

CharleyX

**The 'No job, no fee' trades
marketplace.**

BRISBANE & GOLD COAST LAUNCH





A NOTE FROM
OUR FOUNDER

SIMON GOODALL

Welcome to CharleyX.

My journey has taken me from working in trades across Australia and the Middle East to a career in technology spanning more than 20 years. They may seem like very different worlds, but together they gave me a unique perspective on an opportunity that has stayed with me for years: there has to be a better way to connect great clients with great trades.

For clients, it should be simple. Finding the right trade should be fast, reliable and built on trust, with confidence that the job will be done well.

For trades, it should be about opportunity. Good jobs, good clients and a platform that helps you grow your business, strengthen your reputation and be recognised for the quality of your work.

That vision became CharleyX.

CharleyX is the result of extensive research, personal experience and, most importantly, conversations and feedback from the people who know the industry best. We have spent a great deal of time looking at how the traditional model could be improved and how we could build something that works better for everyone.

All the best,
Simon

Our approach is deliberately simple. One monthly subscription. No lock in contracts. Manually verified trades. Completely free for clients. And if you do not accept a job through CharleyX during the month, you do not pay the subscription for that month.

My vision is for CharleyX to become more than another place to find work. I want it to be a platform that genuinely earns its place in your business. One that pays for itself, creates real opportunities and connects great trades with great people.

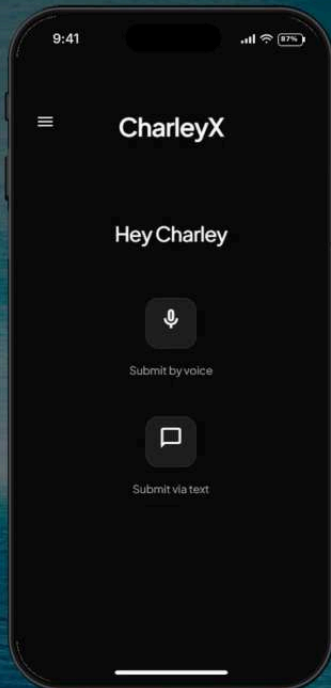
Our two sided rating system supports that vision by creating accountability on both sides and encouraging the kind of experience we all want: professionalism, respect, reliability and great outcomes.

We are now inviting a limited number of trades to join CharleyX as our founding members and help shape what comes next.

We would love to have you on board.

If you have any questions, let's chat.

Introducing “Hey Charley”

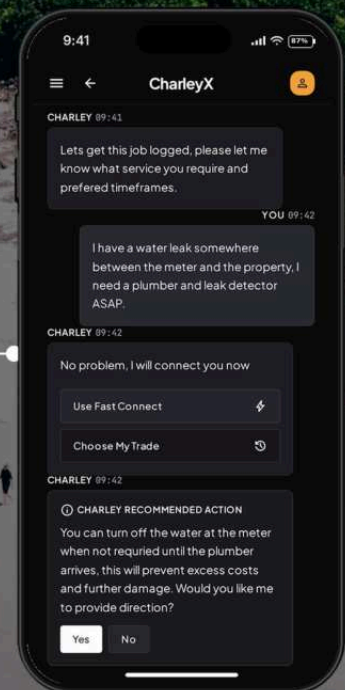


Hey Charley

Open the app by voice or text and describe the job in your own words. No forms, no searching.

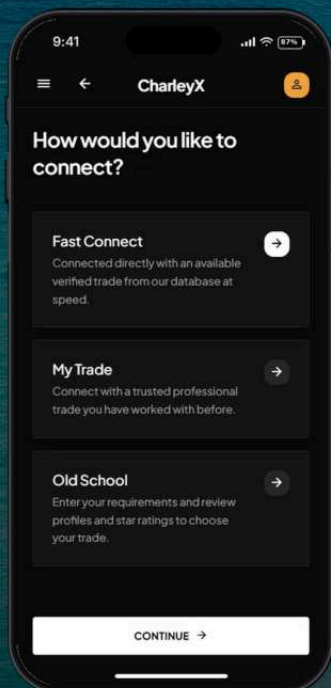
Charley guides the process

Charley logs the request, recommends next steps and processes the details in the background.

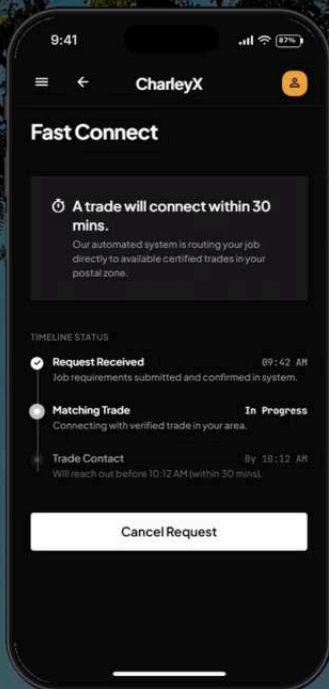


Choose how to connect

Pick Fast Connect, My Trade or Old School, whichever suits the job.

