

Premier Services Inc. Launches Competitor Compass Report, Giving Local Businesses a Live Look at Why They're Losing Customers to Competitors

New tool delivers a head-to-head competitive scoreboard, six-signal diagnosis, and 30/60/90-day action plan in 24 hours — built from real, live data instead of guesswork.

Creve Coeur, MO — Premier Services Inc., a digital marketing provider specializing in local service businesses, today announced the launch of the Competitor Compass Report, a data-driven competitive gap analysis that shows business owners exactly where they stand against their top three local competitors — and what to do about it.

Most local businesses know they're losing ground to competitors but have no way to see why. Generic SEO audits often provide vague recommendations without a clear path to results, and negative reviews frequently go unanswered simply because owners don't know how to respond. The Competitor Compass Report was built to close that gap with specific, ranked, actionable insight.

"Business owners don't need another audit that tells them everything is fine or, worse, everything is wrong with no explanation," said David Robson, founder of Premier Services Inc. and a Certified Guerrilla Marketing Trainer and Coach. "They need to see, in plain numbers, exactly where the leader in their market is beating them and precisely what to fix first. That's what this report delivers."

How It Works

Business owners can generate their report in one of two ways: by selecting three competitors from a software-generated list based on their category and location, or by manually choosing their own three competitors. Premier Services Inc. notes that manual selection tends to produce the most useful results, since owners often know their real competitive threats better than an automated match.

Once competitors are selected, the report — built from 90 days of live public data — is delivered within 24 hours and includes:

- **90-Day Standings:** A weighted composite score ranking the business against its top three competitors, with the point gap to the market leader clearly identified

- **Six-Signal Diagnosis:** A pass/fail breakdown across review velocity, reply rate, map-pack coverage, negative review recovery, rating average, and photo freshness
- **Voice of the Market:** The actual phrases customers use to describe competitors versus the business itself, along with a recommended headline based on that language
- **30/60/90 Game Plan:** A prioritized action plan ranked by revenue impact

Availability and Pricing

The Competitor Compass Report is available now at reviewmatchup.io/ezrep/matchup as a self-serve report for \$99, with a done-for-you option available for business owners who prefer Premier Services Inc. to run the analysis on their behalf. By comparison, assembling this level of competitive data manually, or commissioning a comparable analysis from a marketing agency, typically costs several hundred to several thousand dollars.

Premier Services Inc. reports that more than 10,000 matchup reports have been generated to date, with an average rating of 4.9 out of 5 from local business owners across the home services, dental, and roofing categories.

About Premier Services Inc.

Premier Services Inc. builds digital marketing tools and subscription platforms for local service businesses, including EzRep.net, a review generation and reputation management platform, and MsgEZ.net, a customer communication and engagement platform. The company's approach emphasizes education-first, ROI-driven marketing that helps local businesses understand and close the gap between themselves and their top competitors.

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