

Northpoint Auto Care

October 13, 2026 · 4 competitor signals detected

CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE

This communication contains proprietary competitive intelligence prepared for Northpoint Auto Care and its team. Please do not forward it outside your organization.

4 competitor signals detected for **Northpoint Auto Care** today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

HIGH PRIORITY

Olentangy Auto Service [EXAMPLE ↗](#)

Synthetic oil change \$89.99 → \$59.99 and check-engine diagnostic \$129 → \$49

Olentangy Auto Service updated the specials page on their website yesterday: a full-synthetic oil change is now \$59.99 (was \$89.99) and a check-engine diagnostic is \$49 (was \$129). The fine print says the \$49 diagnostic is "code scan and report", and the specials run "through November."

→ **Action:** Don't cut your prices to match. A code scan and a full diagnosis are different jobs, and most customers don't know that. Put one line on your estimate sheet and website saying what your diagnostic includes — testing, a written finding, and whether the fee is credited to the repair if that is your policy. People compare what they get as well as the price.

Sources: [example.com](#)

Scioto Motorworks [EXAMPLE ↗](#)

Added a hybrid & EV service page — high-voltage battery checks

 ON THEIR SITE

Scioto Motorworks added a "Hybrid & EV Service" page this week offering high-voltage battery health checks, regenerative-brake service and EV tire rotations, with a photo of a technician's high-voltage safety certificate. It is now linked from their homepage menu.

→ **Action:** Start with demand, not equipment: how many hybrid or EV customers asked you for work you couldn't do in the last three months? If it's only a few, there's nothing to buy. The cheapest step is to list the routine hybrid work you already do (brakes, tires, 12-volt batteries, cabin filters) on your services page, and send high-voltage battery work to a specialist you trust.

Sources: [example.com](#)

MEDIUM PRIORITY

Clintonville Car Clinic [MAPS ↗](#)

Five reviews in two weeks say "upsold" on an oil-change visit

Clintonville Car Clinic has five new Google reviews in the past two weeks using the word "upsold" or "pressured." Three describe coming in for an oil change and leaving with an estimate of \$400 or more. Their owner replied to one review; the others are unanswered.

→ **Action:** Customers here are saying they want to trust the recommendation. A simple policy: text a photo of the worn part with every recommendation, labeled "needed now" or "can wait." It costs a few seconds per car and gives the customer proof. Don't mention the other shop anywhere.

Sources: maps.google.com

Industry News [EXAMPLE ↗](#)

Regional parts distributor raising brake and filter prices 4-6% next month

A major regional auto-parts distributor told shop accounts yesterday that prices on brake pads, rotors and filters will go up 4-6% starting the first of next month, citing freight and tariff costs. Every independent shop on the same supplier will see the same increase.

→ **Action:** Call your parts rep this week. Ask whether you can stock your fastest-moving pads, rotors and filters at the current price before the increase, and update your quote template so estimates written now for work after the 1st use the new parts cost.

Sources: example.com

LOW PRIORITY / FYI

A national quick-lube chain [EXAMPLE ↗](#)

Building permit filed for a new quick-lube bay on Morse Road

 ON THEIR SITE

City of Columbus permit filings show a national quick-lube chain applied this week to build a three-bay drive-through oil-change location on Morse Road, about a mile from you. The application is under review; no opening date is listed.

→ **Action:** A quick-lube sells speed on oil changes; it doesn't do the repair work. Keep your oil-change regulars coming back with a reminder text when they're due. If your system can send it, it's one automated message per customer and it reaches them before they drive past the new location.

Sources: example.com

What customers are saying

From 89 Google reviews of Northpoint Auto Care and 260 of 6 competitors. 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

- **honest, no pressure** · 16 of 89 reviews

"Told me the brakes had another 10,000 miles and not to spend the money yet"

- **explains the repair** · 9 of 89 reviews

What your customers complain about

- **car kept longer than promised** · 4 of 89 reviews
"Said end of day, ended up being the next afternoon"

What your website leads with — and whether reviewers mention it

- ASE-certified technicians · mentioned in 2 of 89 reviews
- Same-day service · no reviewer mentioned it

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.

Value — 16 of your reviews praise honest, no pressure; 11 reviews at 2 competitors (Clintonville Car Clinic, Olentangy Auto Service) complain about upsold / pressured, 8 of them from their lowest-rated.

Your reviewer: "Told me the brakes had another 10,000 miles and not to spend the money yet"

→ If that matches what you see, say it where people compare you: your Google profile, menu and home-page. 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 car kept longer than promised at 2 competitors, and 4 of your reviews raise car kept longer than promised too.

Competitor by competitor — what their customers complain about

Clintonville Car Clinic · 4.2★ · 377 reviews · we read 30

upsold / pressured (7) — *"Came in for an oil change, left with a \$430 estimate"*

Olentangy Auto Service · 4.4★ · 590 reviews · we read 30

upsold / pressured (4); car kept longer than promised (3)

Scioto Motorworks · 4.7★ · 244 reviews · we read 28

car kept longer than promised (4)

What competitors' customers praise

- **shuttle or loaner offered** · 7 reviews across 2 competitors

Replies to reviews

You replied to 12 of your last 30 reviews (1 of 3 rated 3★ or lower). The typical competitor replies to 40%.

Worth asking your next few customers

- Did you ever feel pushed into a repair here?
- When we promise a pickup time, how often do we hit it?

.jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like *"Summarize the top 3 actions from this competitive brief."*

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)

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