



Competitive Deep Dive

September 2026

COMPETITOR ANALYZED

Thornvale Air Services

PREPARED FOR

Merle's Mechanical

Generated September 24, 2026

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

Thornvale Air Services: Scorecard

RATING 4.6	REVIEWS 560	VULNERABILITY SCORE 74/100	VULNERABILITY TIER CRITICAL
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Thornvale Air Services is the most vulnerable of 5 competitors monitored in Dallas, with 18 complaints clustered into 3 weakness themes. Compared to Merle's Mechanical (4.5), the rating gap is 0.1 stars in their favor.

Top Weaknesses

#1 Surprise Diagnostic Fees

Exploitability 9/10 · Worsening · 7 complaints

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

— Eric D. · 1★ · 5 Jul 2026

"Quoted me one price on the phone for the diagnostic visit, charged me triple when they got here."

— Amy D. · 1★ · 30 May 2025

"Hidden fees on the final invoice we were never told about. Service charge, trip fee, disposal fee. The 'free quote' wasn't free."

— Emily T. · 2★ · 30 May 2026

MARKETING ANGLE

Lead with flat-rate diagnostic pricing: the quote we give over the phone is the quote on the invoice

#2 Aggressive Replacement Push

Exploitability 9/10 · Stable · 6 complaints

"Tried to sell us a brand-new \$9,000 system when all we needed was a \$120 capacitor."

— Mark J. · 1★ · 18 Nov 2024

"The tech spent 10 minutes 'inspecting' then immediately pitched a full system replacement."

— Stephanie N. · 1★ · 18 Apr 2025

"They wouldn't repair our 8-year-old unit — flat-out told us we 'had to' replace the whole system."

— Lauren B. · 3★ · 24 May 2026

MARKETING ANGLE

Position as the honest repair-first HVAC company: we fix what we can fix and tell you when replacement is truly the right call

#3 No-Show Appointments

Exploitability 8/10 · Worsening · 5 complaints

"Booked a 9am appointment. They didn't show until 4pm. No apology, no call ahead."

— Andrew C. · 1★ · 5 Aug 2025

"Three different times this summer they no-showed on confirmed appointments."

— Patrick W. · 1★ · 28 Aug 2026

"Tech arrived four hours late and acted like it was our problem when we complained."

— Sarah B. · 1★ · 20 Sep 2026

MARKETING ANGLE

Position as the on-time HVAC pros: same-day appointments with two-hour windows you can actually trust

Trend compares a theme's complaints in the 12 months before the pull with the 12 months before that. Worsening: at least four, and clearly more than the earlier year's pace. Improving: clearly fewer than the earlier pace, where that pace was at least three a year. Stable: within the range the earlier pace predicts. A theme with too few dated complaints to tell, or less than 18 months of record, carries no trend.

Recent Customer Feedback

Most recent 1-3 star reviews from this competitor

"Two no-shows in one week. We took two afternoons off work for a repair that still hasn't happened."

— Mike E. · 1★ · 15 Sep 2026

"They charge a diagnostic fee even when you go ahead with the repair. Every other company we've used waives it. Felt nickel-and-dimed."

— Eric A. · 2★ · 16 May 2026

"Was quoted \$150 on the phone to replace a thermostat. The invoice came to \$410 with a 'diagnostic' and a 'trip fee' nobody mentioned."

— Mark L. · 1★ · 23 Mar 2026

"Told my elderly mother her furnace was 'unsafe' and had to be replaced. A second company inspected it and found nothing wrong."

— Heather B. · 2★ · 18 Feb 2026

"Showed up with a 'minimum service charge' nobody mentioned when booking. Felt like a setup."

— Rebecca K. · 1★ · 3 Feb 2026

"The \$79 'tune-up special' turned into a \$340 bill once the tech decided the unit needed a refrigerant top-off we never asked about."

— Angela T. · 1★ · 1 Jan 2026

"Gave us a 12-to-4 window, never showed, never called. When I phoned at 5 they said the tech had 'gone home for the day.'"

— Andrew B. · 1★ · 7 Nov 2025

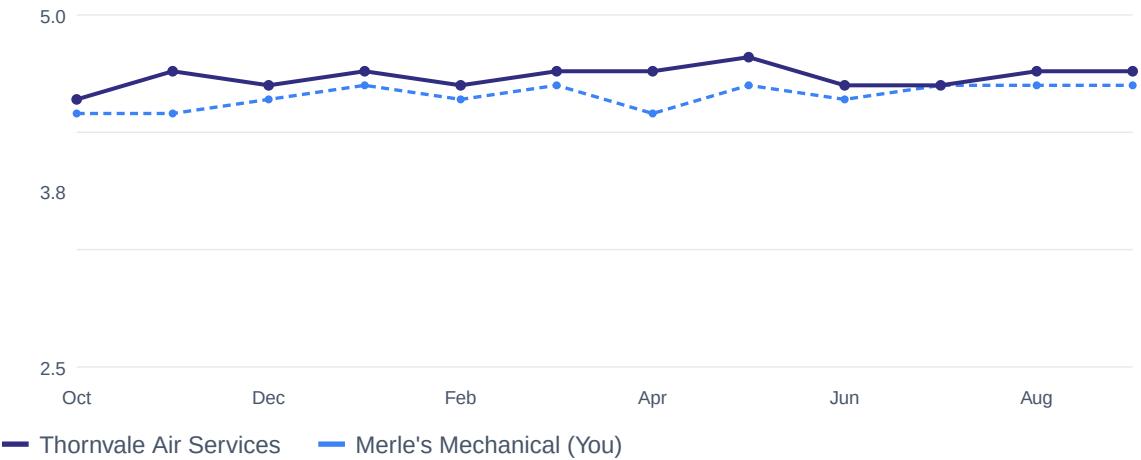
"Every visit ends with a pitch for a new system. This time it was a 'limited-time financing offer' for a unit that works fine."

— Lisa K. · 2★ · 3 Nov 2025

"Our 6-year-old unit needed a \$90 contactor. The tech spent 20 minutes trying to sell us a \$12,000 replacement instead."

— Rebecca A. · 2★ · 31 Jul 2025

Rating Trajectory



Thornvale Air Services: 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. Thornvale Air Services's most exploitable weakness is "Surprise Diagnostic Fees" (exploitability 9/10, trend Worsening).
2. Marketing angle: Lead with flat-rate diagnostic pricing: the quote we give over the phone is the quote on the invoice.
3. Pair this messaging with one Google Ads variation, one Meta Ads variation, and one GBP Post for testing. Refresh as new complaints surface.