

# Heartland Pipe & Drain

May 28, 2026 · 5 competitor signals detected

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5 competitor changes detected for Heartland Pipe & Drain today. Two high-priority items warrant action this week.

 **ACTIONS TO TAKE TODAY (5)**

tap to expand ▼

## HIGH PRIORITY

  **Cornhusker Drain Specialists** HIGH  [EXAMPLE ↗](#)  [contact](#)

### **Drain cleaning price dropped from \$189 → \$99 (limited-time offer)**

 NEWS

Cornhusker Drain Omaha is now advertising drain cleaning at \$99 (down from their standard \$189). Ad copy says "this month only" but no end date shown. Their service-area radius also expanded to include Bellevue and Papillion. Aggressive price + territory move likely targets summer demand.

→ **ACTION:** Don't reactively match the price — Cornhusker Drain has national-chain overhead and you don't. Instead, run a "we don't need a \$99 loss leader because our techs are paid right" message. Bundle a free inspection with any service call this month.

  **Missouri River Trenchless** HIGH  [MAPS ↗](#)  [contact](#)

### **Three 1-star reviews this week mention "no-show" appointments**

 NEWS

Missouri River Trenchless Omaha received three 1-star Google reviews in the past 7 days, all citing missed appointment windows. One reviewer waited 4 hours; another says the dispatcher hung up. Likely they're understaffed or experiencing scheduling-system issues — short-term opportunity to win their unhappy customers.

→ **ACTION:** Run a "same-day appointment guarantee" Google Local Service Ad this week. Target Missouri River Trenchless' geo. Mention "we show up when we say we will" in your ad copy without naming competitors.

## MEDIUM PRIORITY

  **Old Market Pipes & Plumbing** MEDIUM  [EXAMPLE ↗](#)  [contact](#)

### **Launched online booking with same-day available slots visible**

 NEWS

Old Market Pipes & Plumbing replaced their "call us" CTA with an online booking widget that shows real-time available slots, including same-day options. For a younger demographic that prefers not to call, this is meaningful friction removal. Their booking widget integrates with a trades-CRM platform.

→ **ACTION:** Add online booking to your homepage. Even a an online booking widget with "available in next 2 hours" tags converts better than a phone-only CTA for under-40 customers.

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


## Omaha city council approves new low-flow toilet rebate program

 NEWS

Omaha City Council approved a \$200 rebate per home for low-flow toilet installation, effective immediately. Estimated 8,000 households in the metro qualify. The city is publishing a "certified installer" list — application opens Monday.

→ **ACTION:** Apply to be a certified installer by Wednesday. This is a 12-month leadgen channel — every certified-installer listing call is a pre-qualified buyer.

## LOW PRIORITY / FYI

  **Prairie State Plumbing & Heating** LOW  [FACEBOOK ↗](#)  [contact](#)

## Facebook page added "veteran-owned business" badge

 NEWS

Prairie State added the "veteran-owned" Facebook business badge yesterday. Combined with three new ads featuring their owner in fatigues, signals a deliberate veteran-affinity positioning push for Memorial Day.

→ **ACTION:** If you have veteran staff or partnerships, surface them visually. Even a small badge on your homepage moves the needle with the ~9% of Omaha-metro buyers who actively prefer veteran-owned services.

### .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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