

Website Audit & Market UX Analysis

- 1.0 WEBSITE AUDIT FINDINGS
- 2.0 WHY CONDUCT A MARKET ANALYSIS?
- 3.0 COMPETITOR ANALYSIS — REAL ESTATE AGENCIES
- 4.0 COMPARATIVE ANALYSIS — PROPERTY SEARCH ENGINES & BESPOKE PLATFORMS
- 5.0 OVERVIEW OF UX ANALYSIS & RECOMMENDATIONS
- 6.0 NEXT STEPS

AUDIT FINDINGS

We conducted a UX and content audit to help understand the breadth of information in the McGrath website. Our findings showed there were some key facets of the site working however the data and testing showed a lot of improvements were required.

[Content Audit Here](#)

WHAT'S WORKING



PROFILING IS PERFORMING

Data shows that Property, Agent and Office profiles have the highest views & lowest bounce rates, conveying they are successfully engaging users.



USERS ARE ARRIVING

The extensive amount of page views across the site proves there is a large audience to optimise the website for.

WHAT'S NOT



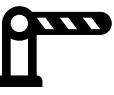
UNDER-PERFORMING CONTENT

A low amount of page views and a high exit rate shows the extensive amount of content in the site needs to be optimised.



LIMITED EXPLORATION

There's opportunity to be more creative with exploration through module use, recommendations and suggestions.



BARRIERS TO ENTRY

The search and filter needs updating as it restricts simple exploration. This is reinforced through its high page view and low entrance rate.



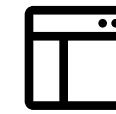
HARNESS BRAND & CULTURE

The site does provide a degree of values, milestones and testimonials but can definitely improve these areas to nurture and expand brand perception.



HIERARCHIES NEED STREAMLINING

With consideration to McGrath's many users, the website needs to establish its hierarchies more appropriately to improve ease of access.



REPETITIVE UI

UI isn't distinct enough in parts to assist with hierarchies, comms and user directives (ie. CTA's are lacking and content is heavily stacked in repeating modules).

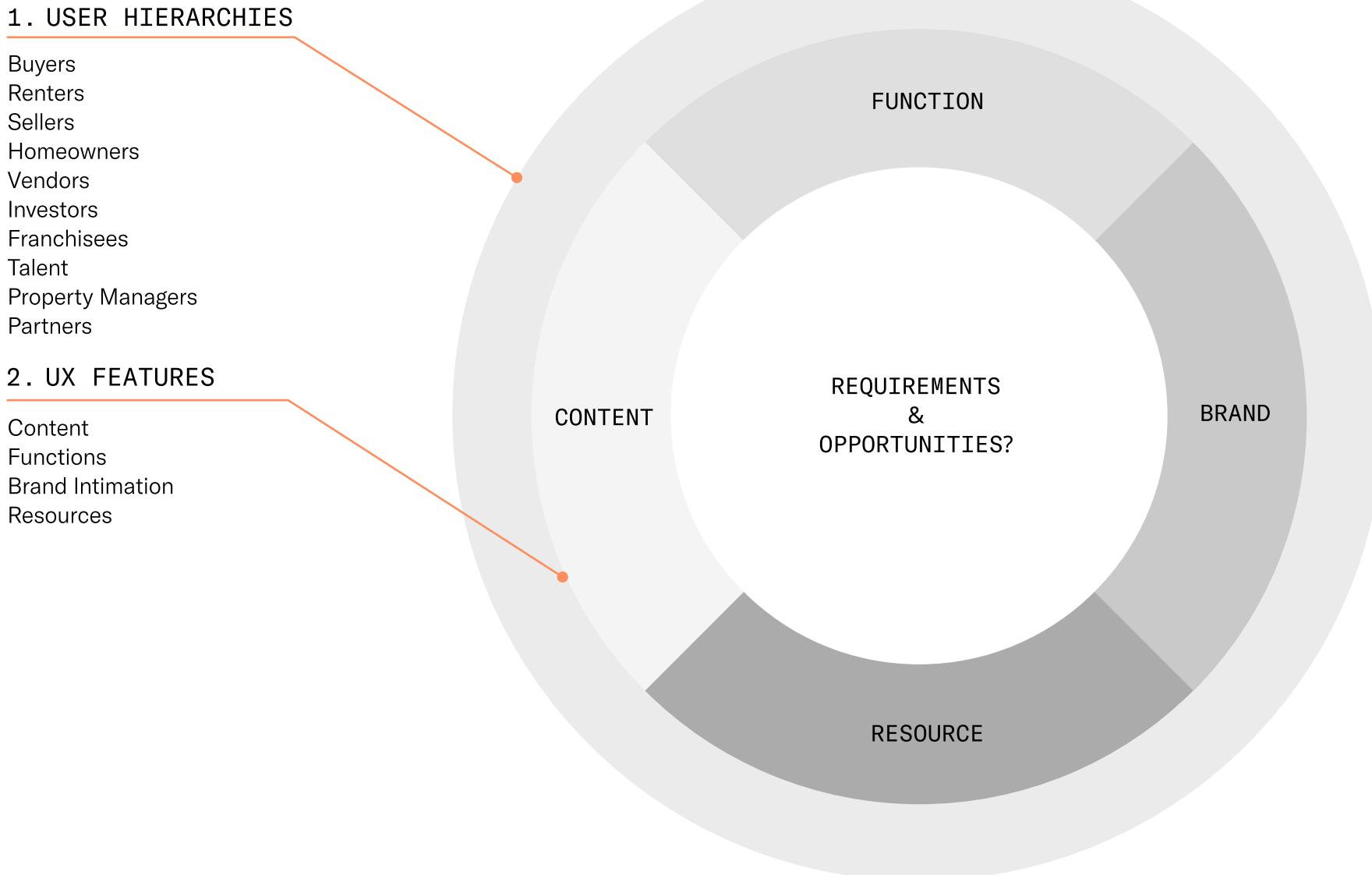
2.0

Why conduct a market analysis?

WHAT IS THE VALUE OF CONDUCTING A MARKET ANALYSIS?

The importance of a Competitive & Comparative Analysis is to discover how brands both adjacent and within the Real Estate & property space are deploying their UX features for their various user hierarchies.

By garnering a greater understanding of HOW, we can begin to set out some requirements & potential opportunities for McGrath moving forward now and into the future.



3.0

UX Competitor Analysis

Real Estate Agencies

- 2.1 BRESIC WHITNEY
- 2.2 COMPASS
- 2.3 RANE & HORNE
- 2.4 THE AGENCY
- 2.5 FANTASTIC FRANK
- 2.6 PLACE ESTATE AGENTS
- 2.7 JELLIS CRAIG
- 2.8 MARSHALL WHITE
- 2.9 BELLE
- 2.10 STONE
- 2.11 COMPETITOR OVERVIEW

COMPETITORS:
REAL ESTATE

2.1

BRESIC WHITNEY

The site provides a clean and direct UX/UI experience with various tools and levels of information for different user types. The strength of this site is found in its succinctness and defined purpose through the use of featured and upcoming property modules, detailed profiling and user assistance (ie. Chatbot).

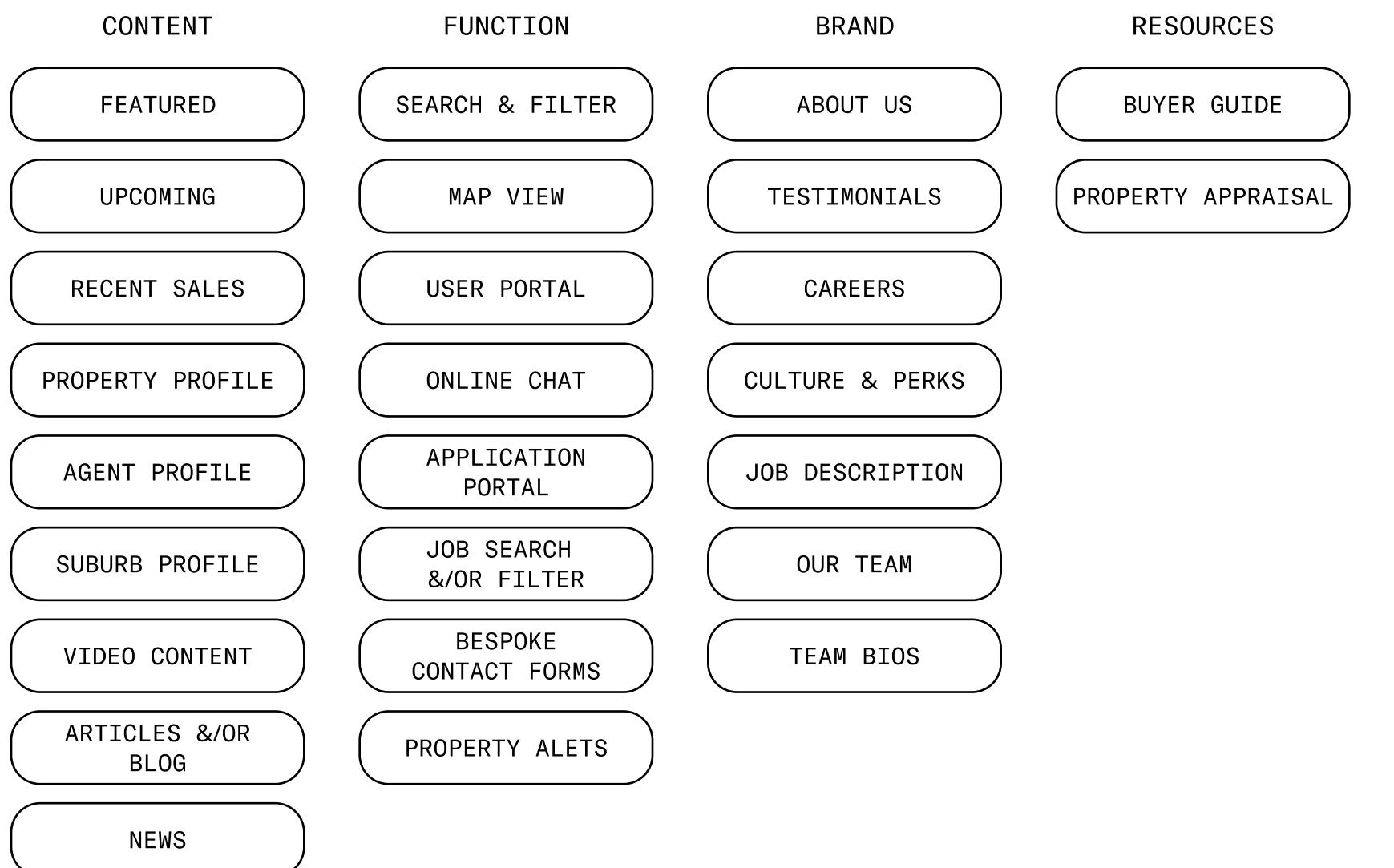
UX Highlights:

