Mercedes-Benz of Houston North · Houston, TX November 7, 2026

516 of the 1,220 cars on this dealer's website are held at other dealerships.

That is 42% of its website-listed inventory, so its site looks bigger than the lot. Its own inventory is 704 cars: 364 on its lot and 340 in transit. A rival that promotes cars it can deliver now, rather than relying on inventory held elsewhere, has a clear angle. It ranks #2 on all three sales searches, but its main dealership listing sits at #19 for 'mercedes repair houston'.

704
its own inventory (364 on its lot, 340 in transit)

42%
of the cars on its website sit at other stores

580 of 581
new cars at exactly MSRP + $225

4.4★
Google rating, 5,402 reviews

Key findings

1. **516 of 1,220 website-listed cars (42%) are held at other dealerships**
   Mercedes-Benz of Houston Greenway holds 507 and AutoNation USA Houston, TX holds 9. Those cars may be transferred or sold, so a rival can stress cars on its own lot now.
2. **580 of its 581 new cars are advertised at exactly MSRP plus the $225 documentary fee**
   Sticker-price discounting is not an obvious opening; a rival may have more room to compete on trade-in value, financing, delivery and service.
3. **8 expired offers are still posted, the latest ending June 1, 2026**
   Its offers page also shows availability counts on 12 models. A rival can show current offers against its stale ones.
4. **Main dealership listing is #2 on all three sales searches; service ranks are mixed**
   It is #19 for 'mercedes repair houston' on the main dealership listing and #10 on the service-center listing. These rankings leave room for a competing service center to improve its visibility.
5. **Of the 7 low-rated reviews in the newest 50, 2 mention financing, 2 delays and 2 repairs**
   The main listing holds 4.4 stars from 5,402 reviews. These themes give a rival specific points to answer in its own offers.

What's on the lot

Its own lot holds 364 cars: 241 new, 96 used and 27 certified, with 340 more new cars in transit. The website adds 516 cars held at other dealerships, so the site shows more than the lot holds. Its new-car page counts 936 new cars, 920 with their own listing and 16 without. The GLC is the largest new line at 235 cars.

364
physical inventory: on its lot now

340
in transit: its own, not yet on the lot

704
its own inventory (on the lot + in transit)

516
held at other dealerships, listed on its site

Inventory at a glance

	NEW	USED	CERTIFIED	TOTAL
Listed on its website	920	228	72	1,220
Held at other dealerships	339	132	45	516
Its own inventory	**581**	**96**	**27**	**704**
In transit (not yet on its lot)	340	0	0	340
Physical inventory (on its lot now)	241	96	27	364

Listed on its website: every car with its own listing on Houston North's site. Held at other dealerships: listed on its site, but the car's page says it sits at Mercedes-Benz of Houston Greenway and AutoNation USA Houston, TX. Its own inventory: listed and held by Mercedes-Benz of Houston North. In transit: its own new cars marked In Transit. Physical inventory: its own cars on its lot now. Unless otherwise stated, inventory breakdowns below refer to its own inventory.

Its new-car page counts 936 new cars (596 in stock). 920 of them have their own vehicle listing on its site; 580 of those are not in transit (241 on its own lot and 339 at other dealerships). The other 16 are in its in-stock count without an individual listing.

New-car lineup

MODEL	CARS	IN TRANSIT	AMG	MEDIAN MSRP
GLC	235	164	27	$57,415
CLE	56	32	32	$91,460
GLE	55	22	10	$81,615
E-Class	54	34	11	$75,053
C-Class	49	32	0	$53,055
GLB	37	0	0	$48,750
GLS	30	10	0	$103,573
S-Class	20	16	2	$145,575
CLA	15	7	0	$53,205
G-Class	13	12	6	$177,250
GLA	4	3	0	$46,795
EQS	4	4	0	$114,785
EQE	3	1	0	$70,605
SL	3	2	3	$156,415

Model years: 2027 (490), 2026 (109), 2025 (16), 2024 (13), 2023 (23), 2022 (14). Body: SUV 376, Sedan 155, Coupe 100, Cabriolet 25, Wagon 4, Convertible 4. Power: petrol 617, electric 50, hybrid 20, plug-in hybrid 17.

Price bands

	CARS	MEDIAN	< $30K	$30K–50K	$50K–75K	$75K–100K	> $100K
New	581	$69,085	1	42	314	121	103
Used	96	$29,994	49	30	12	3	2
Certified pre-owned	27	$53,560	2	11	7	3	4

Pricing and offers

0 are below MSRP and 1 shows no MSRP. Median advertised price is $69,085 for new cars. Its offers page shows availability counts on 12 models, 67 in total across models, not 67 individual offers. It lists no new vehicle specials, demo special values or finance specials.

