MIB MARKET INTELLIGENCE REPORT

Larkspur Lane Movers

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 **Larkspur Lane Movers** warrant action this week.

INTELLIGENCE SIGNALS

🔴 HIGH PRIORITY

🔴 🌐 **Front Range Box & Van** Competitor's website (homepage banner + quote form)

Added "30 days of free storage" to every full-home local move

🌐 ON THEIR SITE

Front Range Box & Van put a new banner on its homepage and quote form this week: full-home local moves now include 30 days of storage in its warehouse, then a monthly rate after that. The offer is aimed at people caught between a closing date and a move-in date, a gap that is common when buying and selling at once.

> → **Action:** Don't add storage just because they did: it needs space and a second handling of every item. First find out whether your callers ask for it. Over the next few weeks, note how many quote requests mention a gap between dates. If it comes up often, the cheapest test is a referral arrangement with a local storage facility or portable-container company, not a warehouse of your own.

Sources: Competitor's website (homepage banner + quote form)

🔴 📌 **Mile Marker Moving Co.** Google Business Profile listing (reviews)

Six new 1- and 2-star reviews about damage claims: "they denied my claim"

Mile Marker Moving Co. picked up six 1- and 2-star Google reviews this month. Four are about damaged furniture and a claim that was denied or never answered; two say the final bill was well above the estimate. Damage and surprise bills are what people shopping for movers read reviews for.

> → **Action:** Shoppers reading those reviews want to know what happens if something breaks. If you have a written claims process, put it on your site in plain words: who to call, how fast you respond, and what coverage comes with every move. When you reply to your own reviews, thank the customers who mention careful handling.

Sources: Google Business Profile listing (reviews)

🟡 MEDIUM PRIORITY

🟡 📌 **Gold Spike Movers** Competitor's website (booking page fine print)

"2 movers + truck, $99/hour" ads, with a 3-hour minimum and a travel fee

Gold Spike Movers started running "$99/hour for 2 movers and a truck" on its site and social pages. The booking page adds a 3-hour minimum, a one-hour travel charge and a fuel fee. A customer comparing hourly rates sees $99 first.

> → **Action:** No need to chase the hourly number. Customers end up paying a total, and most of them know it. If you give written estimates with a not-to-exceed total, or can show a typical total for a 2-bedroom apartment, put that where quote shoppers look.

Sources: Competitor's website (booking page fine print)

🟡 🌐 **Mile Marker Moving Co.** Competitor's website (homepage + quote form)

Now includes free boxes and packing paper with every local move

🌐 ON THEIR SITE

Mile Marker Moving Co. added a line to its homepage and quote form this week: every local move now comes with free boxes, tape and packing paper, dropped off before moving day. The site does not say how many boxes are included or whether unused ones are picked up.

> → **Action:** Don't start giving boxes away because they did: materials cost money and someone has to drop them off. First check how often your quote callers ask about boxes. If you already supply or sell materials, say plainly on your quote form what comes with a move and what costs extra, so a customer holding two quotes can compare them. If boxes come up a lot, a small test is lending reusable moving crates, not a free box for everyone.

Sources: Competitor's website (homepage + quote form)

🟢 LOW PRIORITY / FYI

🟢 📌 **Front Range Box & Van** Job posting (Indeed)

Hiring eight movers: "$22/hour plus tips, paid weekly"

Front Range Box & Van posted eight mover openings on Indeed this week at $22 an hour plus tips. Eight at once, with the storage offer, suggests they plan to book more moves.

> → **Action:** Your crews are your capacity. Talk with your crew leads about their plans for the busy months; don't assume anyone is leaving.

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).

🟠 **3 mention gaps — they mention it, you don't**

1. **Online quote with an instant estimate** — 2 of 3 competitors advertise this on their website — we couldn't find it on yours.
2. **Free packing materials** — 1 competitor advertises this on their website — we couldn't find it on yours.
3. **Storage between move dates** — 1 competitor advertises this on their website — we couldn't find it on yours.

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

Not-to-exceed written estimates

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

📊 Service Mention Scorecard — top rows

Service	You	Mile Marker Moving Co.	Gold Movers	Spike	Front Range Box & Van
🟠 **Online quote with an instant estimate**	✗	✗	✓		✓
🟡 **Free packing materials**	✗	✓	✗		✗
🟡 **Storage between move dates**	✗	✗	✗		✓
Senior and downsizing moves	✗	✗	✗		✗
Not-to-exceed written estimates	✓	✗	✗		✗

✓ 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
Front Range Box & Van	4.6★	310
Larkspur Lane Movers (YOU)	4.5★	84
Gold Spike Movers	4.3★	121
Mile Marker Moving Co.	4.0★	188

💡 You rank #4 of 4 on review volume.

🗣️ What customers are saying

We read 71 of Larkspur Lane Movers's Google reviews and 204 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

- **careful with furniture** · 14 of the 71 we read
  “Wrapped everything, not a scratch on my grandmother's dresser”
- **final bill matched the estimate** · 9 of the 71 we read

What your customers complain about

- **booked out on weekends** · 4 of the 71 we read
  “Great crew, but we had to move on a Tuesday to get them”

What your website leads with — and whether reviewers mention it

- Licensed and insured · mentioned in 4 of 71 reviews
- No hidden fees · mentioned in 3 of 71 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.

> **Care** — 14 of your reviews praise “careful with furniture”; 11 reviews at 2 competitors (Mile Marker Moving Co., Gold Spike Movers) complain about “damaged items, claim denied”, 9 of them from their lowest-rated.
> *Your reviewer: “Wrapped everything, not a scratch on my grandmother's dresser”*

→ 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 “booked out on weekends” at 1 competitor, and 4 of your reviews raise “booked out on weekends” too.

Competitor by competitor — what their customers complain about

Mile Marker Moving Co. · 4.0★ · 188 reviews · we read 30
damaged items, claim denied (7) — *“They broke the table leg and then denied my claim”*; final bill above the estimate (4)

Gold Spike Movers · 4.3★ · 121 reviews · we read 30
final bill above the estimate (5) — *“$99 an hour turned into $780 for a one-bedroom”*; damaged items, claim denied (4)

Front Range Box & Van · 4.6★ · 310 reviews · we read 30
booked out on weekends (5)

What competitors' customers praise

- **storage between closings** · 5 reviews across 1 competitor

Replies to reviews

You replied to 14 of your last 24 reviews (2 of 2 rated 3★ or lower). The typical competitor replies to 40%.

Worth asking your next few customers

- When you chose a mover, did the hourly rate or the total estimate matter more?

- Did you need somewhere to keep your things between move-out and move-in?

💬 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 Larkspur Lane Movers, 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
Larkspur Lane Movers	4.5 (±0)	84 (+4)	4 (+1)	58% (+5 pts)	4 (±0)
Mile Marker Moving Co.	4.0 (±0)	188 (+6)	6 (+1)	33% (-2 pts)	7 (±0)
Gold Spike Movers	4.3 (±0)	121 (+3)	3 (±0)	40% (-2 pts)	7 (±0)
Front Range Box & Van	4.6 (±0)	310 (+9)	9 (+2)	48% (-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.

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