

Crabtree Creek Animal Hospital

October 14, 2026 · 4 competitor signals detected

CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE

This communication contains proprietary competitive intelligence prepared for Crabtree Creek Animal Hospital and its team. Please do not forward it outside your organization.

4 competitor signals detected for **Crabtree Creek Animal Hospital** today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

WHAT'S MOVING IN THE MARKET

A 24/7 emergency and specialty hospital [EXAMPLE ↗](#)

Permit filed for a 24-hour emergency vet on Glenwood Avenue

Wake County permit filings show a 24-hour emergency and specialty animal hospital applied this month to fit out a former retail unit on Glenwood Avenue, about two miles from you. The plans list surgery suites and an overnight ward; no opening date is given.

→ **Action:** An emergency hospital is usually a partner, not a rival: it sees your clients after hours and sends them back for follow-up care. Once it opens, introduce yourself, ask how they share records and discharge notes, and agree where after-hours calls from your clients should go.

Sources: [example.com](#)

HIGH PRIORITY

Glenwood Pet Clinic [EXAMPLE ↗](#)

Launched a \$39/month puppy & kitten wellness plan

Glenwood Pet Clinic added a "Wellness Plans" page yesterday. The puppy & kitten plan is \$39 a month for 12 months and lists unlimited exams, core vaccines, two fecal tests and one spay or neuter discount of 20%. An adult dog plan is \$45 a month. Sign-up is online with a card on file.

→ **Action:** A rival's plan is not a reason to launch one. The question is your own clients: how many new puppies and kittens miss their second or third vaccine visit? If that number is small, a plan adds billing work for little gain. If it is large, try the smallest version first: a printed first-year schedule handed out at the first visit, with the next appointment booked before they leave.

Sources: [example.com](#)

📍🌐 Six Forks Veterinary Hospital 📍 [EXAMPLE ↗](#)

Now "part of" a national veterinary group; new online booking

🌐 ON THEIR SITE

Six Forks Veterinary Hospital changed its website footer this week to read "a member of" a national veterinary group, and switched to that group's online booking system. The staff page and the clinic name are unchanged. A press release on the group's site describes it as an acquisition.

→ **Action:** Don't criticize the sale. Some clients will notice the change and ask you about it, so be ready to say plainly what is true of your clinic: who owns it, and whether clients usually see the same vet each visit, if they do. Put the same one or two lines on your About page. Facts work better than comparisons.

Sources: [example.com](#)

🟡 MEDIUM PRIORITY

🟡📍 North Hills Animal Care 📍 [MAPS ↗](#)

Six reviews in three weeks mention waiting "two to three weeks" for a sick visit

North Hills Animal Care has six new Google reviews since late September that mention waiting two to three weeks for an appointment for a pet that was unwell. Two say they went to an emergency hospital instead. The clinic replied to two of the six.

→ **Action:** This is about demand, not about them. If you can see a sick pet within a day or two, say so where people look: one line on your Google profile and on the booking page ("same-week sick visits"). If your own schedule is booked out too, skip this. Promising it and missing it costs more than not saying it.

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

🟢 LOW PRIORITY / FYI

🟢📍 Glenwood Pet Clinic 📍 [EXAMPLE ↗](#)

Hiring two credentialed vet techs at \$24-28/hour plus a sign-on bonus

Glenwood Pet Clinic posted two credentialed veterinary technician openings on Indeed this week at \$24-28 an hour with a \$3,000 sign-on bonus, four-day schedules and paid continuing-education hours.

→ **Action:** Your technicians can see this posting too. You don't have to match it. The cheapest step is a short conversation with each tech about what keeps them here: schedule, the team, CE time or pay. If you are hiring yourself, you now know a posted range in your area to compare against.

Sources: [example.com](#)

🗣️ What customers are saying

From 112 Google reviews of Crabtree Creek Animal Hospital and 240 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

- **explains options and costs** · 17 of 112 reviews
"Walked us through every option and what each would cost before doing anything"
- **gentle with nervous pets** · 11 of 112 reviews

What your customers complain about

- **long wait in the lobby** · 5 of 112 reviews
"Waited 40 minutes past our appointment time"

What your website leads with — and whether reviewers mention it

- Fear Free certified · mentioned in 3 of 112 reviews
- Same-week appointments · 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 — 17 of your reviews praise explains options and costs; 10 reviews at 2 competitors (Six Forks Veterinary Hospital, North Hills Animal Care) complain about bill higher than the estimate, 7 of them from their lowest-rated.

Your reviewer: "Walked us through every option and what each would cost before doing anything"

→ If that matches what you see, say it where people compare you: your Google profile, menu and home-page. 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 in the lobby at 2 competitors, and 5 of your reviews raise long wait in the lobby too.

Competitor by competitor — what their customers complain about

Six Forks Veterinary Hospital · 4.3★ · 512 reviews · we read 30
bill higher than the estimate (6) — *"Estimate said \$350, the bill was over \$600"*

North Hills Animal Care · 4.1★ · 388 reviews · we read 30
hard to get an appointment (7); bill higher than the estimate (4)

Glenwood Pet Clinic · 4.6★ · 701 reviews · we read 30
long wait in the lobby (5)

What competitors' customers praise

- **easy online booking** · 8 reviews across 2 competitors

Replies to reviews

You replied to 9 of your last 30 reviews (1 of 4 rated 3★ or lower). The typical competitor replies to 30%.

Worth asking your next few customers

- When your pet was sick, how quickly could you get in to see us?
- Was the final bill close to the estimate we gave you?

 .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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