

Ridgeback Plumbing & Rooter

October 16, 2026 · 4 competitor signals detected

4 competitor signals detected for Ridgeback Plumbing & Rooter today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

WHAT'S MOVING IN THE MARKET



Summit Arrow Plumbing Competitor's website (service-area page) + Google profile

Riverside County plumber added Anaheim, Fullerton and Orange to its service area

Summit Arrow Plumbing, based outside Orange County, added Anaheim, Fullerton and Orange to the service-area page on their site and to their Google profile this week. Their new Anaheim page leads with "slab leak detection — free with repair" and whole-home water softeners for hard water.

→ **Action:** No move needed today. Check that your own site has a page for slab leaks and one for water softeners if you do that work — those are the searches they are going after. We'll tell you if their reviews start coming from Anaheim addresses, which is when they are really working here.

Sources: Competitor's website (service-area page) + Google profile

HIGH PRIORITY



Halcyon Home Plumbing Google search results (Local Services Ads), checked from Anaheim

Now in Google Local Services Ads with a "Google Guaranteed" badge for Anaheim

Halcyon Home Plumbing started showing in the Local Services Ads block — the paid listings with the green "Google Guaranteed" badge, above the map — for "plumber Anaheim" and "water heater repair Anaheim" this week, with 4.7 stars from 212 reviews. A homeowner with a leak who searches on a phone sees them before anyone in the map or the regular results, you included.

→ **Action:** Don't sign up just because they did. Work out what a booked water-heater or repipe job is worth to you and how many leads it would take. If you test it, pick one job type, set a weekly budget cap and count booked jobs, not calls. Either way, the free step comes first: a complete Google profile with recent reviews and your real service area, because that is what sits right under the ads.

Sources: Google search results (Local Services Ads), checked from Anaheim

Tidewell Water Heaters & Plumbing Competitor's website (prices / specials page)

Water-heater install cut from \$2,195 → \$1,795 and \$79 drain cleaning

Tidewell updated their specials page yesterday: a 50-gallon gas water heater "installed, permit included" is now \$1,795 (was \$2,195), and main-line drain cleaning is \$79 "for new customers." The page lists no end date. The \$1,795 fine print says "haul-away, expansion tank and code upgrades extra."

→ **Action:** Don't match the price. A cut is hard to take back, and their fine print already moves the extras off the headline number. Put what YOUR quote includes in writing — permit, haul-away, straps and expansion tank if needed, warranty length — so a homeowner holding two quotes can compare like for like. If you want an answer on drains, add something to the job instead of cutting the rate, such as a camera look on any main-line call.

Sources: Competitor's website (prices / specials page)

MEDIUM PRIORITY

Kestrel Rooter & Drain Job posting (Indeed)

Hiring 2 service techs with a \$3,000 sign-on bonus

Kestrel Rooter & Drain posted two service-plumber openings this week offering a \$3,000 sign-on bonus, \$38-48 an hour, a take-home truck and "no weekend on-call rotation." A shop your size hiring two techs at once usually means more trucks on the road in your area soon.

→ **Action:** Your techs can see this posting too. Before they do, check how your pay, truck and on-call schedule compare with what is posted, and have a short conversation with your two best techs about what keeps them. Losing one tech costs more than any bonus, and often the fix is the schedule, not the rate.

Sources: Job posting (Indeed)

Lindenhall Plumbing Co. Google Business Profile listing (reviews)

23 new Google reviews in 30 days — up from about 4 a month

Lindenhall Plumbing Co. gained 23 Google reviews in the past 30 days, against their usual 4 or so, and now has 391. Most name the tech who did the job, and several mention a review card left on the counter. Review count and recency both feed where a plumber shows in the map.

→ **Action:** Copy the habit, not the number: a card or a text with your review link after every finished job, from the tech who did it, asking everyone the same way. Two honest reviews a week adds up fast for a 6-truck shop.

Sources: Google Business Profile listing (reviews)

What customers are saying

From 38 Google reviews of Ridgeback Plumbing & Rooter and 176 of 6 competitors. 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

- **on-time arrival** · 11 of 38 reviews
"Texted when he was 15 minutes out and showed up right on time"
- **price matched the quote** · 8 of 38 reviews
"The price on the quote was the price on the bill, permit and all"
- **explained the hard-water damage** · 4 of 38 reviews

What your customers complain about

- **booked out a few days for non-emergencies** · 3 of 38 reviews
"Great work but we waited four days for a slow drain"

What your website leads with — and whether reviewers mention it

- Upfront written quotes · mentioned in 8 of 38 reviews
- Same-day emergency service · mentioned in 1 of 38 reviews
- Licensed and insured · no reviewer mentioned it

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 — 8 of your reviews praise price matched the quote; 13 reviews at 3 competitors (Tidewell Water Heaters & Plumbing, Halcyon Home Plumbing, Kestrel Rooter & Drain) complain about surprise fees on the invoice, 9 of them from their lowest-rated.

Your reviewer: "The price on the quote was the price on the bill, permit and all"

Speed (possible) — 11 of your reviews praise on-time arrival; 9 reviews at 2 competitors (Halcyon Home Plumbing, Lindenhall Plumbing Co.) complain about missed or late arrival windows, 5 of them from their lowest-rated.

Your reviewer: "Texted when he was 15 minutes out and showed up right on time"

→ 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 for non-emergency jobs at 2 competitors, and 3 of your reviews raise booked out a few days for non-emergencies too.

Competitor by competitor — what their customers complain about

Tidewell Water Heaters & Plumbing · 4.3★ · 640 reviews · we read 30

surprise fees on the invoice (6) — *"The \$1,795 turned into \$2,600 once he was in the garage"*; pushy up-sells (3)

Halcyon Home Plumbing · 4.7★ · 212 reviews · we read 30

missed or late arrival windows (5) — *"Window was 8 to 12, he got here at 3"*; surprise fees on the invoice (4)

Lindenhall Plumbing Co. · 4.8★ · 391 reviews · we read 30

long wait for non-emergency jobs (4); missed or late arrival windows (2)

What competitors' customers praise

- **friendly, named techs** · 9 reviews across 2 competitors

Replies to reviews

You replied to 9 of your last 20 reviews (1 of 2 rated 3★ or lower). The typical competitor replies to 55%.

Worth asking your next few customers

- When you compared quotes, did knowing the full price up front matter?
- Did a text before we arrived make a difference?
- If you had to wait for a non-emergency visit, how long was too long?

MyIntelBrief Competitive Intelligence

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.

Want daily competitor intelligence for your business? · [MyIntelBrief.com](https://myintelbrief.com)