

# WHERE YOUR TRADE STANDS

**32**/45

THE MARKET

**31/45**

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — mould remediation 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 mould remediation carries **18 reviews** nationally — but it runs from **247 on the Toowoomba** to **1 in Sunshine Coast**. Your benchmark is whatever your buyers see locally:

Adelaide	27	Ballarat	24	Brisbane	19	Cairns	10
Canberra	56	Darwin	60	Geelong	9	Gold Coast	12
Hobart	16	Melbourne	41	Newcastle	5	Perth	8
Sunshine Coast	1	Sydney	49	Toowoomba	247	Townsville	4
Wollongong	37						

# YOUR ONE MOVE

## SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.8/5

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](https://guides.needatrade.com.au).

#### WHAT THE BEST GET RIGHT

##### **PureProtect**

Technical credibility: IICRC, licensed builders, restorers and connected root-cause services.

#### COMPARE YOURSELF AGAINST

**Apex Restore** — Health-risk framing, upfront pricing promise and...

**Capital Restoration Cleaning** — Emergency-response language, IICRC certification, insurance and...

**PASS IT ON** →

Know a mould remediation who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at [sellmyservice.com.au/benchmarks/mould-remediation](https://sellmyservice.com.au/benchmarks/mould-remediation)

## SEE YOUR FULL BENCHMARK – FREE, UNGATED.

[sellmyservice.com.au/benchmarks/mould-remediation](https://sellmyservice.com.au/benchmarks/mould-remediation)

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 (316 mould remediations 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](https://guides.needatrade.com.au/disclaimer).