FIELDSTONE INTELLIGENCE

SAMPLE

COMPETITIVE SNAPSHOT — DEMONSTRATION

Competitor Snapshot: Cordgrass Roofing & Restoration, Inc.

Prepared as a demonstration engagement · Subject details altered · July 2026

Competitor Snapshot — Sample

Prepared as a demonstration engagement · Read time: under 5 minutes

KEY FINDINGS

64%

Permit volume is falling, and the drop is sharp: 142 building permits in 2023, 89 in 2024, 51 in 2025. That pattern usually means a business that grew fast on storm-damage repair work — and is now finding out how much of that was a one-time bump.

340+

Permitted projects on file — yet the public review footprint is thin and split. One platform shows a small cluster of near-perfect ratings; another surfaces a recurring complaint: incomplete follow-through after storm and insurance jobs. That gap is the single most useful thing in this report.

$139/mo

The financing hook — and the only pricing signal available. Cordgrass pitches roofs as a low monthly payment, not a project total. It tells you how they frame cost to a homeowner; it does not tell you their actual quoted price on a comparable job.

RECOMMENDATION

Compete on the gap, not on price. Cordgrass markets itself as "family-owned, decades in business," but its permit volume, dual state licenses, and financed storm-restoration arm show a much bigger operation behind the folksy front — with a thin, mixed review record for its size. Lead with a specific, verifiable service promise — named crew, warranty in writing, a real callback commitment — that answers the follow-through complaints in their own reviews. Don't out-advertise the financing offer; out-clarify it.

WHAT TO WATCH NEXT QUARTER

- Whether the recently rebuilt website turns into visible paid advertising — no confirmed Meta or Google ad spend was found this pass, and a rebuild often precedes a paid push.
- Whether the permit decline levels off — a third straight down year would confirm a storm-cycle business working off its backlog, not a growing one.

1	9	15
COMPETITOR TRACKED	SOURCE TYPES REVIEWED	CONFIDENCE-RATED FINDINGS

Prepared by Fieldstone Intelligence · Sample — subject details altered · Full findings begin on page 3

METHODOLOGY

How This Was Built

I don't guess, and I don't call something a fact until I've checked it.

01

Collect

What's publicly published: the business's own site, state license record, county permit history, reviews across multiple platforms, BBB file, ad archives, job postings, archived site history. Published channels only — no logins, no CAPTCHAs, nothing a normal reader couldn't see.

02

Analyze

Patterns across sources, not single data points. A website claim only becomes a finding once it's weighed against something independent — a permit record, a license registry, a review platform.

03

Verify

Every fact carries a source type and a confidence rating. I hand-check every finding myself before it goes out — one practice, one set of eyes, every time.

DATA SOURCES

- Subject's own website and archived site history
- State contractor license registry and business registry filings
- County/city permit index
- Review platforms across three independent sources
- Better Business Bureau file
- Advertising archives and job-posting boards

CONFIDENCE FRAMEWORK

- **HIGH** — confirmed at the primary source, or corroborated across two or more independent source types.
- **MED** — one indirect source, not independently cross-checked this pass.
- **LOW** — a single weak or inferential signal; noted, not acted on.

WHAT THIS SAMPLE IS

A composite of real, verified fieldwork on Palm Beach County roofing contractors. I built one fictional company out of real patterns pulled from several actual businesses and altered every identifying detail — names, addresses, license numbers, exact figures — to protect the businesses involved. A client report names the real competitor. This one doesn't, on purpose. Where something could not be verified, it says so plainly: a marked blank is worth more than a confident wrong answer.

FINDINGS

Cordgrass Roofing & Restoration, Inc.

Every finding carries a confidence rating. Source types are generic in the body; the Source Index on the last page shows where each category of evidence lives.

POSITIONING & OFFER

Markets itself as a "family-owned company serving South Florida homeowners for over three decades," with 24/7 availability and same-day free estimates. *(company website via search summary)* — MED

Advertises "in-house financing" through a third-party finance partner — a new roof "as low as $139 a month" rather than a project total. *(direct read, subject's own site)* — HIGH

No stated warranty term — no "10-year," no "lifetime" — anywhere on the site. — COULDN'T FIND

LICENSES & REGISTRATION

Holds two active state licenses — Certified Roofing Contractor and Certified General Contractor. That means it can legally run bigger structural work (additions, new construction), not just reroofs. *(state license registry, cross-checked)* — HIGH

Active Florida corporation with a filing history stretching back roughly three decades. *(business registry + independent mirror)* — MED

BBB "A" rated but not accredited, with a file history far shorter than the company's stated decades in business. *(BBB file)* — HIGH

REVIEW PATTERNS

One review source shows a small, dense cluster of near-perfect ratings, with the same two or three field technicians praised by name — a sign of a stable core crew. *(cross-checked against an independent aggregate)* — HIGH

A separate contractor-marketplace shows a thinner, mixed record: strong praise next to specific complaints — incomplete repairs, debris left on-site, slow warranty callbacks — concentrated on storm and insurance jobs. The same complaints recur across two platforms. *(two independent platforms)* — MED-HIGH

