MIB MARKET INTELLIGENCE REPORT

Marsh Hen Pest Solutions

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 **Marsh Hen Pest Solutions** warrant action this week.

WHAT'S MOVING IN THE MARKET

🔴 🆕 **Coastline Defense Pest Control** Google Business Profile listing (new business) + job postings

A new franchise location opened 5 miles south and is hiring three techs

A new location of **Coastline Defense Pest Control**, a regional franchise, appeared on Google Maps about 5 miles south of you, with job posts for three licensed technicians. Its site advertises "same-week first service" and a mobile app for scheduling.

→ **Action:** Nothing to cut today. New franchise locations usually advertise hard for the first months. The customers least likely to leave are the ones already on a plan, so make sure renewals and service reminders go out on time, and that customers who like having the same tech each visit keep getting that.

Sources: Google Business Profile listing (new business) + job postings

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

INTELLIGENCE SIGNALS

🔴 HIGH PRIORITY

🔴 📌 **St. Johns Shield Pest Co.** Competitor's website (homepage + plan terms)

"First service $49" when you sign a 12-month quarterly plan

St. Johns Shield Pest Co. changed its homepage and Google ads this week to lead with "First service just $49" for anyone who signs up for quarterly service. The plan page says it is a 12-month agreement, the regular quarterly price is unchanged, and canceling early costs the price of one service.

→ **Action:** No need to copy it. A cheap first visit pulls in price shoppers and locks them in with a contract. If your plans have no annual contract, or you re-treat between visits at no charge, say

so plainly on your site and Google profile; those are things a homeowner weighs against $49. Track whether new plan customers in the next few weeks mention the offer.

Sources: Competitor's website (homepage + plan terms)

🟡 MEDIUM PRIORITY

🟡 📌 **Riverbank Bug & Termite** Google Business Profile listing (reviews)

Five new reviews say a termite bond was pushed at every visit

Riverbank Bug & Termite picked up five 1- and 2-star Google reviews this month. Four say the tech pushed a termite bond or an add-on service during a routine visit; one says the office kept calling after they said no.

→ **Action:** Homeowners don't like being sold to on their own porch. If your techs explain options without pressure, say so in your own words on your profile, and thank the customers who mention it when you reply to their reviews.

Sources: Google Business Profile listing (reviews)

🟡 🌐 **Coastline Defense Pest Control** Competitor's website (plan page + fine print)

Quarterly plan now advertises a termite warranty at no extra charge

🌐 ON THEIR SITE

Coastline Defense Pest Control updated its plan page this week: its quarterly plan now lists "termite warranty included" next to the regular visits. The fine print says the warranty covers re-treatment only, not repairs to termite damage, and starts after an inspection.

→ **Action:** Don't add a warranty because they did: a termite promise is a real commitment, and theirs is re-treatment only. Start with what you already do. If your plan includes termite checks or free re-treatment, say so in plain words on your plan page, including what it does not cover, so a homeowner comparing plans sees the difference between re-treatment and damage repair. Note over the next few weeks how many callers ask about termite coverage.

Sources: Competitor's website (plan page + fine print)

🟢 LOW PRIORITY / FYI

🟢 📌 **St. Johns Shield Pest Co.** Job posting (Indeed)

Hiring two route techs: "$500 sign-on, licensed preferred"

St. Johns Shield Pest Co. posted two route technician openings on Indeed with a $500 sign-on bonus. Together with the $49 offer, they seem to be planning for more quarterly customers.

→ **Action:** Your licensed techs are your capacity. Check in with them; 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).

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

1. **Online or app scheduling** — 2 of 3 competitors advertise this on their website — we couldn't find it on yours.
2. **Termite warranty included in plan** — 1 competitor advertises this on their website — we couldn't find it on yours.

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

Pet-friendly treatments, Same technician every visit

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

📊 Service Mention Scorecard — top rows

Service	You	Riverbank Bug & Termite	St. Johns Shield Pest Co.	Coastline Defense Pest Control
🟠 **Online or app scheduling**	✗	✗	✓	✓
🟡 **Termite warranty included in plan**	✗	✗	✗	✓
Written report after every visit	✗	✗	✗	✗
Pet-friendly treatments	✓	✗	✗	✗
Same technician every visit	✓	✗	✗	✗

✓ 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
Coastline Defense Pest Control	4.8★	9
Marsh Hen Pest Solutions (YOU)	4.7★	74
St. Johns Shield Pest Co.	4.5★	402
Riverbank Bug & Termite	4.1★	166

💡 You rank #3 of 4 on review volume. St. Johns Shield Pest Co. leads with 402 reviews (~2× the field median of 166).

🗣️ What customers are saying

We read 83 of Marsh Hen Pest Solutions's Google reviews and 241 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

- **same tech every visit** · 13 of the 83 we read
  "Same tech for three years, knows exactly where the ants come in"
- **no pressure, no upsell** · 8 of the 83 we read

What your customers complain about

- **hard to get a first appointment** · 3 of the 83 we read
  "Worth it, but the first visit was ten days out"

What your website leads with — and whether reviewers mention it

- Licensed and insured · mentioned in 4 of 83 reviews
- Pet-friendly treatments · mentioned in 2 of 83 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** — 8 of your reviews praise "no pressure, no upsell"; 10 reviews at 2 competitors (Riverbank Bug & Termite, St. Johns Shield Pest Co.) complain about "pushed add-ons at every visit", 7 of them from their lowest-rated.
> *Your reviewer: "Explained the options and let us decide, no hard sell"*

→ 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 "hard to get a first appointment" at 1 competitor, and 3 of your reviews raise "hard to get a first appointment" too.

Competitor by competitor — what their customers complain about

Riverbank Bug & Termite · 4.1★ · 166 reviews · we read 30
pushed add-ons at every visit (7) — *"Every visit turned into a sales pitch for a termite bond"*; bugs back within weeks (3)

St. Johns Shield Pest Co. · 4.5★ · 402 reviews · we read 30
hard to cancel the contract (4) — *"Charged me a fee to cancel after I sold the house"*; pushed add-ons at every visit (3)

Coastline Defense Pest Control · 4.8★ · 9 reviews · we read 9

What competitors' customers praise

- **easy app scheduling** · 4 reviews across 1 competitor

Replies to reviews

You replied to 13 of your last 26 reviews (1 of 2 rated 3★ or lower). The typical competitor replies to 30%.

Worth asking your next few customers

- Would a 12-month contract stop you from signing up with a pest company?
- How much does it matter to you that the same tech comes each time?

💬 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 Marsh Hen Pest Solutions, 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
Marsh Hen Pest Solutions	4.7 (±0)	74 (+3)	3 (+1)	50% (+5 pts)	5 (±0)
Riverbank Bug & Termite	4.1 (±0)	166 (+5)	5 (±0)	21% (-2 pts)	7 (±0)
St. Johns Shield Pest Co.	4.5 (±0)	402 (+6)	6 (+2)	33% (-2 pts)	3 (±0)
Coastline Defense Pest Co…	4.8 (±0)	9 (+5)	5 (±0)	40% (-2 pts)	7 (±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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