THE JUSTINTIME TRADIES TRADE DIRECTORY

Full-length customer and tradie sales-page copy | Proposed live route: /directory/about

FIND LOCAL EXPERTISE. SEE THEIR WORK.

Good tradies deserve to be found. Good customers deserve to feel confident.

Finding a good tradie should be easier than scrolling through endless ads, guessing who actually services your suburb and comparing businesses by nothing more than a star rating or the cheapest number on a quote.

And if you run a trade business, being brilliant on the tools should not mean looking exactly like everyone else online.

That is why we have created the JustinTime Tradies Trade Directory — a practical local place for people to discover suitable tradies, understand their services, view genuine examples of work and take a clear next step. For tradies, it is a free starting point for showing what makes their business worth choosing, backed by practical guidance to improve the customer journey.

START EXPLORING: Find a local tradie | Claim your free business listing

Not another list of names and phone numbers

The directory is built around a simple idea: customers should understand the fit before making contact. They want to know whether you do their kind of job, where you work, what quality looks like, and what happens next. A useful profile helps answer those questions honestly.

The launch directory covers 36 trade and service categories across 38 localities in Nowra, Jervis Bay, Bay and Basin and the South Coast. Coverage is built on genuine business records, not invented profiles. Research-only entries are identified as unclaimed; confirmed owner and service-area information is handled separately.

For homeowners, property managers and local businesses

Find the kind of tradie your job actually needs

Start with a trade, then choose the suburb where the work needs doing. Browse categories such as plumbing, carpentry, electrical, landscaping, concreting, pressure washing, driveway transformations and many more. You can search by locality and examine a business before deciding whether it fits your job.

Compare more than a price

A good profile can explain the business's genuine specialities, normal service areas, approach to the work and relevant project examples. Instead of guessing whether a tradie is suited to a particular job, you have a clearer starting point for a conversation.

See proof, not just promises

Where a business has supplied authorised examples, genuine before-and-after photographs can make the workmanship and outcome easier to understand. A before-and-after pair is useful evidence of presentation, but it is not a guarantee every surface or project will produce the same result.

Know which trust signals have actually been checked

An owner claim is not the same as an ABN check, licence verification or insurance verification. The directory distinguishes these things rather than rolling them into a meaningless “verified” stamp. External website, social and review links can provide more context, but independent checks remain important for regulated work.

Take a clear next step

Where a profile is enabled for enquiries, you can describe your job and share your contact information with that business. A private confirmation lets you check the status of the request and access an A4 profile snapshot. A saved request is not automatically an accepted booking, and an email accepted for sending is not proof it arrived in an inbox.

CUSTOMER CTA: Search the Trade Directory

For tradies who want better customers, not just more noise

You might have a reputation for turning up, doing the work properly and treating customers well. Yet a first-time homeowner who has never met you cannot see those qualities in a bare online listing. If your business looks interchangeable, the conversation can collapse into “How much per square metre?” or “Can you beat this quote?”

Your free JustinTime Tradies listing gives you somewhere to start changing that first impression. It is about helping the right customer recognise your fit and making it easier to begin a worthwhile conversation.

What comes with a free listing?

- A searchable profile associated with your real trade and the areas you genuinely service, subject to review and approval.
- Space to explain what you do, the sorts of jobs that suit you and what makes your approach valuable to customers.
- Owner-approved links to your website and relevant social or independent review platforms.
- The ability to create or claim a profile, save a private draft, check details and submit changes for moderation.
- Eligible project images and proof where you have the necessary rights and customer permissions.
- Enquiry and follow-up information in My Directory when your listing and notification setup are approved.
- Five practical starter lessons to improve how you position your business, use evidence and respond to customers.

You do not need to buy an upgraded profile, a marketing package or a subscription to access the free listing or read the starter lessons. There is no claim that a free profile guarantees page-one Google results or a set number of enquiries.

Five free lessons with practical actions

The starter lessons are designed for a busy tradie, not someone who wants another hundred-hour online course. You can read them without paying; sign in if you want to save progress across devices. They cover positioning around the jobs you want, making a useful profile, showing honest proof, handling an enquiry and creating a clearer next step.

A better introduction starts with one sentence. Instead of “we do everything”, explain who you help, what problem you solve and what the customer gets from choosing you. Add a genuine photo showing the difference. Make the service area clear. Then follow up when someone reaches out. Small improvements in the right places compound.

See what a strong profile can look like

Max Pressure Washing demonstrates the idea with real before-and-after driveway and outdoor-surface photographs, service descriptions, a clear business identity and direct contact links. It is an example of presentation and customer clarity, not a promise of similar results for other businesses or an endorsement from JTT customers.

EXAMPLE: View Max Pressure Washing

A clearer path from first impression to first conversation

1. 1. Find your existing business or start a private draft using My Directory.
2. 2. Confirm your trading identity, real services, service suburbs, contact details and permissions.
3. 3. Add a useful explanation of your strengths, and only genuine project examples you may share.
4. 4. Submit your information for the applicable owner-control and publication checks.
5. 5. Once approved, direct prospects to your profile and respond promptly to any genuine enquiries you receive.
6. 6. Improve it over time as you complete good work and learn which prospects are a good fit.

TRADIE CTA: Claim your free listing | Read the five free lessons

When you are ready to take it further

Some tradies will need more visibility. Others already have enquiries but are losing good work at the quote, follow-up or margin stage. We diagnose before we prescribe. Extra marketing is not always the answer.

For businesses that want help beyond the free listing, JTT offers a conversation about services such as an approved project proof story, a more detailed profile, a focused lead funnel, three A/B-tested customer journeys, or JTT Business Intelligence that connects lead, quote, delivery and profit information. Hosting and website maintenance can also be scoped separately. These are optional, quoted or agreed services — they are not hidden conditions of a free listing.

OPTIONAL SERVICES: Explore ways to grow

Why JustinTime Tradies exists

We believe good tradies should build businesses that are easier to find, easier to trust, easier to buy from and easier to grow. That means helping customers see what a job involves and helping business owners build on their existing strengths — without gimmicky lead promises, invented reviews or a race to the cheapest price.

A useful local directory is only the start. Every well-presented project can improve the next introduction. Every clear enquiry can become a better conversation. Every real customer experience can teach a business what to improve next.

Be found for what you do best. Be chosen for the right reasons.

If you need work done, start with a local trade and a real suburb. If you run a trade business, start with your free listing and show people why your workmanship deserves a closer look.

FIND A TRADIE: justintimetradies.com.au/directory

CLAIM A FREE LISTING: justintimetradies.com.au/directory/claim-free

Trust note: Profiles and service coverage are reviewed before approval where applicable. “Owner claimed”, business registration, required trade licensing, insurance and review evidence are distinct. Not every research entry is a confirmed provider. Directory listing, page visibility and customer enquiries are not guaranteed.