

Australia's Top-Earning Trades Report

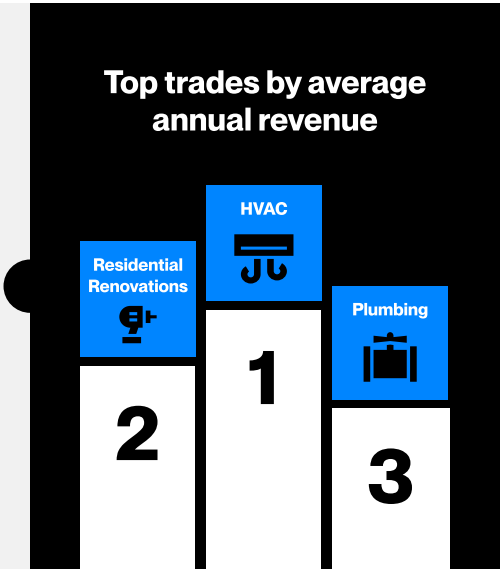
BUILT BY **TRADIFY**

10,000+ Aussie tradies use Tradify to run their business — here's how they performed last year.

This report looks at how Australian trade businesses perform as they scale from sole traders to larger teams. It's an inside look at real (anonymised) customer data across metrics like annual revenue, individual job value, and quote acceptance rates. We want to give trade business owners clear, data-backed benchmarks so they can identify business growth opportunities and make confident decisions about what to fix, change, or build next.

Most trade businesses don't stall or go under due to lack of work. More often than not, it comes down to cash flow. Tradies-turned business owners get bogged down with unpaid hours of admin work while profit margins get thinner with every job. Material costs rise faster than hourly labour rates, jobs take longer to quote, customer follow-ups get missed, and owners get stuck putting out fires instead of focusing on the future of their business. Revenue often hits a glass ceiling because the business admin isn't being handled as efficiently as it could be.

If this sounds familiar, or the numbers below feel out of reach, find out how Tradify can help you master your business like you mastered your trade. tradifyhq.com



How much do trade businesses make?

Money isn't always the reason you start a trade business, but understanding the numbers helps you make better business decisions. Please note that the figures in the table below reflect invoiced revenue, **not profit**. Material costs, labour costs, business costs, and taxes all need to be factored in to calculate final profit numbers (data we don't have in full).

We can expect that trades like **Residential Renovations** and **Carpentry** to have higher revenue by completing fewer, higher-value jobs, while other trades rely on a higher volume of smaller jobs with lower overheads.

This isn't a scoreboard. It's a self check-up on how your business stacks up against others of a similar size, in a similar market — and a prompt to review your pricing or processes if it doesn't.



Plumbing businesses using Tradify earn around 11.3% more, with an average annual revenue of \$801,654 across all business sizes.

The industry average for Australian plumbing businesses is \$720,000*.

*IBIS World 'Plumbing Services in Australia - Market Research Report (2015-2030)'

TRADE	SOLE TRADERS (1 PERSON)	SMALL TEAMS (2-4 PEOPLE)	MEDIUM TEAMS (5-12 PEOPLE)	LARGE TEAMS (13+ PEOPLE)	AVERAGE PER TRADE
Carpentry	\$310,182	\$652,622	\$1,584,609	\$3,088,391	\$633,933
Electrical & AV	\$282,520	\$687,895	\$1,527,350	\$4,434,140	\$753,561
HVAC	\$416,637	\$836,085	\$1,973,100	\$5,381,637	\$1,054,023
Landscaping & Lawns	\$210,025	\$483,306	\$1,861,497	\$2,284,512	\$595,684
Plumbing & Gas	\$333,781	\$692,712	\$1,558,589	\$3,210,447	\$801,654
Property Maintenance	\$299,866	\$536,020	\$1,768,452	\$3,329,770	\$670,961
Residential Renovations	\$455,880	\$936,441	\$1,973,810	\$3,376,084	\$964,191

What's the average revenue per job?

Similar trends emerge when looking at average revenue per job. Again, **Carpentry** and **Residential Renovations** have a higher revenue number simply by doing fewer high-value jobs.

