

WHERE YOUR TRADE STANDS

29/45

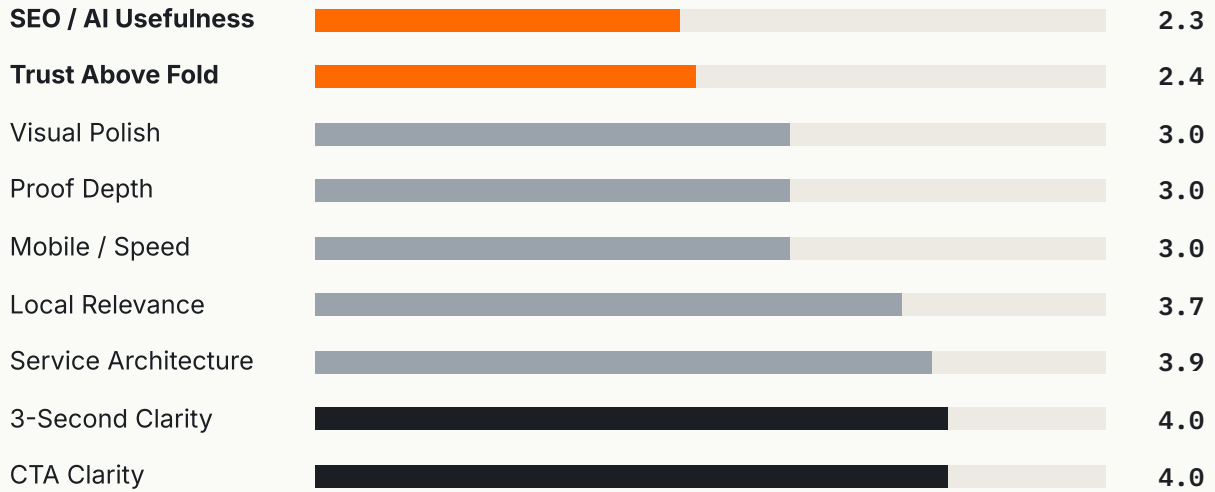
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — renderer sites land **below 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 renderer carries **8 reviews** nationally — but it runs from **29 on the Toowoomba** to **1 in Darwin**. Your benchmark is whatever your buyers see locally:

Adelaide	5	Ballarat	8	Brisbane	7	Cairns	7
Canberra	7	Darwin	1	Geelong	6	Gold Coast	9
Hobart	10	Melbourne	19	Newcastle	2	Perth	15
Sunshine Coast	5	Sydney	9	Toowoomba	29	Townsville	13
Wollongong	8						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.3/5

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

Gold Coast Rendering

Copy the pricing guide and 10-year warranty proof; excellent buyer-friction reducer.

COMPARE YOURSELF AGAINST

Rendering Experts — Copy the specialist issue angle: rendering plus rising damp...

Murphy Rendering — Copy the benefit-led education around weatherproofing, kerb...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/renderer

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 7), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (256 renderers 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.