Buyers Guide

Chat Bot

Upcoming Auctions

PRESENT COMPANY



Ivan was born to Croatian migrants and was educated in Hunters Hill before starting a real estate internship at age 17. At this time, areas like Paddington, Darlinghurst and Kings Cross were known for their vibrancy and colour, which a young Ivan quickly fell in love with. [View Ivan's profile](#)

Moving to Sydney from Tamworth, Shannan started working part-time for a local real estate agent to pay for his studies. Shannan noticed a young Ivan Bresic rising through the ranks of the agency where they both worked and the two quickly formed a highly successful team. [View Shannan's profile](#)

BresicWhitney

Buy Sell Rent Search for properties or suburbs



Awarded warehouse
Lilyfield 42 Alberto Street

5 3 3

BresicWhitney

Buy Sell Rent Search for properties or suburbs



Shannan Whitney
Director | Sales Agent -

In 2001, along with Ivan Bresic, he founded BresicWhitney. They quickly created one of the most progressive real estate teams of this generation, and one of the most recognisable real estate brands in Australia.

[Email Shannan](#)
Shannan's expertise and experience stretches across a variety of

Current listings Recently sold



BresicWhitney

Buy Sell Rent Search for properties or suburbs

Open positions

All Management Sales Property Management Other

Sales Associate to Michael Kirk BresicWhitney East is looking for authentic and ambitious individuals with a flare and commitment to customer excellence. If you are excited by development and interested to join a culture of learning, let's chat! View details	Team Administration Assistant - Balmain BresicWhitney Inner West is looking for authentic and ambitious individuals with a flare and commitment to customer excellence. If you are excited by development and interested to join a culture of learning, let's chat! View details	Sales Associate to John Yannakis BresicWhitney West is looking for authentic and ambitious individuals with a flare and commitment to customer excellence. If you are excited by development and interested to join a culture of learning, let's chat! View details	Portfolio Manager - East Our Property Management Team are AREA finalists in the 'PM Team of the Year' Award, while our Head of PM is a finalist in the 'Most Influential Woman in the Property Market' Award. Apply now if you're interested to hear more about BW Careers. View details
Senior Portfolio Manager or Portfolio Manager Our Property Management Team	Concierge Do you pride yourself on delivering exceptional service, whilst supporting a high performing team? If you enjoy a full time photographer to join the BresicWhitney creative team.	Photographer - Full Time We now have an opportunity for a full time photographer to join the BresicWhitney creative team.	

BresicWhitney

Buy Sell Rent Search for properties or suburbs

BresicWhitney open doors to develop your career path. With opportunities in sales, property management, operations, creative, HR and more - we are always on-hand to train, help, teach and encourage.

COMPETITORS:
REAL ESTATE

2.2

COMPASS

The Compass provides a holistic experience for multiple user types. The extra level of detail that is put into property profiles through the use of records, guides and calculators show an attempt to help customers make an informed and secure decision. The inclusion of property case studies also reflect the need to educate and inform emerging talent.

UX Highlights:

Detailed Property History

Coming Soon Tag

Property Records

Neighbourhood Guides

Mortgage Calculator

PRESENT COMPANY

CONTENT

FEATURED

UPCOMING

EXCLUSIVE

RECOMMENDED
(PERSONALISATION)

PROPERTY PROFILES

AGENT PROFILE

SUBURB PROFILE

VIDEO CONTENT

ARTICLES &/OR
BLOG

NEWS

NEW DEVELOPMENTS

FUNCTION

SEARCH & FILTER

SIMILAR TO

MAP VIEW

APPLICATION
PORTAL

USER PORTAL

ONLINE CHAT

SUBURB SEARCH

BESPOKE
CONTACT FORMSJOB SEARCH
&/OR FILTER

BRAND

ABOUT US

TESTIMONIALS

CAREERS

CULTURE & PERKS

JOB DESCRIPTION

OUR TEAM

TEAM BIOS

MILESTONES

CASE STUDIES

OUR OFFICES

RESOURCES

MORTGAGE
CALCULATOR

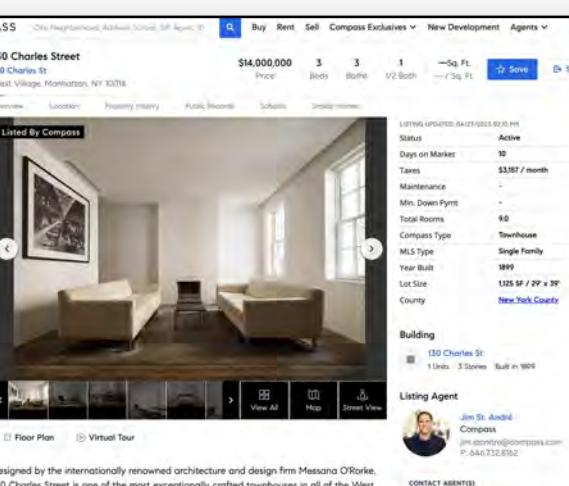
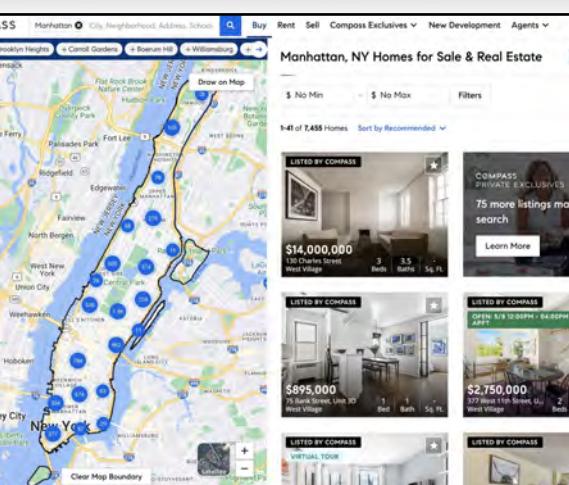
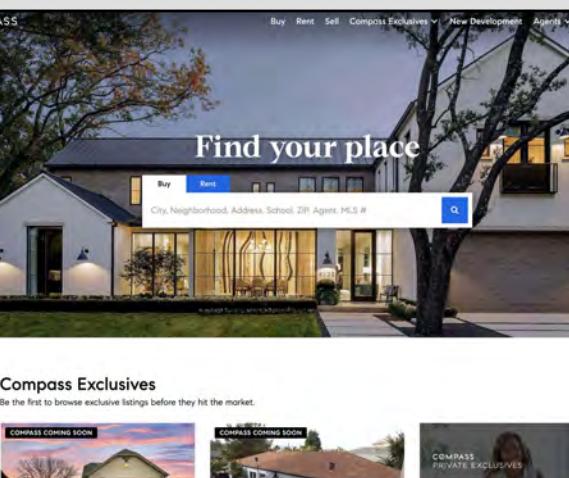
Key Details

1 WHAT TO EXPECT

Those looking to live in a bustling, centrally located neighborhood.

Attributes

Tourist Attraction, For Foodies, Young Professionals, Great Public Transportation, Dog-friendly, Close to Attractions.





COMPETITORS:
REAL ESTATE

2.3

RAINE & HORNE

Despite having a dated UI, the Raine & Horne site truly provides a bundle of tools and information for multiple users, from customers to talent and potential franchisees. The highlights of this site is its holistic content approach along side having detailed property history, dedicated hubs and suburb/culture discovery.