New cars against MSRP

Observed **580 of its 581 new cars are advertised at exactly MSRP plus the $225 documentary fee.** 0 are below MSRP and 0 above; 1 shows no MSRP. No dealer discount is published on any new car with an MSRP.

Fees and pricing policy

- Observed $225 documentary fee, printed on 703 car pages and included in every advertised price.
- Observed Used and certified cars are sold at the AutoNation 1Price: one price, no haggling (123 cars).

Current vehicle offers

12 models show an "offers available" count on its offers page; together the counts add up to 67:

MODEL	OFFERS AVAILABLE (AS SHOWN)
2025 Mercedes-Benz eSprinter 2500 Van	6
2026 Mercedes-Benz Sprinter 2500 Van	15
2026 Mercedes-Benz Sprinter 3500 XD Van	6
2026 Mercedes-Benz C-Class Sedan	8
2026 Mercedes-Benz E-Class Sedan	8
2026 Mercedes-Benz S-Class Sedan	6
2026 Mercedes-Benz GLC 300 SUV	4
2026 Mercedes-Benz GLE 350 SUV	4
2026 Mercedes-Benz GLS 580 SUV	2
2026 Mercedes-Benz EQS 550 SUV	2
2027 Mercedes-Benz E-Class Sedan	4
2026 Mercedes-Benz AMG SL 55 Convertible	2

Its 11 service and parts specials are listed under Service department. No offers published on its new vehicle specials, demo special values, specials finance pages.

8 expired offers still on its website

These offers ended on June 1, 2026 and are still posted.

- **New 2026 Mercedes-Benz GLC 300 SUV lease**: $499 Lease Per Month Plus Tax; $5358 Due at Signing
- **New 2026 Mercedes-Benz GLC 300 SUV finance**: 3.99% APR
- **New 2026 Mercedes-Benz GLE 350 SUV lease**: $719 Lease Per Month Plus Tax; $6221 Due at Signing
- **New 2026 Mercedes-Benz GLE 350 SUV finance**: 3.99% APR
- **New 2026 Mercedes-Benz GLS 450 4MATIC SUV lease**: $1,019 Lease Per Month Plus Tax; $9038 Due at Signing
- **New 2026 Mercedes-Benz GLS 450 4MATIC SUV finance**: 3.99% APR
- **2025 Mercedes-Benz Sprinter Cargo and Crew Vans finance**: 1.9% APR; PLUS $1,500 Customer Cash
- **New 2026 Mercedes-Benz Models financing**: 1.4% APR

Used and certified

Median advertised price is $29,994 for used and $53,560 for certified. In the listings observed, certified median prices run higher in 3 of 3 comparisons, but samples are small (4 certified vs 1 used for the 2026 GLE; 2 vs 2 for the 2022 GLC;

2 vs 1 for the 2024 C-Class). Listing quality has gaps: 27 used or certified cars show one photo or none, and 1 has no price. CARFAX is linked on 118 of 123. Used and certified cars use AutoNation 1Price, no haggle.

Observed It owns 123 used and certified cars of all makes: 47 Mercedes-Benz and 76 of other makes. The price and certification tables are for the 47 Mercedes-Benz cars.

Price against mileage

YEAR AND MODEL	CARS	MEDIAN PRICE	MEDIAN MILES	RANGE	$ PER 10K MI
2026 GLE	5	$60,259	8,399	$56,777–$112,623	–
2022 GLC	4	$26,572	46,771	$20,223–$31,223	–
2024 C-Class	3	$35,156	25,157	$34,223–$36,899	$942
2025 GLE	3	$57,998	10,097	$53,560–$63,998	–

$ per 10k mi: how much less the highest-mileage car of a group costs than the lowest-mileage one, per 10,000 miles; – where the group mixes versions (prices more than 1.5× apart).