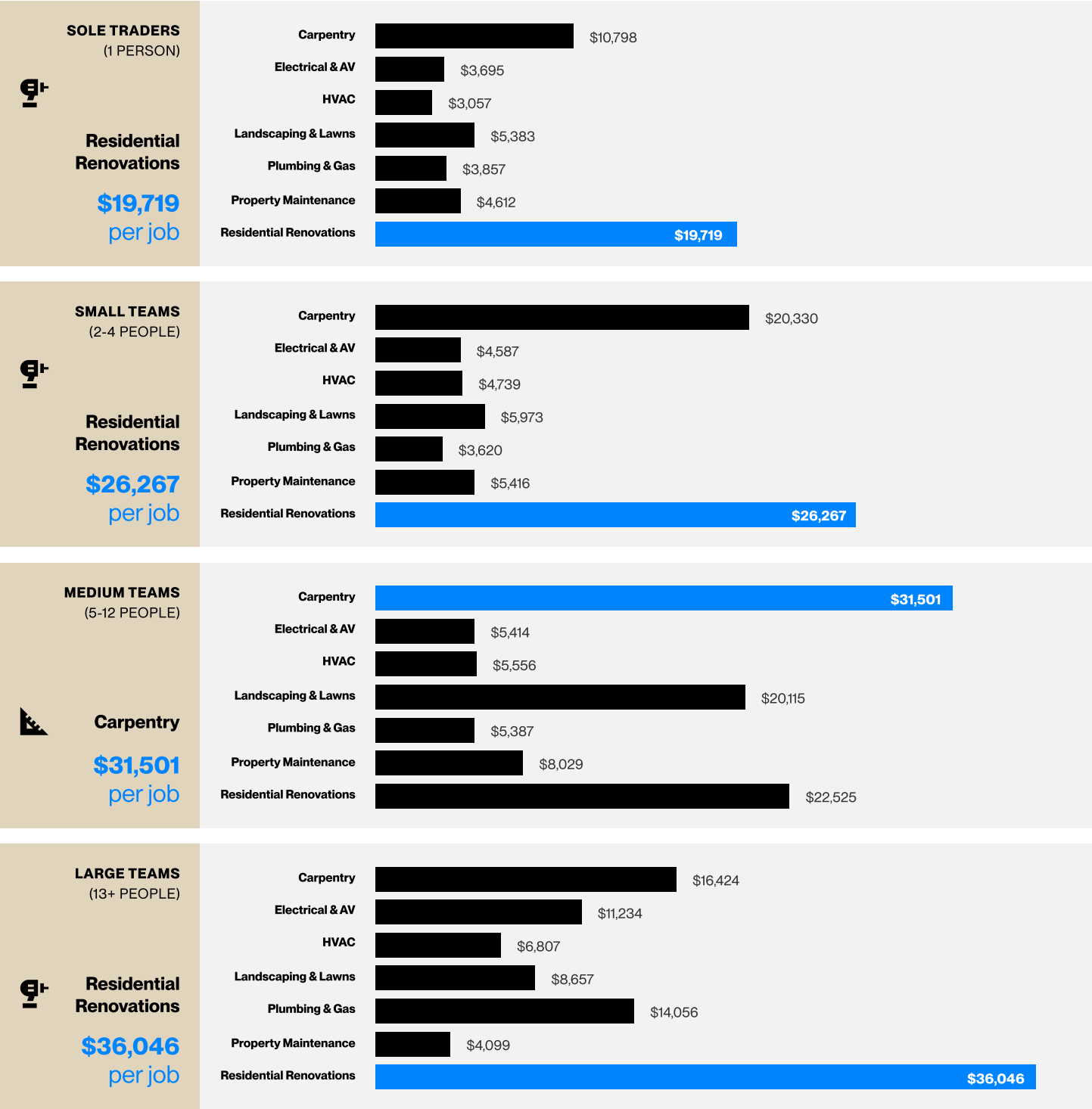
But bigger invoices don't necessarily drive growth and neither does the amount of jobs you complete every year. What's important is making sure you're on top of your profit/loss on each job as it's invoiced.

Have a look at how many jobs you completed last year, what your average invoice amount was, and how many turned a profit. Comparing your figures with the data below should help you identify if it's going to be worth it to expand the business or whether you should focus on improving your current systems & process first.



Trades see an average 35–40% increase in revenue per job after making their first few hires.

Carpentry shows the biggest jump — +88% when moving from sole trader to a small team.



Who wins the most quotes?

