MIB MARKET INTELLIGENCE REPORT

Prairie Lantern Garage Doors

November 04, 2026

🔴 **HIGH PRIORITY: 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.

Two high-priority items for **Prairie Lantern Garage Doors** warrant action this week.

WHAT'S MOVING IN THE MARKET

🟢 🆕 **Cobblestone Door Pros (new)** Google Business Profile listing (new business)

A new company listed nearby, focused on openers and smart-opener installs

Cobblestone Door Pros appeared on Google Maps about 6 miles from you this week. Its one-page site lists opener repair, smart-opener installs and keypad replacement, not springs or new doors. It has four reviews so far.

> → **Action:** Nothing to do yet; openers are a slice of your work, not all of it. We'll tell you if it starts advertising springs or new doors.

Sources: Google Business Profile listing (new business)

Don't need market news? Switch it off (or any other section) in your account settings.

INTELLIGENCE SIGNALS

🔴 HIGH PRIORITY

🔴 📌 **Northland Coil & Door Co.** Competitor's website (homepage banner + fine print) and Google ad

"$89 spring replacement" ad: the fine print says per spring, plus a service call

Northland Coil & Door Co. changed its homepage and its Google ads this week to lead with "$89 spring replacement." The fine print under the banner says the price is per spring, the $79 service call is extra, and high-cycle springs cost more. Most two-spring doors get both springs replaced at once, so the bill a homeowner pays is several times the number in the ad.

> → **Action:** No need to chase the $89. A homeowner with a broken spring is comparing the total, and an ad that grows at the door tends to show up in reviews later. If your spring price covers both springs, labor and the trip, say so in plain words on your site and Google profile ("one price for both springs, installed"). Make sure whoever answers your phone can answer "I saw

$89 somewhere" with what yours includes, and count how many callers mention it over the next few weeks.

Sources: Competitor's website (homepage banner + fine print) and Google ad

🔴 📌 **Steel Hollow Garage Door Service** Competitor's Google Business Profile (hours) + website banner

Now advertising "24/7 emergency service, no extra charge for nights"

Steel Hollow Garage Door Service changed its Google hours to "Open 24 hours" and added a homepage banner: "Door stuck open at midnight? We come out, no after-hours fee." A door stuck open at night (a car trapped inside, the house left open) is the classic emergency call in this trade.

→ **Action:** Don't add night shifts because they did. Start with what you already have: how many calls and voicemails come in after hours in a normal week, and how many of those callers are still yours the next morning? If most wait for you, nothing needs to change. If you are losing them, the cheapest step is a forwarded phone and a clear line on your profile ("after hours: text us, we reply by 7 a.m."). A tech on call is a bigger commitment, worth it only if the late calls are there and a tech wants the rotation.

Sources: Competitor's Google Business Profile (hours) + website banner

🟡 MEDIUM PRIORITY

🟡 📌 **Brush Creek Overhead Door** Google Business Profile listing (reviews)

Seven new 1- and 2-star reviews: "tech never showed" and "no call back"

Brush Creek Overhead Door picked up seven 1- and 2-star Google reviews this month, against one or two a month before. Five say the technician missed the arrival window or rescheduled the same morning; two say a promised quote never came. The reviews don't say why.

→ **Action:** Their customers are telling you what they want: an arrival time that holds, and a call if it won't. If you text an "on the way" message, say so on your Google profile and booking page. When you reply to your own reviews, thank the customers who mention being on time. Don't mention Brush Creek anywhere.

Sources: Google Business Profile listing (reviews)

🟡 📌 **Northland Coil & Door Co.** Job posting (Indeed) + competitor careers page

Hiring two garage door techs: "$2,000 sign-on bonus, take-home truck"

Northland Coil & Door Co. posted two technician openings on Indeed and its own site this week, offering a $2,000 sign-on bonus and a take-home truck. Together with the new spring ad, it looks like they are adding capacity rather than replacing people.

→ **Action:** Your techs and trucks are your capacity, so this matters more than their ad. Check in with your techs; if you offer things a posting can't (steady hours, your own route, no weekend rotation), make sure they know you value them. Don't assume anyone is leaving.

Sources: Job posting (Indeed) + competitor careers page

📊 Your Service Mention Scorecard™

Your monthly scorecard — gaps (services competitors mention that your site doesn't) and edges (services you mention that they don't).

🟠 2 mention gaps — they mention it, you don't

1. **Financing** — 2 of 4 competitors advertise this on their website — we couldn't find it on yours.
2. **24/7 emergency service** — 1 competitor advertises this on their website — we couldn't find it on yours.

