

Competitor Alert Setup Guide

Catch a shift as it happens instead of noticing it three months late — real, free monitoring, set up once.

Most competitive shifts don't announce themselves. A rival's rebrand, a new service launch, a PR mention — by the time you'd notice it browsing manually, it's often already had months to work. Free alerting tools close that gap.

Google Alerts (free, takes 5 minutes)

- [] Go to google.com/alerts
- [] Set an alert for your competitor's exact business name (in quotes, for an exact match)
- [] Set a second alert for "[your town] + estate agent" or "[your town] + letting agent" to catch new entrants and press coverage of the market generally
- [] Set delivery to "as-it-happens" for competitor name alerts, "weekly digest" for the broader area term — the volume difference justifies different frequencies

Social listening (free tiers exist)

- [] Follow your named competitor's Facebook, Instagram, and LinkedIn pages directly — the simplest, free version of social monitoring
- [] Turn on post notifications specifically for their page, not just a general follow

Review platform alerts

- [] Most review platforms let you view a competitor's public review feed without needing their login — bookmark theirs alongside checking your own

The goal isn't constant surveillance — it's closing the gap between something happening and you noticing it, from months to days.