

WHERE YOUR TRADE STANDS

34/45

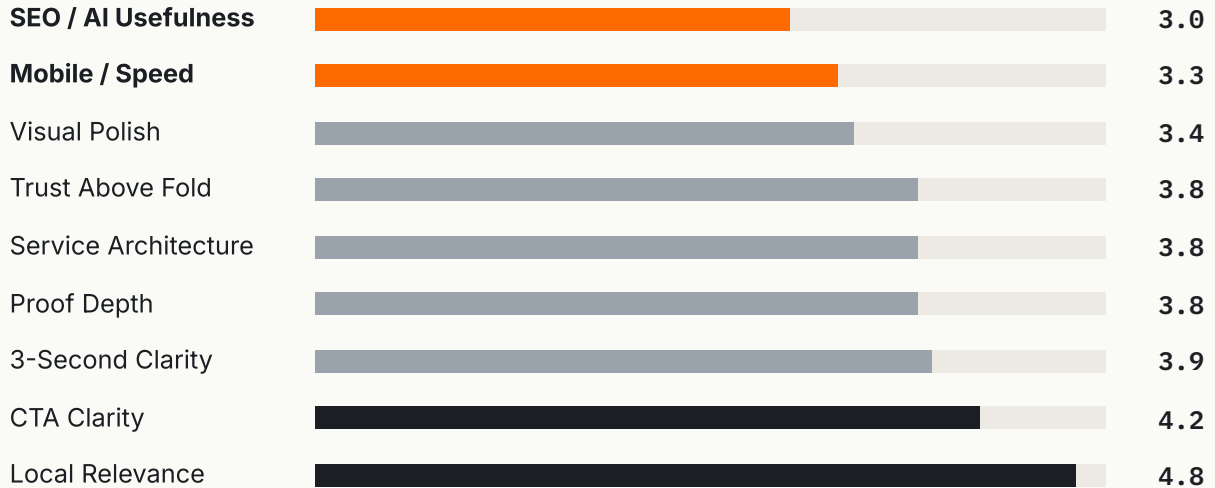
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — kitchen 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 kitchen renovator carries **22 reviews** nationally — but it runs from **48 on the Melbourne** to **8 in Hobart**. Your benchmark is whatever your buyers see locally:

Adelaide	21	Ballarat	10	Brisbane	37	Cairns	11
Canberra	32	Darwin	13	Geelong	14	Gold Coast	32
Hobart	8	Melbourne	48	Newcastle	14	Perth	34
Sunshine Coast	16	Sydney	40	Toowoomba	16	Townsville	13
Wollongong	40						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 3.0/5

Build one answer-first FAQ block. Take the questions from your last twenty quote calls and answer each in writing, the way you'd say it at the kitchen table. It's what gets you into Google's AI answer — and the proof a frightened buyer came looking for.

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

Nouvelle Kitchens & Bathrooms

Sydney benchmark: 30+ years, award-winning designers, style-matched bespoke approach.

COMPARE YOURSELF AGAINST

Dan Kitchens — Premium kitchen benchmark: 40+ years, local manufacture, Danish...

Hasl Haus — Premium buyer filter: budget expectations, 3D CAD, 6–12 week...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/kitchen-renovator

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 12), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (589 kitchen 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.