

Sample Local Intelligence Brief

PUBLIC DEMONSTRATION • FICTIONAL / ANONYMIZED

This short sample demonstrates the structure and decision-making style of a RivalAdvantage brief. All company identities, locations, metrics, offers, and examples below are fictionalized or generalized. It does not describe a real client or competitor.

MARKET SIGNAL	COMPETITIVE GAP	TEST
Two nearby competitors have made response speed a prominent part of their public messaging.	Client Company mentions service quality strongly but makes response expectations difficult to find.	Test a clear response-time promise or same-day availability message for 30 days.

01 / Market Snapshot

Observation. Competitor A emphasizes fast response and easy booking. Competitor B emphasizes specialization and a simple guarantee. Competitor C is generating unusually strong review velocity around one service category.

Interpretation. The market appears to be competing on confidence and convenience as much as price. That creates an opening for a smaller independent business to make its strongest customer experience easier to understand before a prospect calls.

Illustrative signal board

Signal	Competitor A	Competitor B	Competitor C	Client Company
Response / convenience	HIGH	MEDIUM	MEDIUM	LOW
Offer visibility	MEDIUM	HIGH	LOW	MEDIUM
Review momentum	MEDIUM	MEDIUM	HIGH	MEDIUM
Specialization clarity	LOW	HIGH	MEDIUM	MEDIUM

02 / Opportunity Worth Testing

FIELD OBSERVATION

Prospects can quickly understand *what* Client Company does, but the public-facing experience gives them less help understanding *why to choose it now*.

POTENTIAL OPPORTUNITY

Turn one existing operational strength into a visible decision shortcut: a response expectation, a narrowly defined guarantee, a specialization statement, or a simple proof point.

30-DAY TEST

Choose one message. Place it consistently on the homepage, contact path, and one social profile. Track qualified inquiries, conversion rate, and the phrases prospects mention when they contact the business.

03 / What a Full Brief Adds

Public Sample	Client Brief / Full Investigation
Generalized competitive signal	Named local competitors selected for relevance
One illustrative opportunity	Multiple observations prioritized by evidence
Simplified signal board	Offer, reputation, positioning and messaging comparisons
Example 30-day test	Action plan with practical measurement ideas

The point is not to copy competitors. It is to see the market clearly enough to make a better-informed decision.

RivalAdvantage researches publicly visible competitive signals and organizes them into concise, practical intelligence for independent local businesses.

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