AA2
ACCELERATE & AMPLIFY

Competitive Intelligence Report: Sample Extract

Prepared for: The Managing Director, Example Surveying Ltd

Subject: Who you are really up against, what they signal that you do not, and the decision this points to

Date: Sample edition

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> A note on this sample. These three pages are extracted from a real AA2 Competitive Intelligence Report with the client anonymised. Example Surveying Ltd is a fictional firm, and every competitor, review score and finding here has been fictionalised. The matrix format, the sourcing discipline and the verdict style are exactly what a paying client receives. A full report runs 15 to 20 pages and covers 10 to 16 competitors.

1. The verdict

This section is written in plain English, first, because it is the part that matters. The evidence for every line of it sits in the matrix and profiles behind it.

Where you stand. Example Surveying is the most experienced firm in its patch and the only one with a named RICS Fellow on staff. Almost none of that shows online. Your strongest competitor signals less expertise and wins more work, because it signals loudly and you do not signal at all.

The decision you asked about. From what you have described, the live question is whether to cut fees to match the national chain now quoting in your area. The evidence says no. The chain competes on price because it has nothing else; its reviews show a pattern of hand-offs and delays that its own customers complain about. Cutting your fee removes the one difference a buyer can see and keeps the differences they currently cannot.

What I would do, in order:

1. **Publish the credentials you already hold.** The Fellowship, the indemnity level and the forty years of party wall work appear nowhere on your site. Every competitor in the matrix leads with less. This costs nothing and closes the loudest gap first.

2. **Fix the review position before spending a pound on marketing.** You have 11 reviews; the chain has 900. Nobody expects you to match that, but the matrix shows the local threshold for credibility sits at roughly 60 to 80. A systematic ask, built into your completion process, gets there inside a year.
3. **Hold your fee and say what it buys.** A one-page comparison on your site, factual and unnamed, does the work: who carries out the survey, who signs it, and who answers the phone afterwards.
4. **Ignore the merger approach for now.** The firm courting you scores below you on every trust signal in the matrix. Revisit only if their senior partner's retirement changes their register position.

2. The competitor matrix (extract)

The full matrix scores the client against 10 to 16 competitors across defined clusters, in this case: national chains, local specialist firms, and full-service regulated practices. Review scores are read on a stated date. Where a signal cannot be verified from a primary source it is marked NV (not verified) rather than guessed. Six of sixteen rows are shown.

Firm	Type and regulation	Key trust signals	Reviews	States service on site?	Content depth
Example Surveying	Independent; RICS-regulated	FRICS on staff; PI 5m; 40 yrs party wall	4.9 / 11	Partially	Thin: 1 page, no guides
Provident Surveys (national)	Chain, 30+ branches; RICS	Volume; instant online quote	4.2 / 900+	**Yes**	Deep, templated
Marchwood Surveyors	Independent; RICS	STEP-adjacent tax work, NV	4.8 / 74	**Yes**	Solid + blog
Calverley & Nash	Full-service practice; RICS	3 chartered staff; sector awards	4.7 / 130	**Yes**	Deep, segmented
SurveyFirst UK	Lead-gen broker; unregulated	None verifiable; PI claimed, NV	3.9 / 210	No (routes leads)	Thin, SEO pages
Denholm Chartered	Independent; RICS	FRICS retired 2025, site not updated	4.6 / 38	**Yes**	Dated

Reading the extract. The pattern that decides the verdict is visible even in six rows: the firms winning work are not the best qualified, they are the best signalled. The full report profiles each firm individually: proposition, pricing where published, positioning gap, and the digital footprint comparison.

3. What the full report includes

- The complete matrix (10 to 16 competitors) with a written profile of each firm and full sourcing, including what could not be verified and is marked as such.
- A pricing and proposition read: who publishes prices, what they signal, and where the client's fee sits.
- Positioning gaps: the claims nobody in the market is making that the client could own.
- A digital footprint comparison: site depth, reviews, directories and the AI-visibility angle.
- A clear strategy verdict, written in plain English, answering the specific decision the client brought.
- A 30-minute walkthrough call.

The report is £850, delivered in 5 working days, fixed contents, fixed price. A sector deep-dive variant with buyer research is £1,250. To commission one, contact Martin on 01793 676282 or martin@aa2.co.uk.

Sample extract. Client, competitors and figures fictionalised; format, sourcing discipline and verdict style exactly as delivered.