

WHERE YOUR TRADE STANDS

37 /45

THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — bathroom renovator 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 bathroom renovator carries **29 reviews** nationally — but it runs from **58 on the Sydney** to **8 in Cairns**. Your benchmark is whatever your buyers see locally:

Adelaide	19	Ballarat	11	Brisbane	22	Cairns	8
Canberra	53	Darwin	18	Geelong	17	Gold Coast	37
Hobart	8	Melbourne	42	Newcastle	22	Perth	48
Sunshine Coast	26	Sydney	58	Toowoomba	16	Townsville	12
Wollongong	24						

YOUR ONE MOVE

LOCAL RELEVANCE – YOUR WEAKEST MARK, AT 3.6/5

Build a service-areas page that names 20+ suburbs as crawlable text, and put your primary suburb in your H1 and title tag.

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

Novalé Renovations

Sydney benchmark: 2,500+ projects, 24 years, free consultation, journey/process language.

COMPARE YOURSELF AGAINST

Bathroom Renovations Gold Coast —

Direct-response local model: 21-day completion, QBCC, insured,...

GIA Renovations — Start-to-finish service and dedicated internal team/process model.

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/bathroom-renovator

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 9), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (466 bathroom renovators 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.