analytical improvement should come from adjudicated matching errors and clearer object definitions, with enough history to revise earlier decisions.

Conclusion

Google Maps business data enrichment is useful to acquisition research when it is treated as a controlled transition between objects. A profile starts a question. A verified establishment identifies a site. A legal-operator record identifies the relevant person or entity. A target group expresses the investment mandate's chosen commercial grouping. Each transition needs its own evidence and disposition.

The proposed protocol makes those transitions reviewable: assess permitted use, record discovery provenance, classify each observation, verify operators through appropriately scoped sources, and preserve relationships instead of merging everything that shares a name. Keep original source associations, distinguish mailing and operating addresses, and retain uncertainty when the available evidence does not settle the question.

The reporting discipline is equally important. Returned profiles, accepted establishments, verified operators, and eligible target groups answer different questions. Duplicate-review rate measures review workload. Resolution yield measures completion under a stated rule. Precision and recall require evaluated matches. Market coverage needs an appropriate external denominator and a compatible unit of analysis.

For a private equity origination team, the useful handoff is therefore a reasoned set of accepted targets with the underlying sites, operators, evidence, dates, and open questions attached. The same structure makes a later split, a changed relationship, or a newly resolved operator understandable without rewriting the earlier research. That is the basis for deciding which discovered businesses merit further acquisition research.

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

1. https://www.census.gov/programs-surveys/bds/about.html
2. https://www.sba.gov/counseling/launch-your-business
3. https://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/EnrollmentResources/provider-resources/provider-enrolment/Med-Prov-Enroll-MLN9658742.html
4. https://www.gleif.org/en/lei-data/access-and-use-lei-data/level-2-data-who-owns-whom
5. https://www.ons.gov.uk/aboutus/transparencyandgovernance/datastrategy/datapolicies/datalinkageandmatchingpolicy
6. https://developers.google.com/maps/documentation/places/web-service/text-search
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12. https://support.google.com/business/answer/3038177?hl=en
13. https://www.gov.uk/government/publications/incorporation-and-names/incorporation-and-names
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17. https://cloud.google.com/terms/maps-platform/eea
18. https://www.gleif.org/en/lei-data/access-and-use-lei-data/level-2-data-reporting-exceptions-2-1-format
19. https://support.google.com/business/answer/9157481?hl=en
20. https://search.ftc.gov/business-guidance/resources/amended-franchise-rule-faqs
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24. https://www.dca.ca.gov/consumers/public_info
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About Docket

Docket provides deal-origination research software and managed research for private equity firms. We help investment teams investigate acquisition targets using structured screening criteria, retained sources and reviewable company evidence. Teams can work through a self-serve platform or use managed research, depending on how they want research delivered.

Research against a defined mandate

A useful target list needs more than company names. Docket focuses on the questions that determine whether a company fits an investment mandate, including the evidence needed to support or qualify each answer. Our research approach makes the connection between screening criteria, source material and conclusions visible to the team reviewing the work.

Triage, Scout and Audit

Docket's three named research agents perform complementary tasks. Triage resolves company identity and screens fit. Scout collects sourced answers against the mandate. Audit checks retained evidence, addresses contradictions and leaves unsupported answers visibly unresolved. This structure helps reviewers distinguish established findings from missing information and questions requiring further investigation.

Evidence that supports investment-team judgment

Our research library covers market mapping, screening criteria, private-company data, succession and ownership, source evaluation and evidence standards. These resources explain the methods and limitations behind origination research. Findings support a team's judgment; they do not establish that a company is for sale or guarantee a transaction or investment outcome.

Work with Docket

Visit Docket to explore the platform, managed research and the current contact path. Read about screening criteria, evidence standards, AI research agents and market mapping.

Public examples are illustrative unless explicitly identified otherwise. Research preparation and authorized outreach are separate activities; confidential target lists and customer outcomes should never be inferred from an educational example.

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