MIB MARKET INTELLIGENCE REPORT

Lakefront Tumbler Locksmith

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 **Lakefront Tumbler Locksmith** warrant action this week.

INTELLIGENCE SIGNALS

🔴 HIGH PRIORITY

🔴 📌 **QuickTurn Lockout Service** Google Business Profile listing (reviews)

A "$19 service call" lockout listing: eight reviews say the bill was $250 or more

A listing called **QuickTurn Lockout Service**, which advertises a "$19 service call," picked up eight 1-star Google reviews in the past month. Seven say the price on the phone was $19 but the tech charged $250 to $400 on site, after drilling a lock that could have been picked; two mention an unmarked van. The listing shows no street address.

> → **Action:** Don't compete with a $19 number; it isn't a real price. People locked out want to know what they will pay before you drive. If you give a total price range on the phone, say so on your profile and site, along with your business name on the van and your license, if your city requires one. If a listing looks fake, Google Maps lets anyone suggest an edit or report it; that is free and takes two minutes.

Sources: Google Business Profile listing (reviews)

🔴 🌐 **Bay View Key & Safe** Competitor's website (new automotive page)

Added a second mobile van for car keys and key-fob programming

🌐 ON THEIR SITE

Bay View Key & Safe added an "Automotive" page this week with photos of a new van and a list of car makes it programs keys and fobs for, "at your car, no tow to the dealer." Before, its site listed home and business work only.

> → **Action:** A van is capacity, and the question is whether you are turning car-key calls away. If you do car keys already, list the makes you cover on your profile. If you don't and callers ask, the cheapest step is a referral arrangement with a locksmith who does, before buying programming equipment.

Sources: Competitor's website (new automotive page)

🟡 MEDIUM PRIORITY

🟡 📌 **Menomonee Lock Co.** Competitor's website (rekey page) + Google profile offer

New-homeowner rekey offer: "$25 per lock after the first"

Menomonee Lock Co. added a "Just moved in? Rekey every lock" page with a per-lock price after a first-lock trip charge. It is promoted on their Google profile as an offer.

> → **Action:** Rekeying for new homeowners is steady, plannable work. If you do it, a clear page with how you price it helps. A cheap way to reach movers-in is to ask the real estate agents you know whether they hand closing clients a list of local services.

Sources: Competitor's website (rekey page) + Google profile offer

🟡 📌 **Bay View Key & Safe** Competitor's Google Business Profile (hours)

Shop counter now open Saturdays 9 to 1

Bay View Key & Safe added Saturday morning hours at its shop counter for key cutting and safe sales. Its mobile hours did not change.

> → **Action:** For a mobile locksmith, counter hours matter less than how fast you answer and arrive. Check what your Google profile says about Saturdays and whether your phone is answered then; that is the free fix.

Sources: Competitor's Google Business Profile (hours)

🟢 LOW PRIORITY / FYI

🟢 📌 **Menomonee Lock Co.** Job posting (Indeed)

Hiring an apprentice locksmith, "will train"

Menomonee Lock Co. posted an apprentice locksmith opening this week, "no experience needed, will train."

> → **Action:** Nothing to do; a sign they expect more work over the next year.

Sources: Job posting (Indeed)

📊 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. **Safe opening and repair** — 2 of 3 competitors advertise this on their website — we couldn't find it on yours.
2. **Car key and fob programming** — 1 competitor advertises this on their website — we couldn't find it on yours.

💪 **2 mention edges — you mention it, they don't**

Total price quoted on the phone, Smart lock installation

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

📊 **Service Mention Scorecard — top rows**

Service	You	QuickTurn Lockout Service	Bay View Key & Safe	Menomonee Lock Co.
🟠 **Safe opening and repair**	✗	✗	✓	✓
🟡 **Car key and fob programming**	✗	✗	✓	✗
Written warranty on lock work	✗	✗	✗	✗
Total price quoted on the phone	✓	✗	✗	✗
Smart lock installation	✓	✗	✗	✗

✓ 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
Bay View Key & Safe	4.7★	233
Lakefront Tumbler Locksmith (YOU)	4.6★	58
Menomonee Lock Co.	4.4★	129
QuickTurn Lockout Service	2.6★	47

💡 You rank #3 of 4 on review volume.

🗣️ What customers are saying

We read 61 of Lakefront Tumbler Locksmith's Google reviews and 158 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

- **price on the phone was the price paid** · 12 of the 61 we read
  "Told me the price on the phone and that is exactly what I paid"
- **fast arrival** · 9 of the 61 we read

What your customers complain about

- **long wait late at night** · 3 of the 61 we read
  “Came through, but it was over an hour at 1 a.m.”

What your website leads with — and whether reviewers mention it

- Licensed, bonded and insured · mentioned in 3 of 61 reviews
- Upfront pricing · mentioned in 4 of 61 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.

> **Value** — 12 of your reviews praise “price on the phone was the price paid”; 13 reviews at 2 competitors (QuickTurn Lockout Service, Menomonee Lock Co.) complain about “bait price, huge final bill”, 11 of them from their lowest-rated.
>
> *Your reviewer: “Told me the price on the phone and that is exactly what I paid”*

→ 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

- **Speed**: customers complain about “long wait late at night” at 1 competitor, and 3 of your reviews raise “long wait late at night” too.

Competitor by competitor — what their customers complain about

QuickTurn Lockout Service · 2.6★ · 47 reviews · we read 30
bait price, huge final bill (11) — *“Said $19 on the phone, charged me $340 and drilled my lock”*; unmarked van, no ID (3)

Bay View Key & Safe · 4.7★ · 233 reviews · we read 30
long wait late at night (4)

Menomonee Lock Co. · 4.4★ · 129 reviews · we read 30
bait price, huge final bill (2)

What competitors' customers praise

- **programmed my car key on the spot** · 6 reviews across 1 competitor

Replies to reviews

You replied to 10 of your last 21 reviews (1 of 1 rated 3★ or lower). The typical competitor replies to 30%.

Worth asking your next few customers

- When you were locked out, what made you trust the locksmith you called?
- Would a price range on the phone before we drive out 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 Lakefront Tumbler Locksmith, 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
Lakefront Tumbler Locksmi…	4.6 (±0)	58 (+4)	4 (+1)	48% (+5 pts)	6 (±0)
QuickTurn Lockout Service	2.6 (±0)	47 (+8)	8 (+2)	22% (-2 pts)	5 (±0)
Bay View Key & Safe	4.7 (±0)	233 (+7)	7 (+3)	33% (-2 pts)	5 (±0)
Menomonee Lock Co.	4.4 (±0)	129 (+4)	4 (±0)	36% (-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.

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