UX Highlights:

Detailed Property History

Franchise Hub

Franchise App Portal

Suburb Culture

CONTENT

FEATURED

RECENTLY LISTED

RECENTLY SOLD

VIDEO CONTENT

PROPERTY PROFILES

AGENT PROFILE

SUBURB PROFILE

ARTICLES &/OR BLOG

NEWS

INSIGHTS & EDUCATION

INVESTORS

FUNCTION

SEARCH & FILTER

SIMILAR TO

MAP VIEW

APPLICATION PORTAL

FRANCHISE APPLICATION PORTAL

USER PORTAL

BESPOKE CONTACT FORMS

BRAND

ABOUT US

TIMELINE

TESTIMONIALS

MILESTONES

CAREERS

CULTURE & PERKS

JOB DESCRIPTION

OUR TEAM

TEAM BIOS

FRANCHISE

CASE STUDIES

OUR OFFICES

OFFICE PROFILE

RESOURCES

BUYER GUIDE

SELLER GUIDE

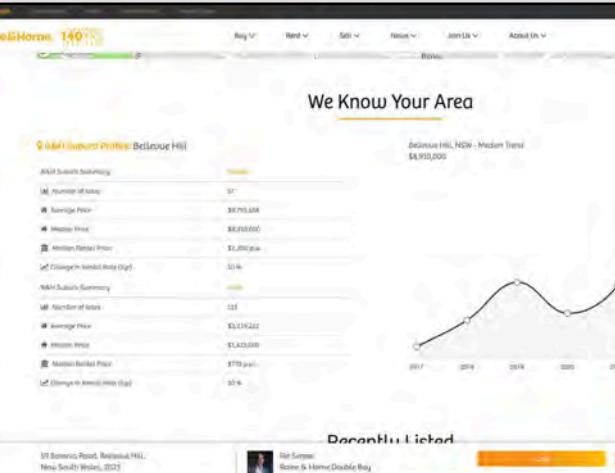
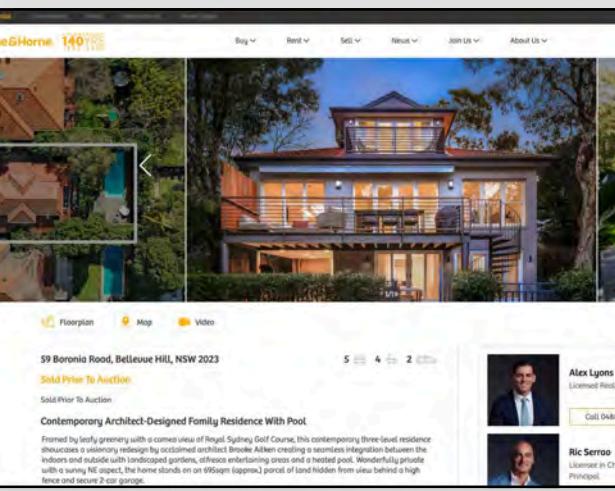
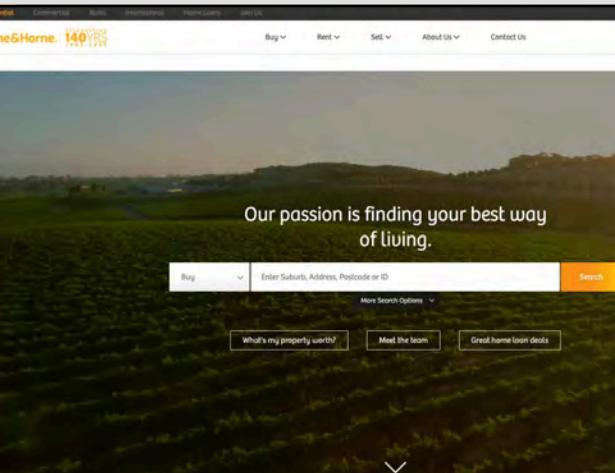
RENTER GUIDE

INVESTOR GUIDE

STYLING GUIDE

UTILITY CONNECT

PROPERTY APPRAISAL



COMPETITORS:
REAL ESTATE

2.4

THE AGENCY

The Agency site takes a business approach by hierarchically pushing their overall services instead of featuring upcoming or sold properties. This does allow the site to give a very professional feel but this does sacrifice a UX centric approach that other comps deploy (ie. Discoverability)

UX Highlights:

Website State Filter

Team Video Testimonials

Property Reports

Investor Hub

CONTENT

PROPERTY PROFILE

VIDEO CONTENT

NEWS

SUBURB PROFILE

AGENT PROFILE

INVESTORS

NEW DEVELOPMENTS

FUNCTION

SEARCH & FILTER

BESPOKE
CONTACT FORMS

SORT BY

CHAT BOT

APPLICATION
PORTAL

CAREERS

BRAND

ABOUT US

MILESTONES

TESTIMONIALS

OUR TEAM

TEAM BIOS

CAREERS

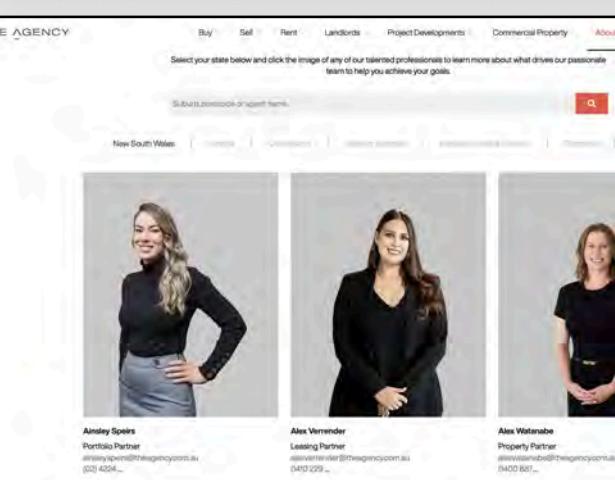
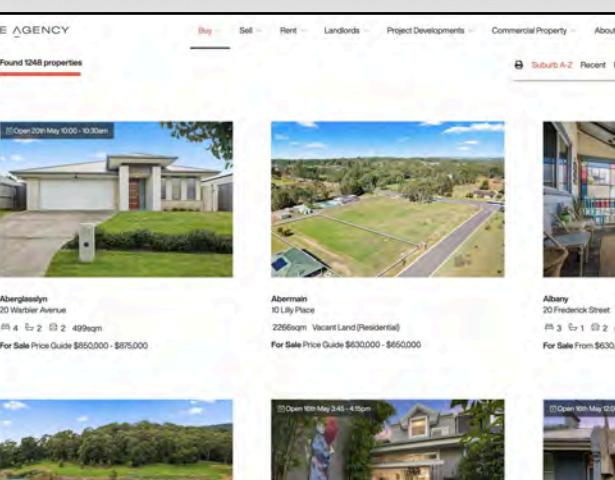
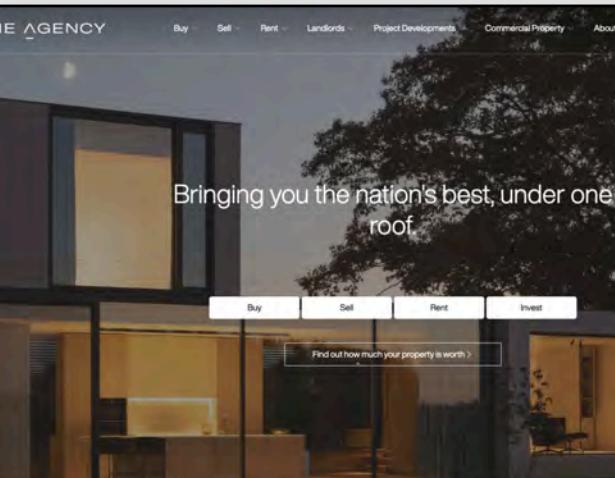
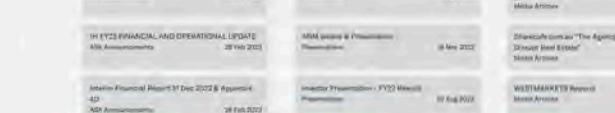
RESOURCES

SUBURB REPORT

RENTAL REPORT

PROPERTY REPORT

PROPERTY APPRAISAL



COMPETITORS:
REAL ESTATE

2.5

FANTASTIC FRANK

Fantastic Frank is very limited in resources and UX capability, however this does allow them to showcase a different execution for Real Estate sites. The site promotes new properties in various module themes (ie. Hot Right Now) in a content focused way. They also have house moodboards for creative inspiration.

UX Highlights:

Top 30 Properties

Editors Picks

Hot Right Now

Property Moodboard

Team Video Testimonials

PRESENT COMPANY

CONTENT

FEATURED

EXCLUSIVE

RECOMMENDED

PROPERTY PROFILES

AGENT PROFILE

VIDEO CONTENT

SUBURB PROFILE

NEWS

NEW DEVELOPMENTS

FUNCTION

BESPOKE
CONTACT FORMS

CHANGE LANGUAGE

BRAND

ABOUT US

OUR OFFICES

OFFICE PROFILE

OUR TEAM

TEAM BIOS

CAREERS

CULTURE & PERKS

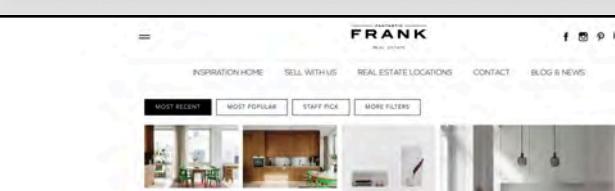
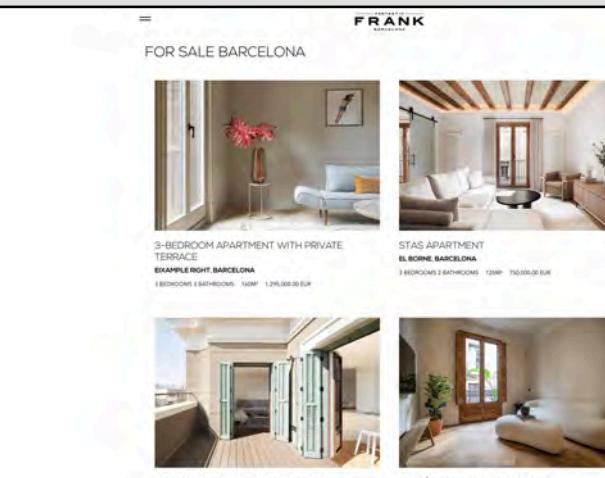
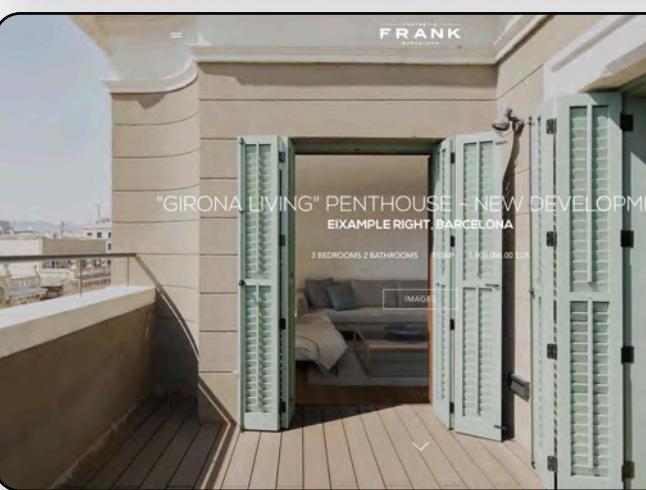
FRANCHISE

RESOURCES

PROPERTY APPRAISAL



STOCKHOLM · MÄLÖ · COPENHAGEN · BERLIN · FRANKFURT · HAMBURG · HEIDELBERG · PALMA · BARCELONA · IBIZA · LISBON · COMING SOON · DUBAI · INSPIRATION





COMPETITORS:
REAL ESTATE

2.6

PLACE ESTATE AGENTS

One of the more weaker sites in the comps, PEA uses a balance of content, UX and resource to inform and inspire their users. They also provide a detailed branding approach that does seem to be targeted at emerging talent.

