

Dana Whitfield Homes

October 13, 2026 · 4 competitor signals detected

CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE

This communication contains proprietary competitive intelligence prepared for Dana Whitfield Homes and its team. Please do not forward it outside your organization.

4 competitor signals detected for **Dana Whitfield Homes** today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

HIGH PRIORITY

Treasure Valley Home Team [EXAMPLE ↗](#)

Launched a "Guaranteed Sale" page — "we'll buy your home if it doesn't sell"

 **ON THEIR SITE**

Treasure Valley Home Team published a new "Guaranteed Sale Program" page yesterday promising to buy a seller's home if it has not sold within 90 days. The fine print says the purchase price is "set by our investor partner after inspection" and is not stated on the page. The offer is also running as a banner across their home-valuation page.

→ **Action:** Don't copy the program — expect sellers to ask you about it. Build a one-page "cash offer vs. open market" net sheet you can hand over at a listing appointment: what a seller would likely net each way, with the costs of each spelled out. If you already work with a local investor who will give a written cash offer, you can put both options side by side and let the seller choose. Don't knock their program; just suggest the seller ask what the guaranteed price would be.

Sources: [example.com](#)

Foothills Property Partners [MAPS ↗](#)

9 new Google reviews in 7 days — six mention first-time buyers

Foothills Property Partners received nine new 5-star Google reviews in the past week, their busiest week on record. Six reviewers describe themselves as first-time buyers, and five use some version of "explained every step." The timing and wording suggest a review request sent shortly after closing.

→ **Action:** Ask for reviews at the two moments clients are happiest: the day they get the keys, and a 30-day check-in call after move-in. Print your Google review link as a QR code on the card that goes with your closing gift so it is one tap away.

Sources: [maps.google.com](#)

MEDIUM PRIORITY

  **Capital City Nest Realty**  [EXAMPLE ↗](#)

New "How we market your home" page — drone video and 3D tour on every listing

 ON THEIR SITE

Capital City Nest Realty added a "How We Market Your Home" page this week listing what every seller gets: professional photos, drone video, a 3D walkthrough, a printed feature sheet and paid social ads. It sits one click from their homepage and is clearly built for seller interviews.

→ **Action:** Sellers compare these pages before they choose an agent to interview. Write your own "what you get when you list with me" page and list exactly what you include — only what you really do. If sellers ask for drone video and you don't offer it, book a local drone photographer per shoot rather than buying the equipment.

Sources: [example.com](#)

  **Industry News**  [EXAMPLE ↗](#)

Boise City Council hearing on accessory dwelling unit (ADU) zoning set for next month

A public notice posted yesterday sets a City Council hearing next month on changes that would allow accessory dwelling units on more single-family lots and drop the owner-occupancy requirement. The notice lists several older neighborhoods, including the North End and the Bench.

→ **Action:** Become the agent who explains it. Write a short plain-English post this week on what the change would mean for a homeowner on an eligible lot, then send it to your past clients in the listed neighborhoods. It is a useful reason to get in touch that isn't a sales pitch. Watch the hearing and post an update after the vote.

Sources: [example.com](#)

LOW PRIORITY / FYI

  **Boise Bench Realty Collective**  [EXAMPLE ↗](#)

Team page adds an agent whose bio centers on North End homes

Boise Bench Realty Collective added a new agent to its team page yesterday. The bio highlights 11 years selling older homes in the North End, which is also the area your website focuses on. The team's homepage now lists the North End as a featured neighborhood.

→ **Action:** Nothing to answer directly. Check that your North End page shows recent, specific knowledge — streets, home styles, renovation quirks you have dealt with — rather than a generic area description. The ADU hearing above makes a good fresh section to add.

Sources: [example.com](#)

What customers are saying

From 28 Google reviews of Dana Whitfield Homes and 141 of 5 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

- **responsive, quick to reply** · 10 of 28 reviews
"Answered every text the same evening, even on weekends"
- **knows the neighborhood** · 7 of 28 reviews
"She knew which streets flood and which houses had the original wiring"
- **honest pricing advice** · 4 of 28 reviews

What your customers complain about

- **hard to book a showing on short notice** · 2 of 28 reviews

What your website leads with — and whether reviewers mention it

- Boise native, North End specialist · mentioned in 7 of 28 reviews
- Free home valuation · 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.

Communication — 10 of your reviews praise responsive, quick to reply; 9 reviews at 2 competitors (Treasure Valley Home Team, Capital City Nest Realty) complain about slow to return calls, 6 of them from their lowest-rated.

Your reviewer: "Answered every text the same evening, even on weekends"

→ If that matches what you see, say it where people compare you: your Google profile, menu and homepage. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Ordering & booking**: customers complain about hard to book a showing on short notice at 1 competitor, and 2 of your reviews raise hard to book a showing on short notice too.

Competitor by competitor — what their customers complain about

Treasure Valley Home Team · 4.5★ · 318 reviews · we read 30

handed off to a junior agent (5) — *"Met the team lead once, then dealt with someone new every week"*; slow to return calls (4)

Foothills Property Partners · 4.9★ · 204 reviews · we read 30

hard to book a showing on short notice (3)

Capital City Nest Realty · 4.6★ · 167 reviews · we read 27

slow to return calls (5)

What competitors' customers praise

- **patient with first-time buyers** · 8 reviews across 2 competitors

Replies to reviews

You replied to 6 of your last 20 reviews (0 of 1 rated 3★ or lower). The typical competitor replies to 50%.

Worth asking your next few customers

- When you picked an agent, did quick replies matter more than the brokerage name?
- Would a cash-offer comparison have helped when you sold?

 .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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