



TC CAPITAL
RESEARCH

FICTIONAL DEMONSTRATION SAMPLE

LOCAL MARKET INTELLIGENCE BRIEF

Prepared for Northstar Roofing

Greater Montreal residential roofing market

Report date	August 2026
Market reviewed	Greater Montreal - residential roofing
Research scope	Six fictional competitors and illustrative public-data signals
Purpose	Demonstrate the structure and decision value of a TC Capital report

Important sample notice

All companies, metrics, findings and recommendations in this document are fictional and provided only to demonstrate the intended deliverable. A client report would be researched specifically for the client's real market using publicly available information and client-approved inputs.

TC Capital Research turns fragmented market information into a concise decision brief. The goal is not to produce a generic data dump. The goal is to identify what matters, explain the evidence, disclose limitations and recommend a small number of practical next actions.

Executive decision brief

Primary conclusion

Northstar appears credible but under-positioned. The business does not need to become the cheapest roofer. It needs clearer proof, a more specific offer and a stronger review-generation system so prospects can justify choosing it over better-known competitors.

Three decisions to make now

Decision	Recommended move
1. Own a narrower promise	Lead with a “48-hour roof assessment and written options” offer instead of broad full-service language.
2. Build visible proof	Create a repeatable post-job review request and publish three detailed project case studies.
3. Protect price	Package inspection, documentation and follow-up into the offer so the business competes on confidence rather than a low headline quote.

What the evidence suggests

- Market leaders are not winning on price alone. Their public advantage is proof: review volume, strong project photography and specific service promises.
- Northstar’s current message is broad enough to be interchangeable with dozens of competitors.
- Customer anxiety clusters around response time, surprise costs, site cleanliness and post-job follow-up. These are positioning opportunities, not merely operational issues.
- The most defensible near-term move is to increase trust and clarity before increasing advertising spend.

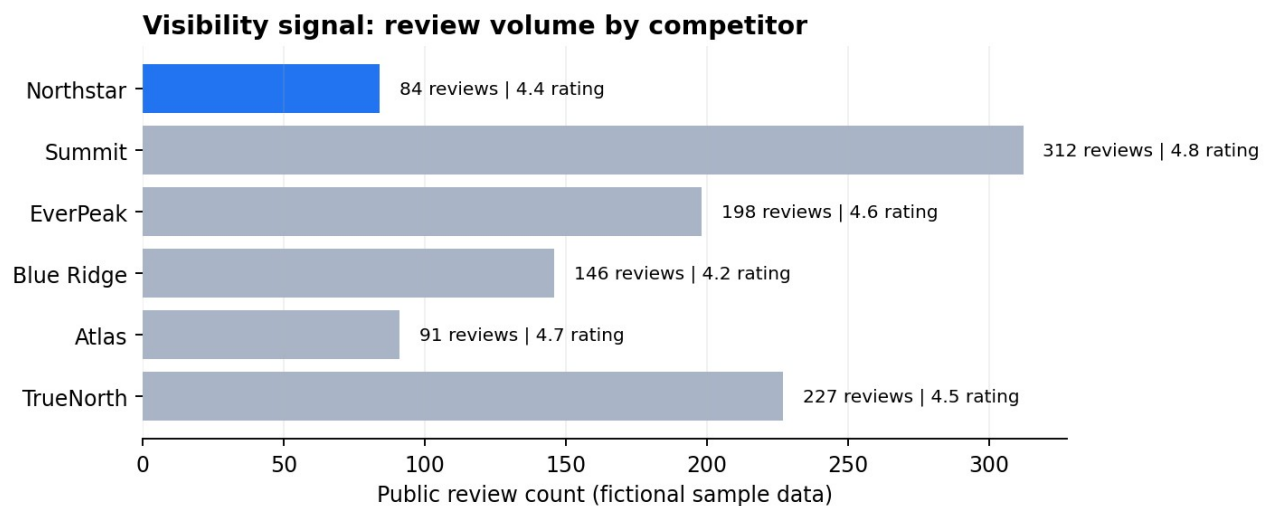
Confidence and limitations

Finding	Confidence	Reason
Review gap	High	Directly visible in public review counts and review recency.
Positioning gap	High	Repeated generic language across competitor websites.
Price perception	Medium	Pricing is inferred from public offer signals, not private quotes.
Demand level	Low	Public web evidence alone cannot establish true local demand or conversion rates.