UX Highlights:

Location Case Studies

Suburb Reports

Coming Soon Tag

Just Released Tag

Lifestyle Insights

CONTENT

COMING SOON

VIDEO CONTENT

PROPERTY PROFILES

ARTICLES &/OR
BLOG

NEWS

AGENT PROFILE

SUBURB PROFILE

FUNCTION

SEARCH & FILTER

BESPOKE
CONTACT FORMS

SORT BY

MAP VIEW

APPLICATION
PORTAL

JOB SEARCH
&/OR FILTER

BRAND

ABOUT US

CAREERS

CULTURE & PERKS

JOB DESCRIPTION

OUR OFFICES

OFFICE PROFILES

OUR TEAM

TEAM BIOS

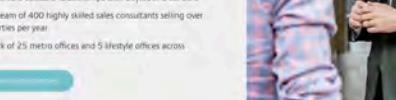
RESOURCES

SUBURB REPORT

PROPERTY APPRAISAL

LOCAL GUIDES

FAQ



COMPETITORS:
REAL ESTATE

2.7

JELLIS CRAIG

Like Compass, Jellis Craig provides a holistic experience for various user types. The most distinct facet of the site is in their 'Postcode insights' which uniquely provides detailed information on suburbs, from overall performance, a value comparison tool, median prices graphs, investment growth and sales history.

UX Highlights:

Postcode Performance

Property Value Comparison

Investment Insights

Sales Snapshot

Median Price Graphs

CONTENT

FEATURED

RECOMMENDED

PROPERTY PROFILES

SUBURB PROFILES

AGENT PROFILES

NEWS

INSIGHTS & EDUCATION

VIDEO CONTENT

ARTICLES &/OR BLOG

FUNCTION

SEARCH & FILTER

BESPOKE CONTACT FORMS

MAP VIEW

SIMILAR TO

SORT BY

PROPERTY ALERTS

APPLICATION PORTAL

JOB SEARCH &/OR FILTER

ARTICLES &/OR BLOG

BRAND

ABOUT US

MILESTONES

TESTIMONIALS

CAREERS

CULTURE

JOB DESCRIPTION

OUR OFFICES

OFFICE PROFILES

OUR TEAM

RESOURCES

DU DILIGENCE CHECKLIST

SECTION 32

PRICE GUIDE

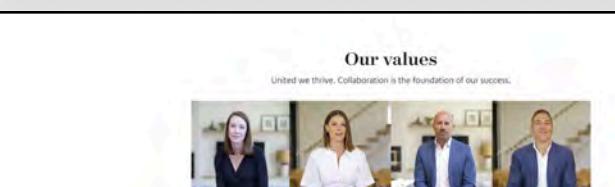
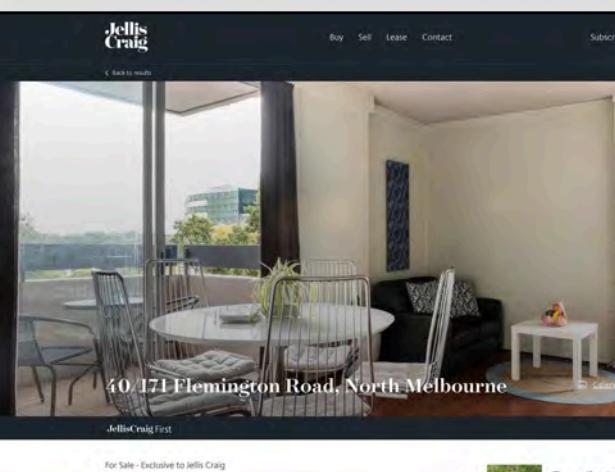
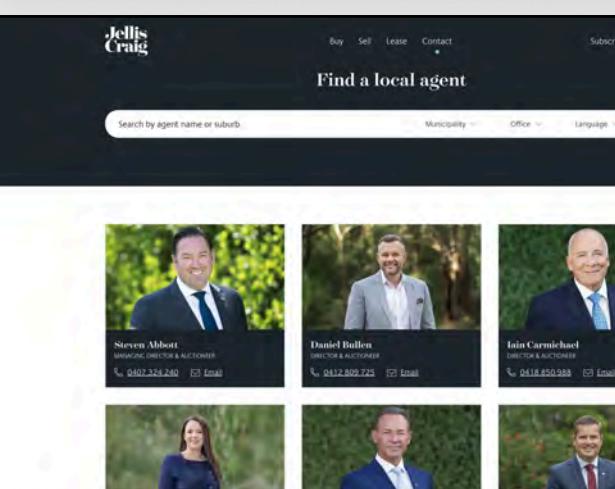
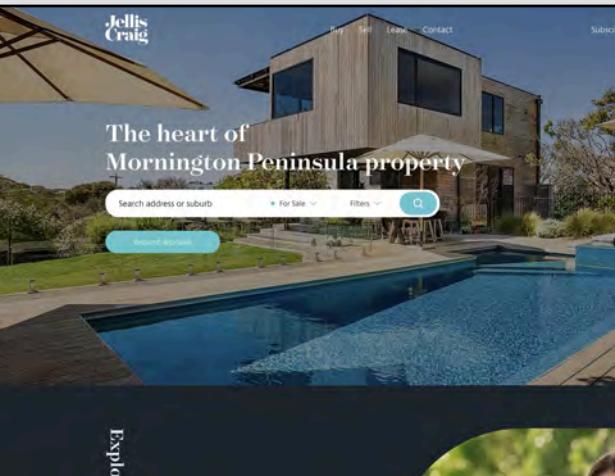
ANNUAL REPORT

SUBURB REPORT

FAQ

REQUEST APPRAISAL

STATEMENT OF INFORMATION





COMPETITORS:
REAL ESTATE

2.8

MARSHALL WHITE

Marshall White is balanced in its approach to tools and information. What is distinct is its execution of Municipality Property Profiling for expanded user insights as well as its Trending Suburbs to help inspire users. Outside of these bespoke moments, the site maintains the status quo of Real Estate sites.

Feature Highlights:

Property Statistics

Trending Suburbs

Median Property Price

Schools Near By

Municipality Profiles

CONTENT

FEATURED

RECOMMENDED

NEWS

INSIGHTS
& EDUCATION

PROPERTY PROFILES

SUBURB PROFILES

AGENT PROFILES

VIDEO CONTENT

NEW DEVELOPMENTS

FUNCTION

SEARCH & FILTER

BESPOKE
CONTACT FORMS

SORT BY

MAP VIEW

BRAND

ABOUT US

TESTIMONIALS

FINANCE

CULTURE & PERKS

CAREERS

JOB DESCRIPTION

OUR OFFICES

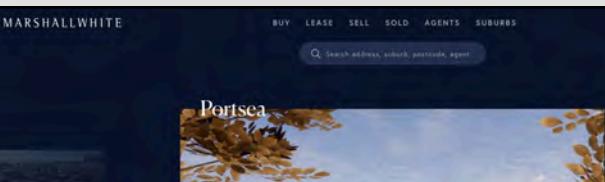
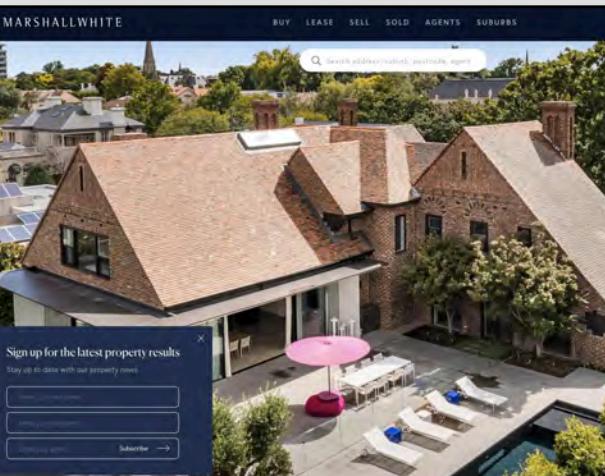
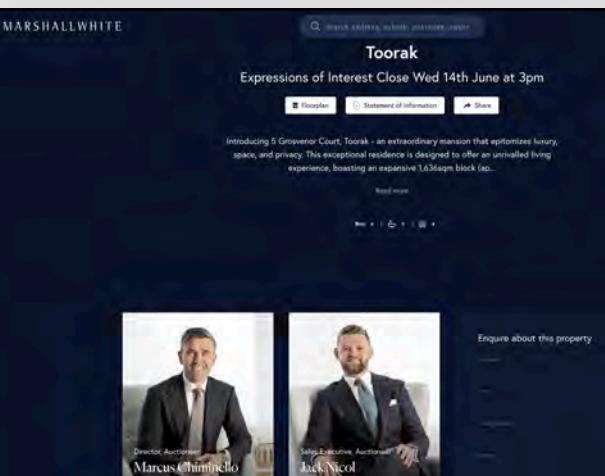
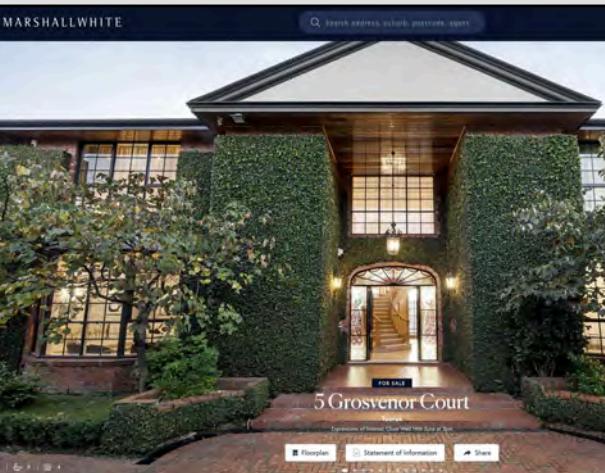
OFFICE PROFILES