What certification adds

YEAR AND MODEL	CERTIFIED	MEDIAN	MILES	USED	MEDIAN	MILES
2026 GLE	4	$74,629	10,641	1	$56,777	8,205
2022 GLC	2	$29,461	26,890	2	$22,834	70,935
2024 C-Class	2	$36,028	18,557	1	$34,223	40,355

Listing quality and history reports

- **Observed** 27 used or certified cars show one photo or none.
- **Observed** 1 car is listed without a price.
- **Observed** CARFAX report linked on 118 of its 123 used and certified cars (all makes). Badges shown: Great Value 38, 1-Owner Great Value 33, 1-Owner Good Value 28, Good Value 27, Homegrown 25, 1-Owner Fair Value 21.
- **Observed** Other makes in its used stock (trade-ins): Ford 6, BMW 6, CADILLAC 6, Nissan 5, Toyota 5, Dodge 5, Acura 5, Jeep 4, Lexus 4, Land-Rover 4.

Service department

The service site offers booking and an express service. It publishes no regular service menu prices. It runs 11 promotional specials with prices, all until January 31, 2027, including Service A at $189, Service B at $749 and a $49.95 tire rotation and balance. Hours are Monday-Friday 7:00 AM-6:00 PM and Saturday 8:00 AM-5:00 PM, with Sunday closed. The service center listing holds 4.5 stars from 765 reviews, with 3 of its newest 50 at 1-2 stars.

4.5★
service-center listing, 765 Google reviews

3
1–2★ of its newest 50 service-center reviews

2
new service-center reviews in 7 days

Service rankings on Google Maps

LISTING	"MERCEDES REPAIR HOUSTON"	"MERCEDES SERVICE HOUSTON"
Service-center listing	#10	#3
Main dealership listing	#19	#6

Google lists the service center and the main dealership as two separate listings, each with its own rank.

What it offers

- Hours: Monday-Friday 7:00 AM - 6:00 PM; Saturday 8:00 AM - 5:00 PM; Sunday closed.
- Express service, online booking, Saturday hours; closed Sunday.
- Services: Service A maintenance, Service B maintenance, Express Service, Oil changes, Tire rotation and replacement, Brake service and brake pads/rotors replacement, Battery testing and replacement, Check engine light diagnosis, Warranty repair, Air and cabin filter replacement, Wiper blade replacement, Mercedes-Benz VanCARE Express (Sprinter A-Service and B-Service).

Prices, specials and promises

- **Regular service menu prices:** none published on its service pages
- **Promotional service and parts specials:** Mercedes-Benz Service A or Service B Special ($189 Service A or $749 Service B), until 1/31/2027; AutoNation Value Plan (2021 & Older or 60k+ Miles) ($249), until 1/31/2027; Complimentary 30-Minute Diagnostic Exam with Video (2022 & Older or 60k+ Miles) (Complimentary), until 1/31/2027; Save Up to 20% on Repairs (2022 & Older or 60k+ Miles) (20% OFF Repairs $500+ or 15% OFF Repairs Under $500), until 1/31/2027; $49.95 Tire Rotation & Balance ($49.95), until 1/31/2027; $30 OFF Battery Replacement ($30 OFF), until 1/31/2027; 15% OFF Brake Fluid Exchange (15% OFF), until 1/31/2027; 20% OFF Wiper Blade Replacement (20% OFF), until 1/31/2027; 15% OFF Accessories & Boutique Items (15% OFF), until 1/31/2027; 15% OFF Service for Active Military, Veterans, & First Responders (15% OFF Service), until 1/31/2027; Tire Price Match Guarantee, until 1/31/2027
- Factory-trained and ASE-certified TechXperts
- Service Center offers complimentary Wi-Fi, lounge seating, satellite TV, and refreshments
- Repair work guaranteed 12 months or 12,000 miles, whichever comes first (service page) or last (specials page)
- Genuine Mercedes-Benz parts carry a 2-year parts limited warranty

Reputation: Google Maps and reviews

The main dealership listing is #2 on all three sales searches, behind Mercedes-Benz of Houston Greenway each time. DealerRater shows 4.7 stars from 867 reviews. It replies to 96% of its Google reviews. Of the newest 50 main-listing reviews, 7 are 1-2 stars: 5 sales, 1 service and 1 both.

