MIB MARKET INTELLIGENCE REPORT

Ocotillo Comfort Air

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 **Ocotillo Comfort Air** warrant action this week.

INTELLIGENCE SIGNALS

🔴 HIGH PRIORITY

🔴 📌 **Catalina Peak Heating & Cooling** Competitor's website (new plan page) + Google profile

"Comfort Club" maintenance plan: two tune-ups a year for $14.99 a month

Catalina Peak Heating & Cooling launched a "Comfort Club" page this week: two tune-ups a year, no overtime charges and "members first" scheduling when it gets busy, for $14.99 a month. Their homepage and Google profile now lead with it.

> → **Action:** Don't build a plan around their $14.99. A maintenance plan is worth having for its own reasons: it fills slow weeks with tune-ups and keeps customers calling you first. If you have one, make it visible and say what it includes. If you don't, the small test is to offer one to customers you repaired for this year, at a price you set from your own numbers, and see how many sign up.

Sources: Competitor's website (new plan page) + Google profile

🔴 📌 **Rillito Air Pros** Job posting (Indeed) + competitor careers page

Hiring four HVAC techs and an install crew: "$5,000 sign-on bonus"

Rillito Air Pros posted four service technician openings and an install crew lead this week, with a $5,000 sign-on bonus for licensed techs. Hiring an install crew usually means more system-replacement work is coming.

> → **Action:** Your techs are your capacity, and a bonus that size gets noticed. Check in with your techs. If you offer things a posting can't (steady routes, a take-home truck, training), make sure they know you value them. Expect more replacement ads from Rillito soon.

Sources: Job posting (Indeed) + competitor careers page

🟡 MEDIUM PRIORITY

🟡 📌 **Sabino Wash Mechanical** Google Business Profile listing (reviews)

Six new reviews: "quoted a new system, it was a $40 part"

Sabino Wash Mechanical picked up six 1- and 2-star Google reviews this month. Four say the tech recommended replacing the whole system and a second company fixed it with a part such as a capacitor; two mention pressure to decide on the spot.

> → **Action:** Homeowners are wary of being sold a system. If your techs give repair options in writing before any replacement quote, or show photos of the failed part, say so on your profile. Thank the customers who mention honest advice when you reply to their reviews.

Sources: Google Business Profile listing (reviews)

🟡 🌐 **Rillito Air Pros** Competitor's website (new heat-pump page)

New heat-pump page: "we handle the rebate paperwork for you"

🌐 ON THEIR SITE

Rillito Air Pros added a heat-pump installation page this week that says its office fills out and files the rebate forms for qualifying systems. The page does not name an amount; it says programs change and the office checks what applies. With the install crew they are hiring, they look set to sell more replacements.

> → **Action:** No need to push heat pumps because they are. If you install qualifying systems and already help with the forms, say so on your site and in your replacement quotes; the paperwork is the part homeowners dread. If you don't help with it today, note how many replacement callers ask about rebates over the next few weeks before taking it on.

Sources: Competitor's website (new heat-pump page)

🟢 LOW PRIORITY / FYI

🟢 🌐 **Sabino Wash Mechanical** Competitor's website (homepage)

"Same-day service or the trip charge is free"

🌐 ON THEIR SITE

Sabino Wash Mechanical added a guarantee to its homepage: same-day service for calls before noon, or no trip charge.

> → **Action:** Only worth answering if you are losing calls to slow response. Check how often you reach a caller the same day now; if it is most of the time, say so on your profile.

Sources: Competitor's website (homepage)

📊 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).

🔴 3 mention gaps — they mention it, you don't

1. **24/7 emergency service** — All 3 competitors we checked advertise this on their website — we couldn't find it on yours.
2. **Maintenance plan** — 1 competitor advertises this on their website — we couldn't find it on yours.

3. **Heat-pump rebate paperwork handled** — 1 competitor advertises this on their website — we couldn't find it on yours.

💪 1 mention edge — you mention it, they don't

Free second opinion on replacement quotes

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

📊 Service Mention Scorecard — top rows

Service	You	Sabino Wash Mechanical	Rillito Air Pros	Catalina Peak Heating & Cooling
🔴 **24/7 emergency service**	✗	✓	✓	✓
🟡 **Maintenance plan**	✗	✗	✗	✓
🟡 **Heat-pump rebate paperwork handled**	✗	✗	✓	✗
Indoor air quality testing	✗	✗	✗	✗
Free second opinion on replace-ment quotes	✓	✗	✗	✗

✓ 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
Catalina Peak Heating & Cooling	4.7★	512
Ocotillo Comfort Air (YOU)	4.6★	128
Rillito Air Pros	4.5★	286
Sabino Wash Mechanical	4.0★	197

💡 You rank #4 of 4 on review volume.

🗣️ What customers are saying

We read 118 of Ocotillo Comfort Air's Google reviews and 352 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

- **repaired instead of replaced** · 14 of the 118 we read

  "Another company wanted to replace the unit, they fixed it for a fraction"

- **came out the same day** · 10 of the 118 we read

What your customers complain about

- **wait for an appointment when it is hot** · 4 of the 118 we read
  “Good work, but we waited two days in the heat”

What your website leads with — and whether reviewers mention it

- Licensed, bonded and insured · mentioned in 4 of 118 reviews
- Financing available · mentioned in 3 of 118 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.

> **Honesty** — 14 of your reviews praise “repaired instead of replaced”; 11 reviews at 2 competitors (Sabino Wash Mechanical, Rillito Air Pros) complain about “pushed a new system”, 9 of them from their lowest-rated.
> *Your reviewer: “Another company wanted to replace the unit, they fixed it for a fraction”*

→ 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 “wait for an appointment when it is hot” at 2 competitors, and 4 of your reviews raise “wait for an appointment when it is hot” too.

Competitor by competitor — what their customers complain about

Sabino Wash Mechanical · 4.0★ · 197 reviews · we read 30
pushed a new system (7) — *“Quoted me a new system, it turned out to be a capacitor”*; pressure to decide on the spot (3)

Rillito Air Pros · 4.5★ · 286 reviews · we read 30
pushed a new system (4); wait for an appointment when it is hot (4)

Catalina Peak Heating & Cooling · 4.7★ · 512 reviews · we read 30
wait for an appointment when it is hot (3)

What competitors' customers praise

- **maintenance plan reminders** · 6 reviews across 1 competitor

Replies to reviews

You replied to 15 of your last 34 reviews (2 of 3 rated 3★ or lower). The typical competitor replies to 40%.

Worth asking your next few customers

- Would you sign up for a yearly tune-up plan if we offered one?
- When your AC broke, how fast did you need someone there?

💬 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 Ocotillo Comfort Air, 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
Ocotillo Comfort Air	4.6 (±0)	128 (+4)	4 (+1)	44% (+5 pts)	6 (±0)
Sabino Wash Mechanical	4.0 (±0)	197 (+6)	6 (±0)	34% (-2 pts)	7 (±0)
Rillito Air Pros	4.5 (±0)	286 (+5)	5 (+3)	40% (-2 pts)	6 (±0)
Catalina Peak Heating & C…	4.7 (±0)	512 (+2)	2 (±0)	47% (-2 pts)	6 (±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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