RESOURCES

STATEMENT OF
INFORMATION

FAQ

REQUEST APPRAISAL



COMPETITORS:
REAL ESTATE

2.9

BELLE

Similar to Raine & Horne, the Belle site provides a holistic amount of information for various users. Outside of the common practice of showcasing properties with additional lens in suburb and agent profiling, the site does include bespoke moments such as the Franchise Hub to inspire new talent and use of Office Awards to contextualise Belles successes.

Feature Highlights:

Suburb Guides

Office Awards

Become A Franchisee

CONTENT

FEATURED

UPCOMING

PROPERTY PROFILES

SUBURB PROFILES

VIDEO CONTENT

AGENT PROFILES

NEW DEVELOPMENTS

ARTICLES &OR
BLOG

NEWS

FUNCTION

SEARCH & FILTER

BESPOKE
CONTACT FORMS

SORT BY

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USER PORTAL

CHAT BOT

PROPERTY ALERTS

APPLICATION
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ABOUT US

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FRANCHISE

OUR OFFICES

OFFICE PROFILES

OUR TEAM

TEAM BIOS

CAREERS

JOB DESCRIPTION

PARTNERS

RESOURCES

REQUEST APPRAISAL

BUYING GUIDE

INVESTOR GUIDE

SUBURB GUIDE

Our featured properties.



belle PROPERTY

Request an appraisal | Buy | Rent | Sell | Manage | Find an agent or office | About us

Gallery | Floorplans

520 Oyster Cove Promenade, Helensvale.

4 bed | 3 bath | 2 car | \$1,300 pw

520 Oyster Cove Promenade, Helensvale.

4 bed | 3 bath | 2 car | \$1,300 pw

Stunning Waterfront Home with Pontoon, Pool, in a Private Gated Street!

Welcome to your dream waterfront home in this sought-after private gated street of Pearl Bay! Indulge in stunning wide water views, a position, and a sparkling in-ground pool. This spacious open plan home will captivate you from the moment you walk through the front door.

Featuring a large open plan kitchen with granite benchtops and a walk-in pantry, this entertainer's delight flows seamlessly onto the alfresco area - creating a perfect indoor-outdoor retreat. The home offers an abundance of space with separate living, dining, and media/office areas.

The property boasts two master suites, each with a private ensuite and walk-in robes. The upstairs master has an additional benefit of a large private balcony with stunning water views. The additional two upstairs bedrooms are spacious, have built-in robes, and share a family bathroom.

[Read more](#)

 Sean O'Neill
Principal | Utopia
0422 000 221
[Email me](#)

 Property Management Team
Property Manager
Property Management Team
[Email me](#)

belle PROPERTY

Request an appraisal | Buy | Rent | Sell | Manage | Find an agent or office | About us

520 Oyster Cove Promenade, Helensvale.

4 bed | 3 bath | 2 car | \$1,300 pw

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[Read more](#)

 Sean O'Neill
Principal | Utopia
0422 000 221
[Email me](#)

 Property Management Team
Property Manager
Property Management Team
[Email me](#)

belle PROPERTY

Request an appraisal | Buy | Rent | Sell | Manage | Find an agent or office | About us

Get to know the area

Laid-back and convenient, Helensvale is a family-friendly neighbourhood that packs a whole lot in. From general homes and playing fields aplenty to sprawling theme oversized shopping centres. Yet still, nothing is quite natural reserves and waterways that run throughout coastal suburbs.

[Read more](#)



Suburb guides.

QLD | Search suburb guides |



belle PROPERTY

Request an appraisal | Buy | Rent | Sell | Manage | Find an agent or office | About us

Our featured properties.



COMPETITORS:
REAL ESTATE

2.10

STONE

Stone provides a standard online Real Estate experience. However, there are some bespoke moments that do set them apart. The inclusion of the repayment calculator pays heed to wary investors whilst the furnish and style tools, despite being 'nice to have', are creative in its approach to help users plan post purchase.

CONTENT

UPCOMING

PROPERTY PROFILES

AGENT PROFILE

SUBURB PROFILES

BLOG

VIDEO CONTENT

Q&A'S

ARTICLES &/OR
BLOG

FUNCTION

SEARCH & FILTER

BESPOKE
CONTACT FORMS

SORT BY

SIMILAR TO

PROPERTY ALERTS

STYLE HOME TOOL

FURNISH HOME TOOL

MAP VIEW

BRAND

ABOUT US

OUR TEAM

TEAM BIOS

TESTIMONIALS

CAREERS

JOB DESCRIPTION

OUR OFFICES

RESOURCES

REPAYMENT
CALCULATOR

PROPERTY BROCHURE

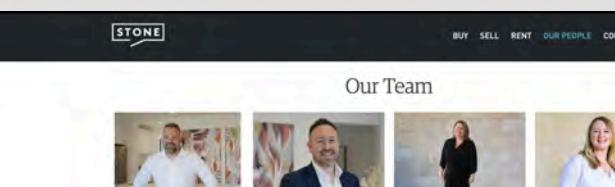
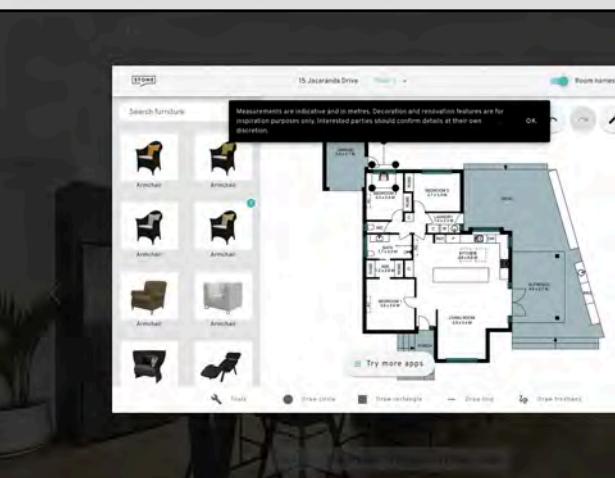
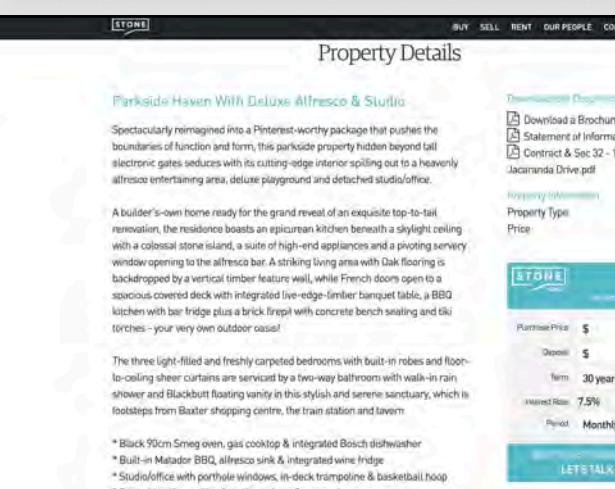
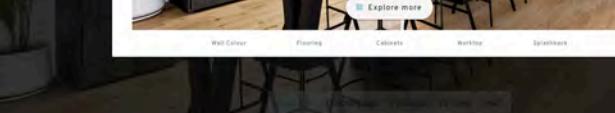
SECTION 32

STATEMENT OF
INFORMATION

APPLICATION FORM

REQUEST APPRAISAL

PROPERTY CONTRACT

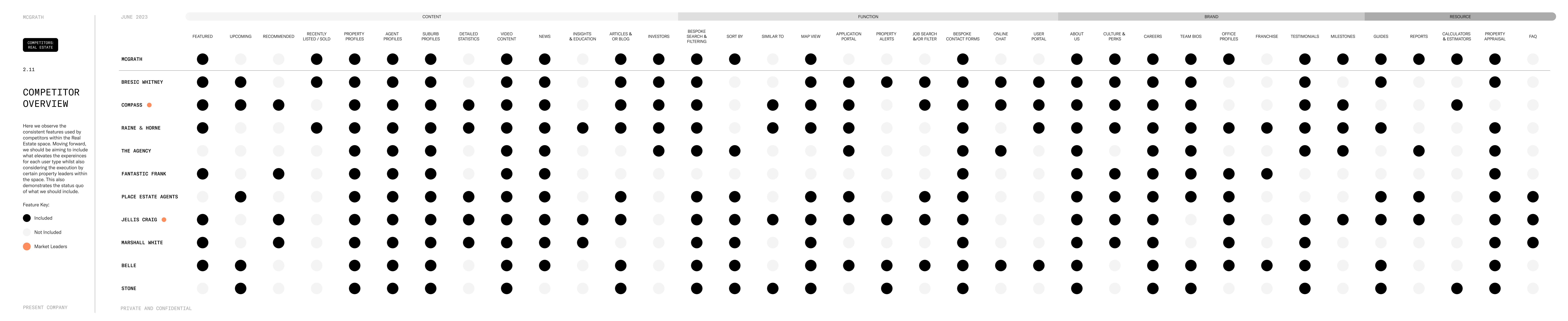


Feature Highlights:

Furnish Home Tool

Style Home Tool

Repayment Calculator



4.0

UX Comparative Analysis

Property Search Engines & Bespoke Platforms

- 3.1 REALESTATE.COM
- 3.2 DOMAIN
- 3.3 SOHO
- 3.4 ZILLOW
- 3.5 AIRBNB
- 3.6 STAYZ
- 3.7 COMPARATIVE OVERVIEW

COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFROMS

3.1

REALESTATE.COM

Realestate.com provides many tools and tips for incoming users that branch out from the norm of Real Estate sites. The inclusion of various tools within property profiles from loan comparison to renovation estimators set a precedent for UX support. The site also has a dedicated career and investor hub that reduces the noise for incoming talent and prospectors.

