

WHERE YOUR TRADE STANDS

32/₄₅

THE MARKET

31/₄₅

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — appliance repair sites land **above the market median of 31**. A directional read for the trade; the Google review benchmark below is the harder number.

WHERE YOU'RE STRONG — AND WHERE YOU LEAK

SCORE / 5



YOUR GOOGLE REVIEW BENCHMARK — AND IT'S LOCAL

MEDIAN REVIEWS, BY METRO

The median visible appliance repair carries **67 reviews** nationally — but it runs from **133 on the Wollongong** to **19 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	103	Ballarat	19	Brisbane	92	Cairns	32
Canberra	119	Darwin	21	Geelong	51	Gold Coast	109
Hobart	69	Melbourne	101	Newcastle	57	Perth	40
Sunshine Coast	54	Sydney	65	Toowoomba	61	Townsville	30
Wollongong	133						

YOUR ONE MOVE

PROOF DEPTH – YOUR WEAKEST MARK, AT 3.2/5

Stack the proof a buyer can see, not slogans: photos of a job like theirs, the licence number, the named warranty, the review count — the specifics the cowboy can't fake.

THE QUESTIONS TO ANSWER

Take the questions from your last twenty quote calls and answer each in writing. See how the independent homeowner guides do it at guides.needatrade.com.au.

WHAT THE BEST GET RIGHT

Sydney Appliance Service
Copy authorised-service, genuine spares and book-service-ticket flow.

COMPARE YOURSELF AGAINST

Alpha Appliance Repairs — Use 24/7 booking, warranty, genuine parts and brand-logo proof.
Always Prompt Repairs — Model for “show up on time” positioning and 1-hour arrival window.

PASS IT ON →

Know an appliance repair who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at sellmyservice.com.au/benchmarks/appliance-repair

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/appliance-repair

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 5), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (395 appliance repairs nationally) and are the harder number. A general industry benchmark, not advice for your business – confirm with current evidence from your own market. Published by Social Solutions Group Pty Ltd, consistent with the disclaimer at guides.needatrade.com.au/disclaimer.