AUSTRALIAN BROKER WEBSITE STUDY

We checked 817 Australian broker websites. 67% make every enquiry wait.

In October 2026 we ran an automated check over the homepages of 878 Australian mortgage and finance brokers. 817 answered. Most look fine and work on a phone. What most of them cannot do is answer a new enquiry on the spot: 67% offer no way to book a time, so every enquiry waits for a call back.

67%
make every new enquiry wait for a call back
546 of 817 homepages

29%
let a visitor book a time
237 of 817 homepages

4%
reply on the spot with live chat
34 of 817 homepages

41%
have no enquiry form on the homepage
334 of 817 homepages

98%
are built for phones
804 of 817 homepages

71%
have a tap-to-call phone link
584 of 817 homepages

What we checked, and how

- Sample: 878 homepages of Australian mortgage and finance broker businesses, taken from public business listings. 817 answered our request and were checked; the rest did not load.
- Check: one automated request per homepage in October 2026. We read the homepage HTML only, not inner pages, and looked for an enquiry form, a booking calendar (for example Calendly or a GoHighLevel calendar), a live chat widget, a tap-to-call link, a mobile viewport tag and a secure connection.
- The 67% figure: homepages where the first gap our check found was that a visitor can send a form or call, but cannot book a time. That is our conservative count. Counting every homepage with neither a booking calendar nor live chat gives 562 sites, or 69%.
- Limits: a homepage check misses forms or calendars that only appear on inner pages or load after a click, so some brokers do better than the homepage shows. Results describe the homepage a new visitor lands on first.

What it means for brokers

Borrowers often enquire with more than one broker at once. When the only options are a form or a phone call, the enquiry waits until someone is free, and the broker who answers first usually gets the conversation. The fix is small: a booking link on the homepage, an instant reply by SMS and email the moment a form comes in, and a person who calls within the first business hour.

How to cite

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