

Goldstein & Reyes PLLC

May 29, 2026 · 5 competitor signals detected

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5 competitor changes detected for Goldstein & Reyes PLLC today. Two high-priority items warrant action this week.

 **ACTIONS TO TAKE TODAY (5)**

tap to expand ▾

HIGH PRIORITY




  **Caldwell & Marks Injury Law** HIGH  [EXAMPLE ↗](#)  [contact](#)

New free-consultation landing page targeting rideshare app drivers

 NEWS

Caldwell & Marks published a new landing page yesterday targeting rideshare drivers injured on the job — "rideshare app driver injury claims in Brooklyn." The page features a Spanish-language version, a 24/7 chat widget, and references a \$4.2M recent settlement. Direct competitive threat to your rideshare client acquisition.

→ **ACTION:** Consider adding a rideshare-injury landing page in both English and Spanish. Reference your own settlement amounts if comparable. Test 24/7 chat widget on highest-traffic practice pages.

  **Caldwell & Marks Injury Law** HIGH  [MAPS ↗](#)  [contact](#)

8 new Google reviews in 24 hours — average 4.9, all 5-star

 NEWS

Caldwell & Marks received 8 new 5-star Google reviews yesterday (their fastest review-acquisition day in 6 months). Three reviewers mention being referred by another client; two mention 'Marcus' specifically by name. Indicates an active review-request campaign tied to case wins.

→ **ACTION:** Audit your post-case review request workflow. Reviewers naming a specific paralegal suggests Caldwell & Marks is empowering staff to ask. Replicate.

MEDIUM PRIORITY

  **Industry News** MEDIUM  [EXAMPLE ↗](#)  [contact](#)

New York state appellate court expands comparative negligence framework

 NEWS

A New York state appellate court issued a ruling yesterday expanding comparative negligence in slip-and-fall premises liability cases. Defense bar predicts ~15% increase in successful plaintiff awards for

cases filed after the ruling. Worth a client communication this week.

→ **ACTION:** Send a "what this ruling means for your case" client newsletter this week. Position yourself as the firm that stays ahead of precedent shifts.

  **Brooklyn Heights Injury Group** MEDIUM  TIKTOK  [contact](#)

New TikTok ad campaign — 47K views in 18 hours on injury-claim content

 NEWS

Brooklyn Heights Injury Group launched a TikTok ad yesterday targeting 18-34 demographics with injury-claim explainer content. First video ("three things you shouldn't say to insurance adjusters") hit 47K views in 18 hours. Comments are 60% asking for free consultations.

→ **ACTION:** TikTok is now a viable injury-law lead channel. Consider a 4-week pilot with a similar explainer format. Budget: \$500-1000.

LOW PRIORITY / FYI

  **Bridge City Trial Lawyers** LOW  EXAMPLE  [contact](#)

Updated attorney bios to feature media appearances

 NEWS

Bridge City Trial Lawyers updated 6 attorney bios yesterday to feature recent media appearances across local TV, radio, and the regional press. Indicates a coordinated PR push.

→ **ACTION:** Audit your own attorney bios for media-mention opportunities. Pitch one quarter of local TV/print outlets to be a quoted source on recent rulings.

.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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