Feature Highlights:

Career & Investor Hub

Loan Comparison

Renovation Estimator

Compare Agent Function

Home Loan Calculator

CONTENT

FEATURED

PROPERTY PROFILE

RECENTLY SOLD

ARTICLES &/OR
BLOG

VIDEO CONTENT

AGENT PROFILE

SUBURB PROFILE

NEWS

INSIGHTS
& EDUCATION

FUNCTION

SEARCH & FILTER

MAP VIEW

BESPOKE
CONTACT FORMS

USER PORTAL

APPLICATION PORTAL

LOAN COMPARISON

COMPARE AGENT

RENOVATION
ESTIMATOR

JOB SEARCH
&/OR FILTER

BRAND

CAREERS

CULTURE & PERKS

JOB DESCRIPTION

OFFICE PROFILE

TEAM BIOS

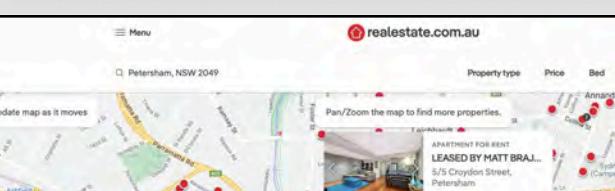
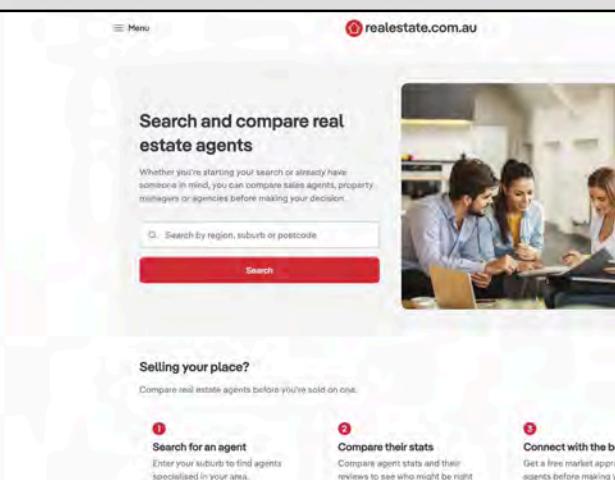
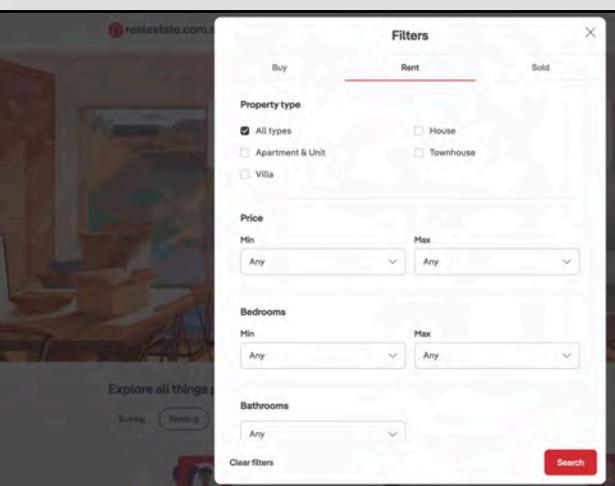
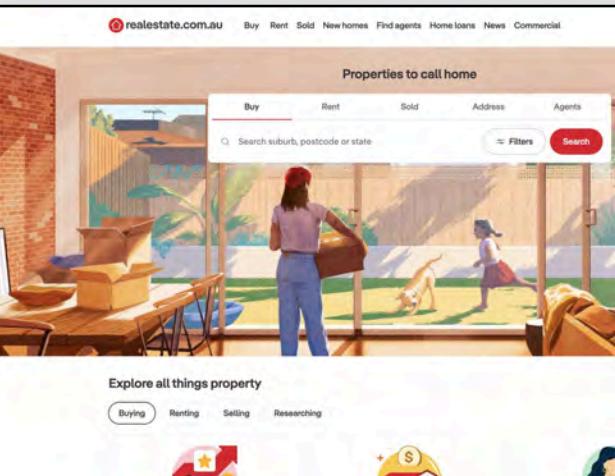
RESOURCES

HOME LOAN
CALCULATOR

VALUE GUIDE

BIDDING GUIDE

SELLING TIPS



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.2

DOMAIN

Similar to Realestate.com, Domain provides an explorative property platform full of tools and tips to increase user confidence. The extra level of detail provided in property statistics and market analysis as well as agent and office performance creates a truly transparent and resourceful experience for users.

Feature Highlights:

Office Performance Stats

Agent Performance Stats

Property Price Estimator

Property Market Analysis

Home Loan Calculator

CONTENT

FEATURED

PROPERTY PROFILES

SUBURB PROFILES

AGENT PROFILES

AGENT PERFORMANCE STATISTICS

PROPERTY MARKET ANALYSIS

NEW DEVELOPMENTS

VIDEO CONTENT

NEWS

INSIGHTS & EDUCATION

FUNCTION

SEARCH & FILTER

SORT BY

BESPOKE CONTACT FORMS

MAP VIEW

USER PORTAL

APPLICATION PORTAL

PROPERTY PRICE ESTIMATORS

JOB SEARCH & OR FILTER

JOB DESCRIPTION

OFFICES

OFFICE PROFILE

OFFICE PERFORMANCE STATISTICS

OFFICE REVIEWS/ RATINGS

BRAND

ABOUT US

CULTURE & PERKS

TESTIMONIALS

CAREERS

JOB DESCRIPTION

OFFICES

OFFICE PROFILE

OFFICE PERFORMANCE STATISTICS

OFFICE REVIEWS/ RATINGS

RESOURCES

ADVICE GUIDES

BUYING GUIDES

RENTING GUIDES

SELLING GUIDES

RESEARCH

HOME LOAN CALCULATOR

Offers Over \$2,299,000
215-217 Sunrise Rd Eumundi QLD 4562
6 4 3 1.29ha House
Can I afford this property? Calculate home loan repayments

Domain | Adhomes | Commercial Real Estate
Find a Property | Research | Find Agents | For Owners | New Home
Buy | Rent | House & Land | New Homes | Sold | Retirement | Rural
Try a location or a school or project name
Domain Home Loans
Find and apply for a competitive home loan
Get started >
Filters

Dream Homes
Where can I afford to buy?
Give us an idea of your budget and your needs, and we'll help you find suburbs based on what you want and what you can afford.
Find the right suburb here
1 Tell us your budget
2 Tell us your needs
3 We'll recommend suitable suburbs for you
Start
\$550k
\$300k
\$150k
\$100k
\$50k
\$25k
\$12.5k
\$6.25k
\$3.125k
\$1.5625k
\$781.25k
\$390.625k
\$195.3125k
\$97.65625k
\$48.828125k
\$24.4140625k
\$12.20703125k
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\$2.093711

COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.3

SOHO

Despite severely lacking any branded persona and having all properties behind a barrier, Soho does demonstrate some creative ways to inform and seamlessly bring the product to the user. The Match Me quiz is a quick-fire means for users to narrow down their search while the inclusion of Agent reviews and navigation tools displays Soho to be a competent platform for property exploration.

Feature Highlights:

Match Me Quiz

Compare Agent

Agent Reviews

CONTENT

FEATURED

SIMILAR TO

PROPERTY PROFILES

AGENT PROFILES

AGENT REVIEWS

VIDEO CONTENT

NEWS

HOME LOANS

MARKET INSIGHTS

FUNCTION

SEARCH & FILTER

BESPOKE
CONTACT FORMS

SORT BY

SIMILAR TO

MAP VIEW

USER PORTAL

PROPERTY
MATCH UP

COMPARE AGENT

NAVIGATION
TOOL

PROPERTY ALERTS

BRAND

CULTURE & PERKS

RESOURCES

MORTGAGE
CALCULATOR

GLOSSARY



Buying
5 WA Coastal Towns Where
You Can Buy a Home Under
\$150 000

Renting
6 Queensland Coastal Towns
Where You Can Buy a House
Under \$150 000

Buying
5 Ways to Lower Your
Bill in the Summer

soho

Let us find you your perfect home

Our AI will create a personalised list of property matches for you to rank from over 100,000 available listings.