💪 2 mention edges — you mention it, few or none of them do

Same-day spring repair, Text when the tech is on the way

Your advantages — say these louder on your homepage and Google profile.

📊 Service Mention Scorecard — top rows

Service	You	Brush Creek Overhead Door	Northland Coil & Door Co.	Steel Hollow Garage Door Service	Cobblestone Door Pros
🟠 **Financing**	✗	✓	✓	✗	✗
🟡 **24/7 emergency service**	✗	✗	✗	✓	✗
Written warranty on parts and labor	✗	✗	✗	✗	✗
Same-day spring repair	✓	✗	✗	✓	✗
Text when the tech is on the way	✓	✗	✗	✗	✗

✓ mentioned on site ✗ not found ? not confirmed

Based on what each business advertises on its public website — not a guarantee of what they do or don't offer.

⭐ 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
Cobblestone Door Pros	5.0★	4
Prairie Lantern Garage Doors (YOU)	4.9★	63
Steel Hollow Garage Door Service	4.6★	98
Northland Coil & Door Co.	4.4★	263
Brush Creek Overhead Door	4.1★	142

💡 You rank #4 of 5 on review volume. Northland Coil & Door Co. leads with 263 reviews (~2× the field median of 120).

🗣️ What customers are saying

We read 52 of Prairie Lantern Garage Doors's Google reviews and 176 reviews of 4 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

- **on time, called ahead** · 11 of the 52 we read
  "Texted when he was on the way and showed up right on time"
- **clear price before work** · 8 of the 52 we read

What your customers complain about

- **no answer after hours** · 3 of the 52 we read
  "Called at 9 pm with the door stuck, got voicemail, they did call first thing"

What your website leads with — and whether reviewers mention it

- Licensed and insured · mentioned in 4 of 52 reviews
- Same-day service · mentioned in 3 of 52 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.

> **Reliability** — 11 of your reviews praise "on time, called ahead"; 12 reviews at 2 competitors (Brush Creek Overhead Door, Northland Coil & Door Co.) complain about "tech late or never showed", 9 of them from their lowest-rated.
> *Your reviewer: "Texted when he was on the way and showed up right on time"*

→ 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

- **Availability**: customers complain about "no answer after hours" at 1 competitor, and 3 of your reviews raise "no answer after hours" too.

Competitor by competitor — what their customers complain about

Brush Creek Overhead Door · 4.1★ · 142 reviews · we read 30
tech late or never showed (8) — *"Waited home all morning, nobody came and nobody called"*; quote never came (3)

Northland Coil & Door Co. · 4.4★ · 263 reviews · we read 30
bill higher than the ad (5) — *"The ad said $89, the bill said $412"*; tech late or never showed (4)

Steel Hollow Garage Door Service · 4.6★ · 98 reviews · we read 30
bill higher than the ad (2)

Cobblestone Door Pros · 5.0★ · 4 reviews · we read 4

What competitors' customers praise

- **came out the same night** · 6 reviews across 1 competitor

Replies to reviews

You replied to 9 of your last 18 reviews (1 of 2 rated 3★ or lower). The typical competitor replies to 35%.

Worth asking your next few customers

- When your door broke, did you call the first company you found or compare a few?
- Would a text when the tech is on the way matter to you?

💬 You have 2 new reviews to respond to

No owner reply was showing when we checked.

★★★★★ · Nov 2 · open on Google

“Friendly, quick and exactly what was promised. Would use again.”

Suggested reply

Thank you for taking the time to leave a review. We are glad you had a good experience at Prairie Lantern Garage Doors, and we look forward to seeing you again.

★★★☆☆ · Oct 30 · open on Google

“Fine overall, but it took longer than I expected to get an answer from the office.”

Suggested reply

Thank you for your feedback. We would like to hear more about how we can do better, so please call us at (555) 010-0142 when you have a moment.

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
Prairie Lantern Garage Do…	4.9 (±0)	63 (+5)	5 (+1)	50% (+5 pts)	7 (±0)
Brush Creek Overhead Door	4.1 (±0)	142 (+7)	7 (±0)	25% (-2 pts)	4 (±0)
Northland Coil & Door Co.	4.4 (±0)	263 (+6)	6 (±0)	38% (-2 pts)	7 (±0)
Steel Hollow Garage Door…	4.6 (±0)	98 (+5)	5 (±0)	45% (-2 pts)	5 (±0)
Cobblestone Door Pros	5.0 (±0)	4 (+4)	4 (±0)	52% (-2 pts)	4 (±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.

Spotted something that looks wrong? Tell us at info@myintelbrief.com (or via in-app Support) and we'll review and correct it promptly. AI-generated intelligence may contain errors; please verify before acting.

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