Competitive landscape

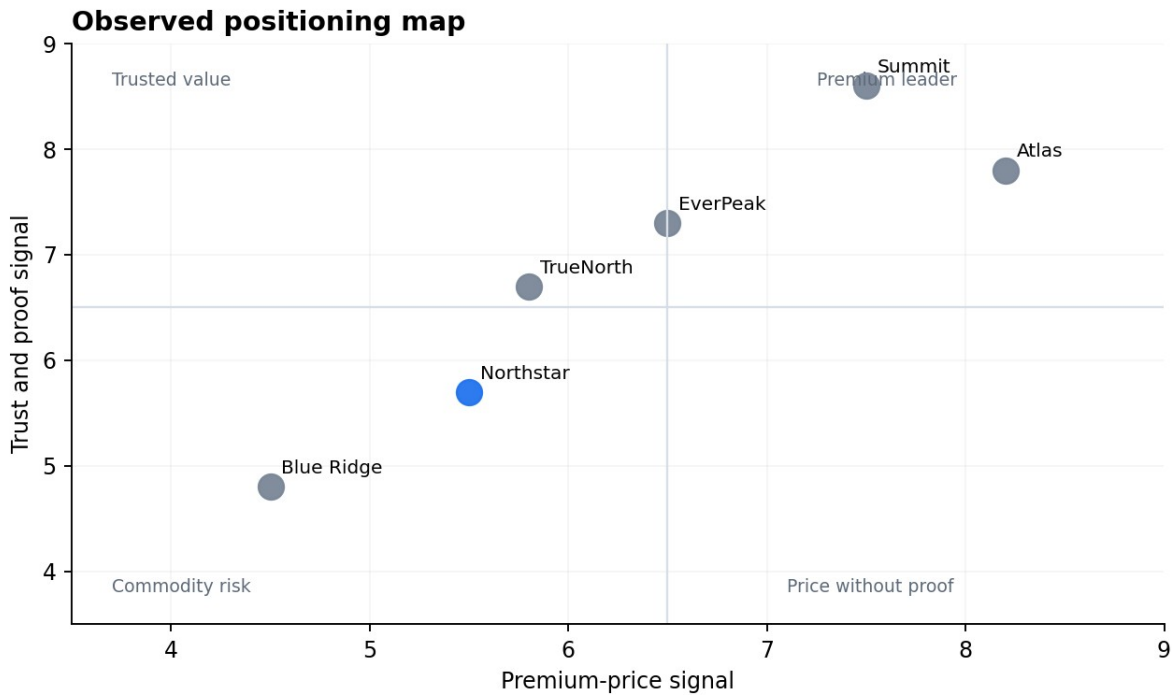
The table below shows the type of competitor comparison included in a full report. The intent is to identify meaningful differences, not to award an artificial score.

Company	Public position	Visible strength	Observed weakness	Implication
Summit Roofing	Premium specialist	Proof, reviews, polished case studies	Less accessible tone	Own expertise without copying corporate tone.
EverPeak Exteriors	Fast-response operator	Specific response promise	Offer feels transactional	Pair speed with better education.
Blue Ridge Roofing	Affordable local option	Price clarity	Weak proof and dated site	Avoid competing here on price.
Atlas Roof Systems	Technical premium	Certifications and detailed process	High-friction inquiry process	Use simpler explanation and easier intake.
TrueNorth Roofing	Neighbourhood trust	Strong community presence	Inconsistent service pages	Be more systematic and complete.
Northstar Roofing	General full-service	Credible base and personal tone	Generic promise and modest review volume	Clarify the offer and amplify proof.



Interpretation: Northstar's rating is credible in this fictional example, but the lower review volume weakens visibility and creates a trust disadvantage before a prospect ever requests a quote.

Positioning and offer analysis



This map is directional. It combines visible proof signals and public price-positioning cues; it is not a financial or market-share estimate.

Current message risk

Interchangeable positioning

“Quality workmanship, reliable service and free estimates” is credible, but it is also common. Prospects cannot easily explain why Northstar is the better choice, so price and review count become stronger decision factors.