Start by choosing an option below

Buy **Rent**

Find or compare agents to sell or lease your property

Start tracking the market and get suggested top agents in the area to request for a free property appraisal.

soho

258 matches to rank

Wyndham Estate

100% Match

Match profile for Guest User

Save your profile and get instant property alerts for new matches

Sign up Log in

Your ideal requirements

You would like to live in Sydney

You are looking to Rent at any price

Bedrooms, bathrooms and carports

No bedroom Preferences

Property type

All property types

Other features you're looking for

Features & amenities

Add land size

Land size

X Nope Maybe Shortlist

soho

Ettiene West's performance

Agent performance over the past 12 months

\$56 Total Sales 8 For Sale \$1.8M Average Sales 23 Total

Properties sold by Ettiene West

Ettiene West has sold 23 properties in the last 12 months:

Apartment 201/10 Filmer Place, Surry Hills NSW 2000 2 bed 2 bath 1 car \$1,500 per week

Apartment 701/20 Pelican Street, Surry Hills NSW 2000 1 bed 1 bath 1 car \$1,800 per week

Apartment 401/45 Shelley Street, Sydney NSW 2000 2 bed 2 bath 1 car \$2,000 per week

Contact Agent 201/10 Filmer Place, Surry Hills NSW 2000 2 bed 2 bath 1 car \$1,500 per week

Contact Agent 701/20 Pelican Street, Surry Hills NSW 2000 1 bed 1 bath 1 car \$1,800 per week

Contact Agent 401/45 Shelley Street, Sydney NSW 2000 2 bed 2 bath 1 car \$2,000 per week

Show more

soho

Showcase all your

COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.4

ZILLOW

Zillow does not provide a unique experience as a Property Search Engine however it does frame property statistics in insightful ways. From the inclusion of their branded Zestimates (Housing Value by location) to the thorough supply of property value graphs and suburb scores (ie. by public transport availability), Zillow does provide its users with a bespoke level of detail on Properties.

Feature Highlights:

Zestimates

Suburb Scores

Location Mortgage Rates

Property Value Graphs

CONTENT

PROPERTY PROFILES

PROPERTY VALUE
GRAPHS

LOCATION
MORTGAGE RATES

PROPERTY PRICE
& TAX HISTORY

SUBURB SCORES

ARTICLES &/OR
BLOG

FUNCTION

SEARCH & FILTER

BESPOKE
CONTACT FORMS

REQUEST TOUR

SORT BY

SIMILAR TO

MAP VIEW

SCHOOL FILTER

USER PORTAL

APPLICATION
PORTAL

JOB SEARCH
&/OR FILTER

BRAND

ABOUT US

CAREERS

CULTURE & PERKS

JOB DESCRIPTION

BUYER GUIDE

SELLER GUIDE

RENTER GUIDE

MARKET REPORTS

RESOURCES

ZESTIMATES

RESEARCH

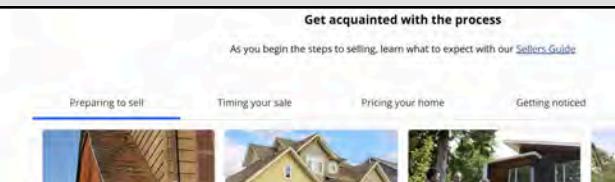
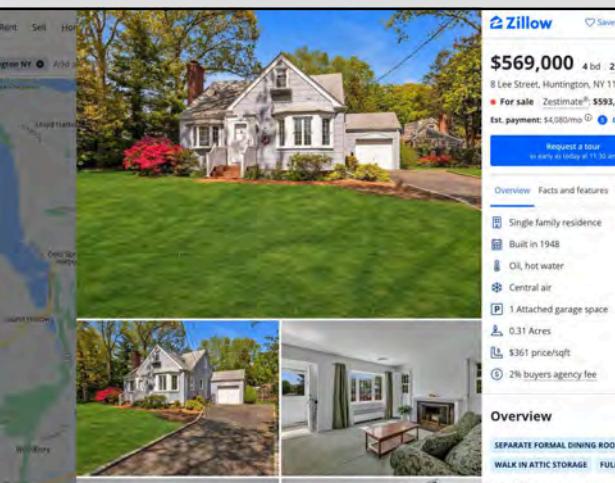
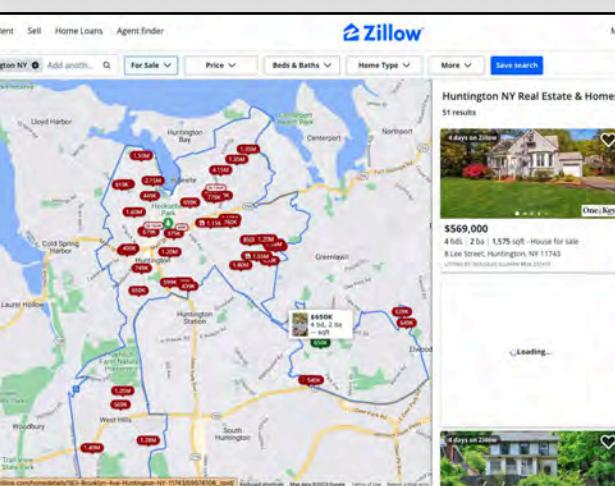
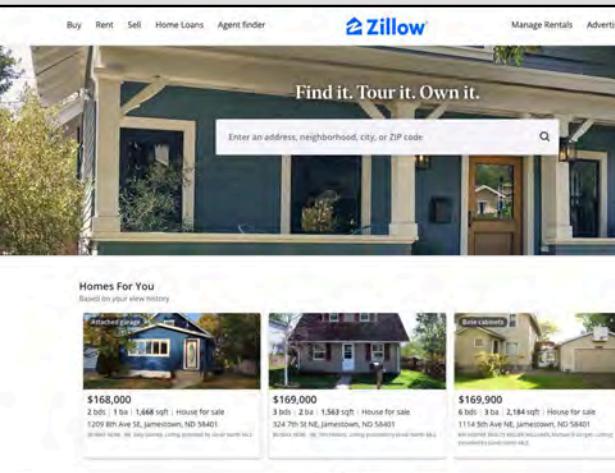
HOUSING GUIDES

BUYER GUIDE

SELLER GUIDE

RENTER GUIDE

MARKET REPORTS



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.5

AIRBNB

Renowned for its UX/UI, Airbnb provide a holistic experience for users from property bookings to tourist attractions. What can be taken from the Airbnb site is its bespoke summary of filter categorisation (i.e. theme, accommodation type and mood). The site also supplies rigorous amounts of information for acquisition of talent and prospectors.

UX Highlights:

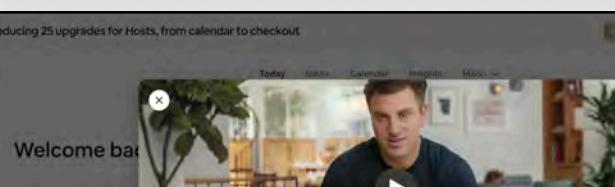
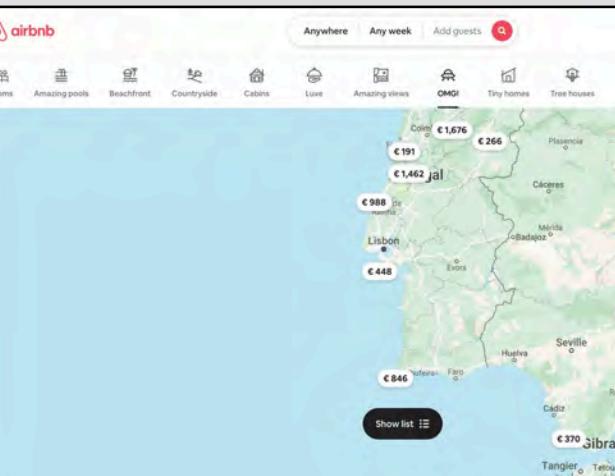
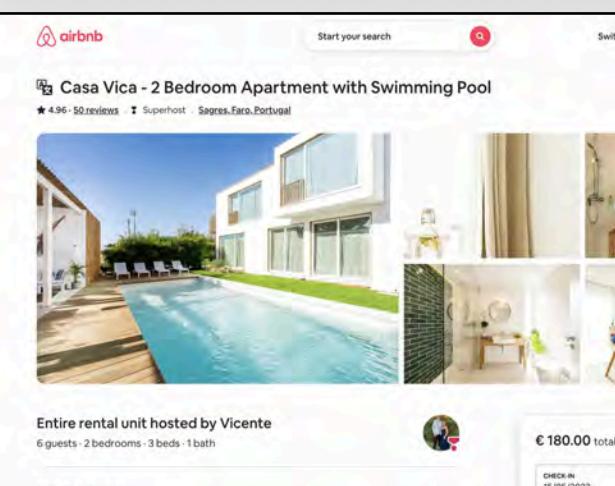
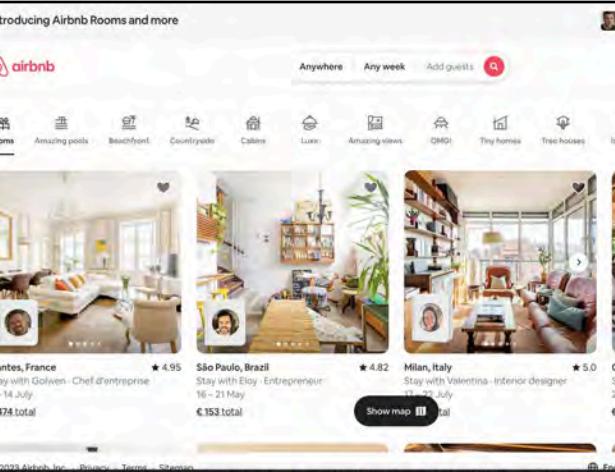
Bespoke Filters

Calendar

Insights

Investors Hub

CONTENT	FUNCTION	BRAND	RESOURCES
FEATURED	BESPOKE SEARCH & FILTER	ABOUT US	HOST GUIDES
RECOMMENDED	MAP VIEW	OUR TEAM	TRAVEL GUIDE
PROPERTY PROFILES	PROPERTY ALERTS	INVESTORS	FAQ
HOST PROFILES	CALENDAR	EVENTS	
VIDEO CONTENT	LANGUAGE	CAREERS	
NEWS	USER PORTAL	CULTURE & PERKS	
TUTORIALS	APPLICATION PORTAL	JOB DESCRIPTION	
INSIGHTS & EDUCATION	JOB FILTER		



COMPARATIVE:
PROPERTY SEARCH ENGINE
& BESPOKE PLATFORMS

3.6

STAYZ

Stayz doesn't compare to the service of content and tools found in Airbnb but it does provide some creative solutions for its user base. The inclusion of the Trip Board allows users to plan trips and ideate on potential adventures while the dedicated career hub showcases a thorough amount of information for emerging and early career talent.