Against the permit volume overleaf, this review footprint is thin for the company's size — a "reputation lag" that is itself a competitive fact. — HIGH

ADVERTISING FOOTPRINT

Strong on-site lead generation: a dedicated quote funnel plus town-by-town landing pages — a pattern typically used by operators running paid traffic at scale. *(directly observed page pattern)* **HIGH**

No confirmed current ad spend on the major social ad archives — treat as "not confirmed," not "not running." **COULDN'T FIND**

PERMIT ACTIVITY & VOLUME

Roughly 340 permitted projects on file — well above a typical small local shop. *(county permit index, individually checkable)* **HIGH**

Recent years tell the story: 142 permits (2023), 89 (2024), 51 (2025) — a steep multi-year decline consistent with a storm-surge business working off its backlog. *(same index)* **HIGH**

Mix is mostly roofing but includes six-figure additions and new construction, consistent with the dual license structure. Typical permit value runs near $32,000. *(same index)* **HIGH**

WEBSITE HISTORY

The current site shows technical signs of a recent rebuild — a current-generation framework and analytics setup, not a legacy build. *(site's own technical footprint)* **MED**

Verified before/after site history — the archive tool wasn't reachable for this subject this pass, so what the site said before the rebuild can't be stated. **COULDN'T FIND**

PRICING POSTURE

One verified signal: the "$139 a month" financed offer above. That's a framing choice, not a price — what the payment feels like, not what the job costs. Full pricing analysis requires a direct pricing exercise, which sits outside this snapshot's scope. **HIGH**

BOTTOM LINE

What This Means for You

Three implications, in plain terms — each one traces to a rated finding in the pages before it.

You're not losing on price — you're losing on framing. The "friendly, family-owned" story softens a much larger, storm-cycle operation underneath. Say something they can't: what the crew looks like, what the callback promise is, what happens if a repair isn't right the first time.

Their own customers are handing you your best sales line, free. The follow-through complaint pattern is public and repeatable. Make "we finish the job and answer the callback" part of every estimate conversation.

The permit decline means their sales team is under more pressure, not less. Expect more financing-forward pitches this year. Make sure your estimate conversation addresses total cost, not just monthly payment.

PUT IT TO WORK THIS MONTH

1. Lead your next estimate conversation with specifics a bigger shop can't match — who exactly shows up, when, and what happens if something isn't right. Their marketing says "family-owned"; you can prove it in person.
2. Make the callback promise a written line in every bid packet: "we finish the job, and we answer the phone after it." You don't need to name the competitor — their own reviews already made the argument for you.
3. When financing comes up at close, put the total cost next to the monthly number. Expect payment-first pitches from them this year — straight talk on the full price is the counter.

WHAT A FULL ENGAGEMENT ADDS

This sample shows the method. A client engagement adds:

- Your competitor's real name on every finding — no masking.
- A live link and pull date for every source in the index.
- A direct pricing exercise — an actual quote comparison on a job like yours.
- Delivery within three weeks, every finding rated HIGH / MED / LOW.

This is what a real engagement looks like — with the competitor's real name on every page. · fieldstoneintel.com

SOURCE INDEX

Trust, But Verify

Every finding in this report traces to a source you can visit yourself. That's the standard: if I can't point you to it, I shouldn't be saying it.

SOURCE	WHAT IT VERIFIED	WHERE TO LOOK	ACCESSED
Subject's own website	Positioning claims, financing offer ("$139/mo"), missing warranty terms, quote-funnel and landing-page pattern	`cordgrassroofing.com` *	Jul 2026
State contractor license registry	Both active licenses (Certified Roofing + Certified General Contractor)	`myfloridalicense.com` — DBPR license search	Jul 2026
Florida corporate registry	Active corporation, ~three-decade filing history	`search.sunbiz.org`	Jul 2026
County / municipal permit index	340+ permits on file; 142 → 89 → 51 yearly decline; ~$32,000 typical value; job mix	`pbcgov.org` ePermits + town portals	Jul 2026
Google business listing & reviews	Dense near-perfect rating cluster; named-technician praise pattern	`google.com` — search the business name *	Jul 2026
Contractor marketplace reviews	Mixed record; follow-through complaints on storm/insurance jobs (recurring across two platforms)	`angi.com` listing *	Jul 2026
Better Business Bureau file	"A" rating, not accredited; file far younger than claimed operating history	`bbb.org` profile *	Jul 2026
Meta Ad Library	Ad-spend check — no confirmed active ads (marked COULDN'T FIND)	`facebook.com/ads/library`	Jul 2026
Archived site history	Rebuild-date check — archive unreachable this pass (marked COULDN'T FIND)	`web.archive.org`	Jul 2026
Job-posting boards	Hiring signals and market wage context	`indeed.com`	Jul 2026

*** Sample note:** the subject of this report is a composite — a fictional company built from verified fieldwork on several real Palm Beach County contractors — so subject-specific links above are illustrative. The registry and archive tools are real, and you can point them at any contractor today. In a client report, every row is a live link to the actual page, with the date I pulled it.