Recommended lead offer

Element	Recommended language
Offer name	48-Hour Roof Assessment
Promise	A documented roof assessment with clear repair, monitor or replacement options.
Proof mechanism	Photo evidence, written findings and next-step recommendations.

Messaging hierarchy

- **Headline:** Know what your roof needs before committing to a major project.
- **Support:** Receive a documented assessment, photo evidence and clear options within 48 hours of inspection.
- **Proof:** Show certifications, project examples, recent reviews and the exact assessment process.
- **CTA:** Request your roof assessment.

Customer review intelligence

A full TC Capital report groups public review themes across the client and selected competitors. The purpose is to identify repeated buying concerns and service gaps that can be addressed operationally and used in positioning.

Theme	Frequency signal	What customers value	Recommended response
Response time	High	Fast acknowledgement and clear scheduling	Publish a response standard and automate acknowledgement.
Unexpected costs	High	Options explained before work begins	Use a written scope with assumptions and exclusions.
Site cleanliness	Medium	Respect for property and neighbours	Add a visible cleanup checklist to the process.
Photo evidence	Medium	Understanding what is wrong	Include before-and-after documentation.
Follow-up	Medium	Confidence after payment	Schedule a documented closeout call.

Review system recommendation

1. At completion

Confirm that the customer is satisfied and resolve open issues before requesting a review.

2. Within 24 hours

Send one direct review link with a short, personal message.

3. After 4 days

Send one courteous reminder only if no review was left.

4. Monthly

Select one completed project for a detailed case study with photos and client permission.

90-day action plan

Priority	Timing	Action	Owner	Measure
1	Week 1	Replace the general homepage message with the 48-Hour Roof Assessment offer.	Owner + web	Inquiry conversion
2	Weeks 1-2	Create the written assessment template and photo checklist.	Operations	Delivery consistency
3	Weeks 2-4	Launch the review request process on every completed job.	Admin	New reviews/month
4	Month 2	Publish three project case studies with scope, photos and outcome.	Owner	Case-study views
5	Month 3	Test a small local campaign only after the offer and proof are live.	Marketing	Qualified leads

Recommended measures

Measure	Definition
Qualified inquiry rate	Percentage of website inquiries that match service area and project type.
Quote-to-job conversion	Won jobs divided by written quotes.
Review request completion	Reviews received divided by review requests sent.
Response time	Median time from inquiry to first human response.
Price accessibility	Whether customers understand the range, assumptions and next step.
Do not automate yet Run the first 30 days manually. The objective is to learn which proof, wording and follow-up steps change real customer behaviour before buying more software or increasing ad spend.	

Research method and deliverable standards

Typical sources reviewed

- Client website, offer pages and public social profiles.
- Competitor websites, service pages, public offers and advertising signals.
- Public business profiles, review volume, review recency and recurring review themes.
- Public search results, local directories and observable positioning signals.
- Client-provided context, constraints and commercial priorities when available.

What the report does

- Organizes fragmented public information into a decision-ready view.
- Distinguishes direct evidence from inference and labels confidence.
- Identifies a small number of practical actions tied to measurable outcomes.
- Preserves limitations rather than pretending public information reveals private revenue, conversion or market share.

What the report does not do

- It does not provide legal, accounting, tax, investment or regulated professional advice.
- It does not guarantee revenue, leads, rankings, market share or business outcomes.
- It does not present inferred competitor pricing, demand or performance as verified fact.
- It does not replace customer interviews, internal financial analysis or professional due diligence where those are required.

Pilot deliverable

Local Market Intelligence Brief - CAD \$269 pilot

One defined local market, five to ten relevant competitors, review and positioning analysis, opportunity gaps, risks, and three prioritized actions. Includes a private 20-minute founder-led strategy call to interpret the findings and agree on the first actions. Delivery target: five business days after the research scope is confirmed. Final scope is agreed before payment.

Next step

Request a CAD \$269 pilot report at tc-capital.ca. TC Capital will review the business, location and research question before accepting the project. The completed report is followed by a private 20-minute founder-led strategy call to review the findings and prioritize the first actions. If the available public information is insufficient to produce a useful report, the project will not be accepted.

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