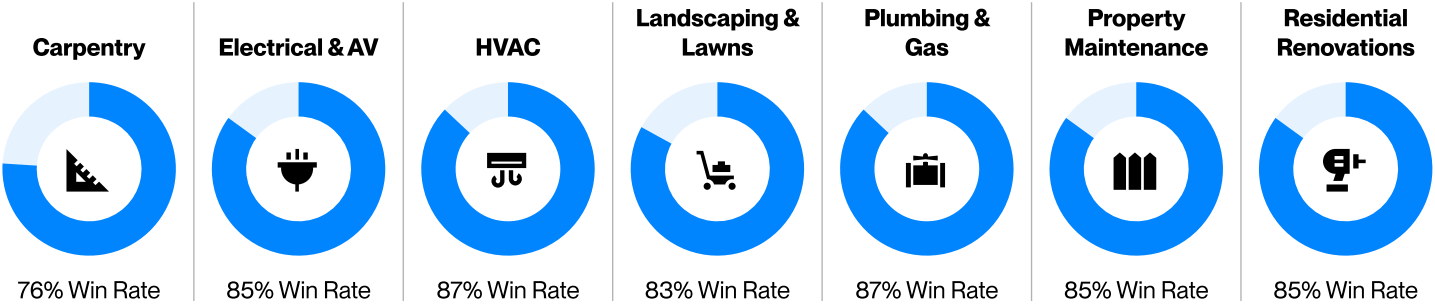
Businesses that use Tradify win at least three out of every four quotes sent, with **HVAC** and **Plumbing** leading with an **87% win rate**, and **Residential Renovations** and **Electrical** close behind at **85%**.

You can improve your quote win rate by getting them to the customer faster and ensuring they're accurate and easy to understand. Clear pricing options, professional documents, and one-click acceptance make it easy for customers to say yes.



90% of SMS messages are read in under 3 minutes.

Quick quoting helps you win jobs by reaching customers first. Tradify makes it easy to send, remind, and accept quotes via SMS.

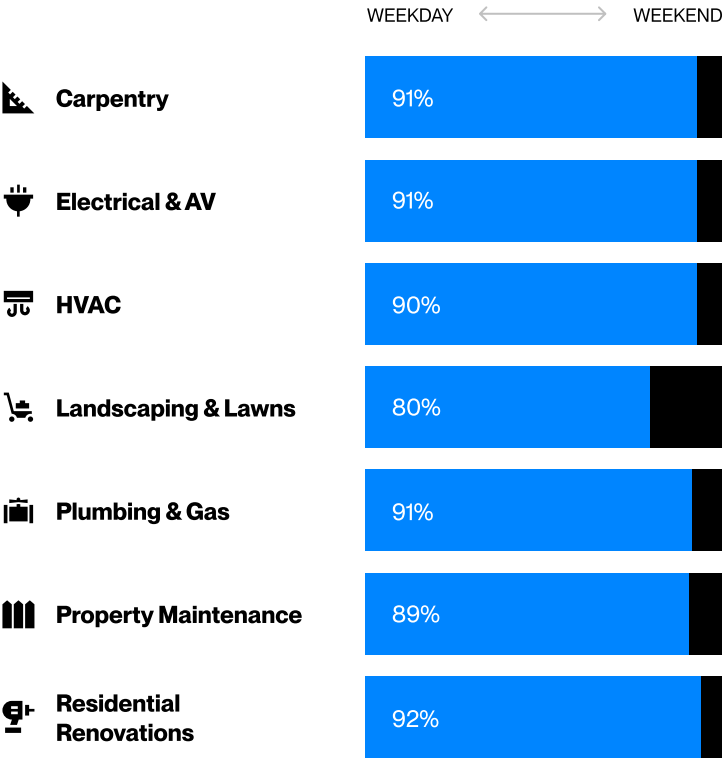


Who's doing weekend admin?

Tradify users get most of their job admin done during the week, rather than letting it bleed into their weekends.

More than 90% of admin for **Plumbing**, **Electrical**, **HVAC**, **Carpentry**, and **Residential Renovations** is completed during the week, a good sign that solid systems are helping keep paperwork out of their weekends.

Landscaping & Lawns is the only exception. Around one in five admin tasks spill into the weekend, which likely comes down to a more reactive, weather-driven workload, higher job volumes, and last-minute schedule changes.



As trade businesses grow, revenue is shaped by how efficiently time is managed. Sustainable growth comes from the ability to quote, win, and complete more profitable jobs without unpaid admin time eating into your margins.

Businesses that scale successfully are those with clear, repeatable systems that keep working well as teams expand.

With a free 14-day trial of Tradify, you can see for yourself how better job management will support your business for years to come.

Start Free Trial