

Guide to your report

Merle's Mechanical · September 2026 · 5 competitors monitored

The finding

AccuTemp HVAC Services is the most vulnerable operator in your market, and it is not close.

They score **74 of 100** on vulnerability, which puts them in the CRITICAL band. The next closest competitor is 59. Their leading weakness is **Surprise Diagnostic Fees**: customers are quoted one price on the phone and charged another when the technician arrives. Eighteen complaints, and they reply to about one in nine.

"Said it'd be \$89 diagnostic, ended up \$450 before they'd even touch the unit."

That is a market of people who already want what you sell. The campaign assets in this pack are built to reach them.

Where the other four sit:

Competitor	Score	Band	Leading weakness
AccuTemp HVAC Services	74	CRITICAL	Surprise Diagnostic Fees
Bluevane Air Solutions	59	HIGH	Diagnostic Bouncing
Coppervale Heating & Air	58	HIGH	Scheduling Chaos & Cancellations
DFW Climate Pros	39	MODERATE	Two themes, no dominant pattern
Brasswood Mechanical	22	LOW	Premium pricing only

Brasswood is a well-run company and we are telling you so. Their only soft spot is price, which is a deliberate choice on their part. We do not recommend attacking them: it invites a quality comparison you would rather not invite. Knowing where not to spend is worth as much as knowing where to.

Three things to run this month

Full copy for each is in the Campaign Playbook. These are the three highest-leverage angles from what we found.

1 Put a flat-rate diagnostic price in front of AccuTemp's customers.

The quote you give on the phone is the quote on the invoice. Say it plainly and say it first. This is the single strongest angle in the market: exploitability 9 of 10, and their complaint volume is still climbing.

2 Lead repair-first against the replacement push.

AccuTemp's second weakness is pitching full system replacements where a part would do: one customer was quoted \$9,000 for what another shop fixed with a \$120 capacitor. "We fix what can be fixed, and we tell you when it truly can't" is a promise they cannot credibly make right now.

3 Publish your warranty terms in plain language.

Coppervale's warranty refusals are the cleanest untaken gap in the market: coverage denied on fine print customers say was never explained. A one-page, no-asterisk warranty statement on your site converts their unhappy customers without naming them.

No competitor is named anywhere in the campaign copy. The angles are positive claims about you, which is both better marketing and the safer legal position.

What the vulnerability bands mean

The score runs 0 to 100 and higher means more vulnerable. The bands are absolute, not relative to your market: if all five of your competitors were well run, you would see five lows. We would rather tell you that than manufacture a target.

CRITICAL	70+	A documented pattern big enough and severe enough to campaign on: dozens of complaints, mostly one-star, at two or three in every hundred reviews or more. Or a smaller pattern that is severe, still arriving, and answered by nobody.
HIGH	50-69	A real body of complaints, a dozen or two, with something softening it: the business answers most of them, they are mostly older, or they are milder than one-star.
MODERATE	30-49	A handful of complaints without a dominant pattern, or one live weakness on an otherwise clean record.
LOW	0-29	Complaints are rare relative to how many reviews the business has. There is little here to work with.

What is in this report pack

02 Monthly Report	The whole market in one place: where you rank, every competitor's score, and the openings worth acting on.
03 Campaign Playbook	Ready-to-run copy. Google Ads, Meta, a Google Business post, an SEO brief and an email hook, written against specific weaknesses.
04 Self-Analysis	The same treatment applied to your own reviews, plus a head-to-head grid showing where you win and where you do not.
05-09 Deep Dives	One per competitor. Every weakness theme, what customers actually wrote, and how to position against it.
10 Evidence Appendix	Every claim in this pack, sourced. Each quote traced to the review it came from, every review we read including the positive ones we passed over, and the exact inputs behind each score.

Check our work. We analysed 92 reviews in detail across your five competitors, and 44 of them were positive and quoted nowhere: we read the good with the bad. Coverage per competitor is disclosed in the appendix, competitor by competitor, so you can see exactly how much of their review history this rests on. Nothing in these pages is a quote we cannot point you to.

Reviews are public customer feedback published on Google. WeakSpot reports what customers wrote and does not name any competitor in campaign copy. Scores are computed from that feedback and are a measure of marketing opportunity, not a judgement of any business.