UX Highlights:

Trip Boards

Dedicated Career Hub

Message Function

CONTENT

FEATURED

RECOMMENDED

PROPERTY PROFILE

HOST PROFILES

BLOG

FUNCTION

SEARCH & FILTER

SORT BY

SIMILAR TO

MAP VIEW

TRIP BOARDS

APPLICATION PORTAL

MESSAGE

BRAND

ABOUT US

PARTNER RESOURCES

CAREERS
(VIA EXPEDIA)

JOB DESCRIPTION

OUR TEAM

TEAM BIOS

MEDIA

RESOURCES

TRAVEL GUIDES

FAQ

The Stayz interface includes a search bar for 'Going to Australia' and 'Dates', with a 'Travelers 1 traveller' dropdown. Below the search bar, a grid of property cards shows various accommodations like 'Premier Hut' and 'Terrace Retreat Studio unit'. To the right is a map of Australia with specific locations marked. Below the map is a 'Trip Boards' section with a blurred image and the text 'Find your place for together'.

The Stayz interface features a 'Trip Boards' section with a blurred image and the text 'Find your place for together'. Below it is a 'Get inspired for a family trip' section with a blurred image of a house and a dog.

The Verbos interface has a 'Welcome, partners! You're in the right place.' message. It includes a 'Top 3 must-reads to drive revenue now' list and a 'Ramp up earnings' section with a blue icon. A woman in overalls is shown in a video player.

The Expedia Group interface features a 'CAREERS' section with a blurred image of a woman and a man.

COMPARATIVE
OVERVIEW

Here we observe the consistent features used by comparative platforms that are parallel to the Real Estate space. Moving forward, we should be conscious of some of the features and inclusions these sites provide, whether that's mobilising these on site or harnessing them as resources (i.e. Property search engines).

Feature Key:

● Included

● Not Included

*The inclusion of bespoke property platforms display various instances of creative means to contextualise property products (thematic filtering & mood-boards)

*Property Search Engines emphasise how they are resources to Real Estate Agencies as they mobilise detailed property statistics and tooling.

5.0

Overview of UX Analysis & Recommendations

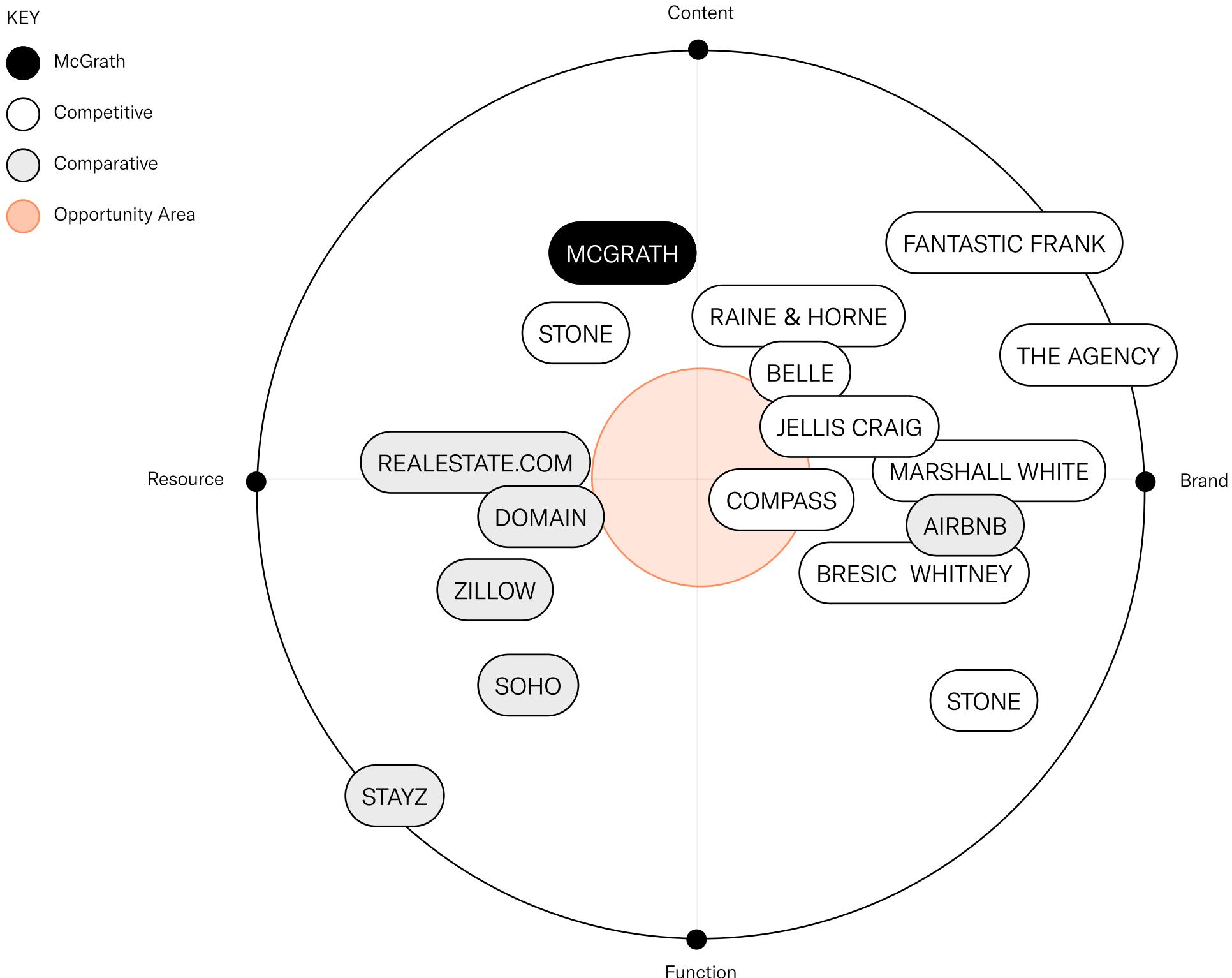
4.1 OVERVIEW

4.2 HIGHLIGHTS TO CONSIDER

OVERVIEW

By positioning all the research findings found during our competitive and comparative analysis, we are able to help define the necessary inclusions as well as opportunity areas that will help elevate McGraths website.

With consideration to the easy wins used to the more progressive content and function mobilised by various brands across the analysis, we are able to discern which businesses are providing a balance of resource, function, content and branding.



HIGHLIGHTS TO CONSIDER

Our comp analysis has validated what market leaders and parallel industries are mobilising in websites to help their users commit to their services. What resonates across these platforms validates the necessity for potential inclusion.

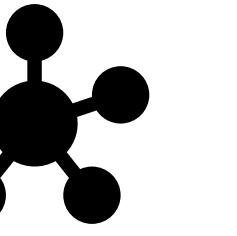
However, there have been some bespoke UX highlights that must be considered moving forward. These will help to improve and optimise McGraths current online offering and therefore heighten their content heavy site into a informative and resourceful tool for all their users.



STATISTICS

Big decisions require more clarity and precision

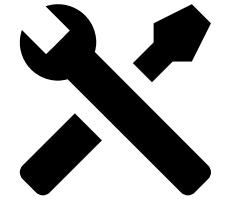
- More detailed statistics on offices and agents and their performances
- More detailed property market insights from suburb performance, median property value graphs, property and suburb history and cultural growth.



DEDICATED HUBS

Hubs with single purpose brings confidence and support

- Provide dedicated hubs for periphery users such as Franchisees, Talent and Investors
- Bring in educational modules and insights into these hubs
- Show evidence through milestones and testimonials along with application & contact forms



TOOLING

Greater tools for all users means potential for a greater outcome

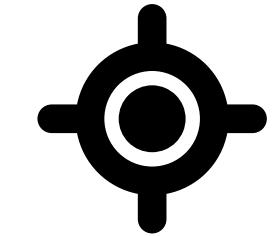
- Provide tools ON the platform
- Give users various tools for different contexts ie. loan repayment calculators and agent/office comparison functions

• Make content more brief and to the point

• Mobilise content that's required and not purely explorative

• Less is more

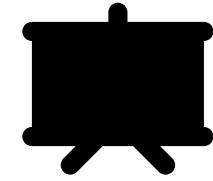
• Use optimised UI that can house many articles (ie. carousels, grids)



CONTEXT

Optimise content so it feels pertinent and concise

- Make content more brief and to the point
- Mobilise content that's required and not purely explorative
- Less is more
- Use optimised UI that can house many articles (ie. carousels, grids)



CREATIVITY

Allow users more creativity so they can prepare for the future

- Give users more tooling to prepare for the latter stages of buying a home
- Allow users to mood-board inspiration for their upcoming home
- Allow users to style and populate their home with on-platform tooling

Thank You