



Competitive Deep Dive

September 2026

COMPETITOR ANALYZED

Brasswood Mechanical

PREPARED FOR

Merle's Mechanical

Generated September 21, 2026

Demonstration report. All businesses and review data shown are fictional.

Brasswood Mechanical — Scorecard

RATING 4.8	REVIEWS 620	VULNERABILITY SCORE 22/100	VULNERABILITY TIER LOW
----------------------------------	-----------------------------------	--	--

Brasswood Mechanical is the fifth-most vulnerable of 5 competitors monitored in Addison, with 5 complaints clustered into 3 weakness themes. Compared to Merle's Mechanical (4.5), the rating gap is 0.3 stars in their favor.

Top Weaknesses

#1 Premium Pricing

Exploitability 4/10 · 2 complaints

"Excellent work but the prices are steep. We chose them but it cost almost double the lowest bid."

— Josh K. · 3 ★ · 22 Dec 2025

"A simple capacitor replacement was \$385 here when others quoted \$200."

— Amanda F. · 2 ★ · 3 Dec 2024

MARKETING ANGLE

Position as the team delivering Lone-Star-level work at fair, transparent prices — premium quality without the premium premium

No campaign built: this rests on two complaints. They are real, but too thin to build a campaign on, so the theme is listed here and left alone until more arrive.

#2 After-Hours Booking Friction

Exploitability 3/10 · 2 complaints

"Called Saturday morning and got the after-hours scheduler. Had to wait until Monday."

— Chris F. · 3 ★ · 17 Mar 2025

"Their weekend coverage feels like a courtesy, not a service."

— Thomas M. · 3 ★ · 15 May 2026

MARKETING ANGLE

Position as the team that picks up Saturday calls without a premium — but only where the head-to-head positioning supports it

No campaign built: this rests on two complaints. They are real, but too thin to build a campaign on, so the theme is listed here and left alone until more arrive.

#3 Premium Diagnostic Reputation

Exploitability 3/10 · 1 complaints

"Their diagnostic is thorough but you pay for the experience."

— John J. · 3 ★ · 9 Dec 2024

MARKETING ANGLE

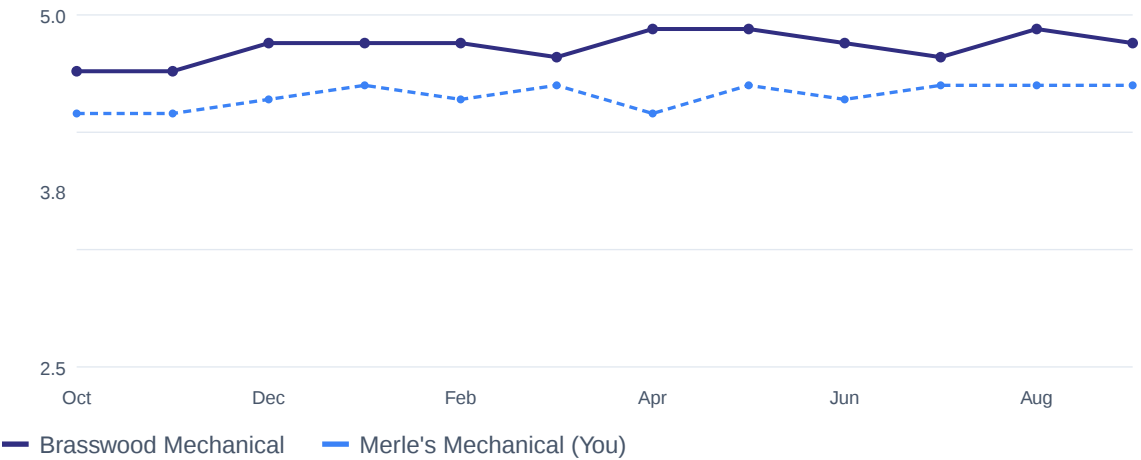
Avoid attacking — Brasswood's diagnostic accuracy reputation is durable. Better to compete on price-of-service or warranty terms

No campaign built: this rests on a single complaint. It is real, but too thin to build a campaign on, so the theme is listed here and left alone until more arrive.

Recent Customer Feedback

Most recent 1-3 star reviews from this competitor

Rating Trajectory



Brasswood Mechanical: 12 months observed, Oct 2025 to Sep 2026.

Merle's Mechanical (You): 12 months observed, Oct 2025 to Sep 2026.

What to do next

1. Brasswood Mechanical's complaints are isolated: 3 themes resting on one or two complaints each, with no recurring pattern to campaign against. No campaign was built.
2. Compete with them on your own strengths rather than their service gaps, and check next month's Deep Dive: patterns can emerge in a single bad month.