Where it ranks on Google Maps

SEARCH	KIND	MAIN DEALERSHIP LISTING	SERVICE-CENTER LISTING	#1 ON THE MAP
mercedes-benz dealership houston	sales	#2	–	Mercedes-Benz of Houston Greenway
used mercedes for sale houston tx	sales	#2	–	Mercedes-Benz of Houston Greenway
certified pre-owned mercedes near houston tx	sales	#2	–	Mercedes-Benz of Houston Greenway
mercedes repair houston	service	#19	#10	Benz By Blair
mercedes service houston	service	#6	#3	Mercedes-Benz of Houston Greenway Service Center

4.4★
Google, 5,402 reviews

6
new reviews in 7 days, main listing

96%
owner replies, last 90 days

4.7★
DealerRater, 867 reviews

What customers say

- The newest 50 Google reviews on its main listing cover 40 days: 32 sales, 4 service, 2 both sales and service, 12 unclear.
- 7 of those 50 are 1–2 stars: 5 sales, 1 service, 1 both sales and service.
- **What the 7 low reviews complain about:** financing (2), delays (2), repairs (2), transparency (1), communication (1) (8 mentions: one review can name more than one theme)
- **Praise:** customer service (10), staff friendliness (9), patience (5), no pressure (3), ease of buying (3)
- **Staff named most in praise:** Mario (6), Kamran (2), Sunny (2), Anna (2), Kevin (2), Jahrique (2)

Marketing

Its Google ads have run since December 14, 2021. Of the 44 ads whose copy was read, 9 Google and 1 Meta ads cover dealership and inventory. Meta ads started on November 1, 2026 (19 ads), with later starts on November 4, 5 and 6. Service offers appear in ads, such as $189 Service A and $30 off any battery, along with a Section 179 business tax message that ends November 30, 2026.

Google: 40+ ads found (20 image, 15 text, 5 video). Facebook and Instagram: 30+ active ads (25 carousel, 4 image, 1 video).

Messaging analysis covers 44 ads: 14 Google and 30 Meta. Google format counts cover 40 listed ads.

What its ads promote

THEME	GOOGLE	META	SINCE	EXAMPLE MESSAGE
Dealership and inventory	9	1	Dec 14, 2021	Your Mercedes- Benz Dealer Your Trusted Mercedes-Benz Dealer In Houston North. New Mercedes-Benz Models For Sale. Shop Now
Service and maintenance	5	4	Jan 3, 2025	$189 Service A-Mercedes Oil Change Special Schedule Your Visit At Your Service, Even on Saturdays. Your Car Doesn't take Weekends Off and…
New-car model offers	0	9	Nov 4, 2026	Now is the time. Treat yourself to the intuitive technology and comforting luxury of a new GLE SUV. Offer ends: 11/30/26. *Qualified…
Luxury SUVs	0	9	Nov 1, 2026	Evocative. Innovative. Versatile. Mercedes-Benz luxury SUVs put you in command.
Used cars and value	7	0	Dec 14, 2021	View New Mercedes Inventory Visit Mercedes-Benz. View Our Large New & Used Mercedes-Benz Inventory! Call Mercedes-Benz® Of Houston Now…
EVs and plug-in hybrids	0	3	Nov 1, 2026	The future never felt so thrilling. Charge forward while indulging in rich details with Mercedes-Benz EVs and Plug-In Hybrids.
AMG performance	0	3	Nov 1, 2026	Supreme performance. Superb refinement. Rocket to new heights of exhilaration with Mercedes-AMG performance vehicles.
Coupes, convertibles and roadsters	0	3	Nov 1, 2026	Stunning design. Elite performance. Rule the road in style with a Mercedes-Benz coupe, convertible, or roadster.
Business buyers: vans and year-end tax	0	2	Nov 1, 2026	Accelerate your business with a new Sprinter Van before year-end and enjoy potential tax breaks with Section 179 & 168(k). *$6,720 tax…
Community	0	1	Nov 5, 2026	Every can, every box, every bag brings us closer. All month long, we're collecting non-perishable food donations to fill this Mercedes-Benz…
All theme mentions	**21**	**35**		56 mentions in all

Themes overlap: 15 of the 44 ads carry two or more themes and 3 carry none of these themes, so the counts add up to 56 mentions, not 44 ads.

Models and offers it pushes

- **Models named:** GLE (3 ads), E-Class (3 ads), GLS (3 ads), AMG (3 ads), GLC (1 ad), Sprinter (1 ad)
- **Offers in the ads:** 15% OFF Service & Parts; 20% OFF Service & Parts; $189 Service A; $30 Off Any Battery; Cars Under $20,000; $30 Off Battery Replacement; Section 179 & 168(k); Offer ends: 11/30/26

Campaign timing

- Facebook and Instagram: ads started November 1 (19), November 4 (2), November 5 (2), November 6 (7).
- Google: its longest-running ad dates from December 14, 2021; the newest from July 17, 2026.

Social media

It posted 6 distinct posts in the last 7 days on 5 of 7 days, cross-posted to Facebook and Instagram. Community and events led at 79 interactions per post across 3 posts. Reels averaged 34 per post. Facebook has 7,223 followers and Instagram 541. It posted no offers or inventory content this week. Two comments complained about service, so a rival can note that complaints sit on service posts.

Platforms compared

PLATFORM	FOLLOWERS	POSTS	LIKES	COMMENTS	VIEWS	INTERACTIONS PER POST	PER 1,000 FOLLOWERS
Facebook	7,223	6	181	15	6,032	34	28
Instagram	541	6	83	1	1,524	14	155

Every post went to both platforms; 3 of 6 changed format per platform (video on Facebook, carousel or image on Instagram). Views are counted on video posts only.

Posts this week

DATE	SUBJECT	POST	FACEBOOK	INSTAGRAM
Nov 2	Community and events	A very special thank you to the incredible @NorthHoustonChildrensChoir for making our…	reel 47 likes · 7 comments · 2,075 views	reel 21 likes · 0 comments · 504 views
Nov 2	Community and events	Every can, every box, every bag brings us closer. All month long, we're collecting…	reel 81 likes · 4 comments · 3,645 views	reel 17 likes · 0 comments · 517 views
Nov 3	Community and events	We had a hauntingly good time at our Trunk or Treat event featuring The North Houston…	video 36 likes · 0 comments	carousel 19 likes · 0 comments
Nov 4	Customer reviews and staff	Reviews like this make our day. Thank you for sharing your 5-star experience and for…	video 4 likes · 3 comments	image 1 like · 0 comments
Nov 5	Model showcase	Effortlessly glide over every Houston road. The Mercedes-Maybach S 680 rides on adaptive…	video 3 likes · 0 comments	carousel 12 likes · 0 comments
Nov 6	Service and maintenance	Road trips, runs to George Bush Airport, and holiday shopping all ask a little more of…	reel 10 likes · 1 comment · 312 views	reel 13 likes · 1 comment · 503 views

What works

- **By subject:** community and events 79 interactions per post (3 posts); service and maintenance 25 interactions per post (1 post); model showcase 15 interactions per post (1 post); customer reviews and staff 10 interactions per post (1 post).
- **By format:** reel 34 per post (6); video 17 per post (3); carousel 16 per post (2); image 1 per post (1).
- **Most interactions:** Facebook reel, 86 interactions on 3,645 views: "Every can, every box, every bag brings us closer. All month long, we're collecting non-perishable food donations to…"
- **Most interactions relative to views:** Instagram reel, 42 per 1,000 views: "A very special thank you to the incredible @NorthHoustonChildrensChoir for making our Halloween Trunk or…"
- Patterns rest on 12 posts this week; by day: Monday 45, Tuesday 29, Friday 13, Thursday 8, Wednesday 5 interactions per post.

What commenters say

- 11 comments read across the week's posts: 6 praise, 3 other, 2 complaint.
- Complaint "Do not let this dealership work on your car!!!!!" on its service and maintenance post (Facebook)
- Complaint "I know the techs hate yall" on its service and maintenance post (Instagram)

Team and hiring

Two open roles were found: an Automotive Photographer and an Automotive Service Technician. That is a small signal, and no hiring plans should be read into it.

2 open roles at Mercedes-Benz of Houston North

- **Other (1):** Automotive Photographer
- **Technician and shop (1):** Automotive Service Technician

Few roles are posted, so this is a small signal; changes in what it advertises will show week to week.

What to watch

- Whether the 8 expired offers are removed or replaced before its service specials end January 31, 2027.
- Whether the 340 new cars in transit move onto its lot.
- Whether its Meta ad campaign continues past the November 30, 2026 offer end date.
- Whether its rank for 'mercedes repair houston' moves from #19 on the main dealership listing.

Your moves

1. **Use current offers to compete on immediate availability**
   It still posts 8 expired offers, the latest ending June 1, 2026, while 12 models show availability counts. Promote your own current offers and in-stock models, and promote cars you can deliver now rather than relying on inventory held elsewhere.
2. **Compete on trade-in, financing and delivery rather than sticker price**
   580 of its 581 new cars are advertised at exactly MSRP plus $225. Sticker-price discounting is not an obvious opening; a rival may have more room to compete on trade-in value, financing, delivery and service.
3. **Target service searches where its rankings leave room**
   Its main dealership listing is #19 for 'mercedes repair houston' and its service-center listing is #10. Build your service-center listing visibility for that search and publish clear menu prices, since it publishes none.