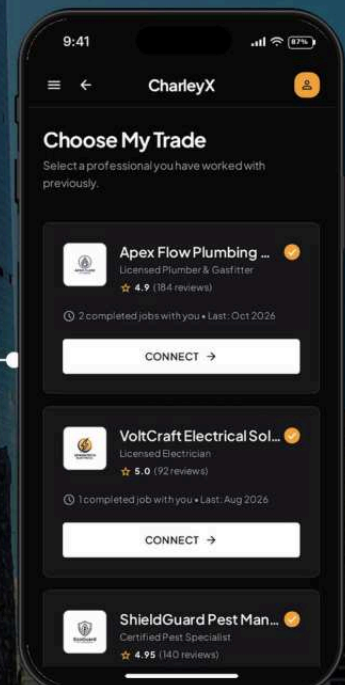


Three ways to connect.



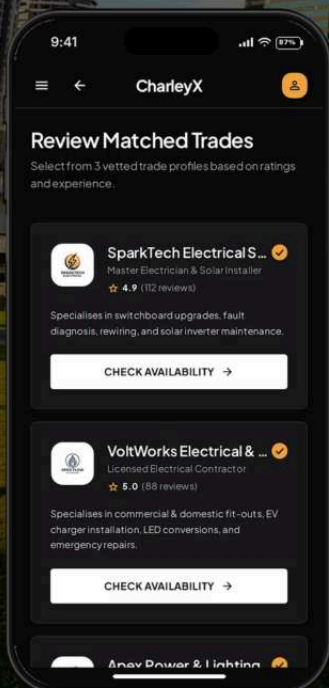
Fast Connect

Connected directly with an available, verified trade at speed, with a live timeline of every step.



My Trade

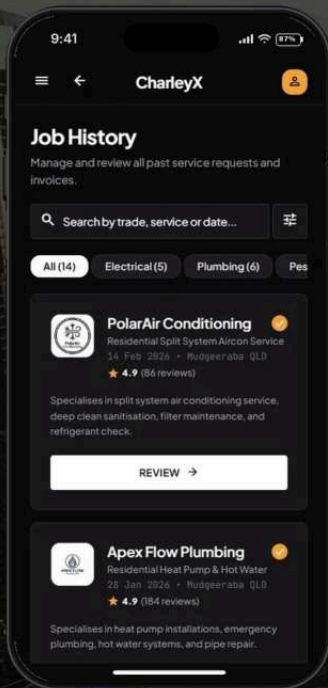
Reconnect with a trade you have worked with before, with your work history shown on their profile.



Old School

Enter your requirements, then review vetted trade profiles and star ratings to choose your trade.

Your jobs. All in one place.

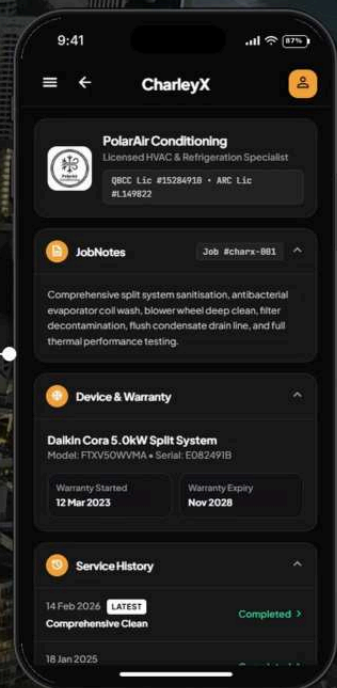


Your job history

Manage and review all past service requests and invoices in one place.

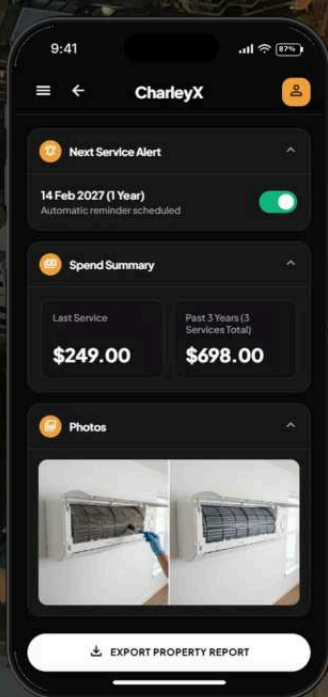
Every job on record

Job notes, device and warranty details, with a full service history for every job.



Reminders, spend and photos

Next service reminders, a spend summary and job photos. Export a property report with one tap.



Evolution

The way clients find a trade has evolved over time.

AI driven Mobile App with CharleyX

The client logs a job by voice or text. AI runs the due diligence automatically, confirming availability, checking trade history and licence/insurance status, then books the job in.



Submit by voice

2026

2010s

Directory & lead gen platforms

Marketplaces aggregated demand and sold leads back to tradies, often the same lead sold to several competitors at once.

2000s

Google Ads & search

Trades moved online, bidding on keywords to be found. Clients could search and compare, but every click cost the tradie money, whether it led to work or not.

1990s

The Yellow Pages

Clients flipped through print directories, called around, and hoped someone picked up. Trust was built on word of mouth and whoever answered first.

The matching mechanic

How does job distribution work? Job distribution is weighted across trades within their specified radius. This keeps it fair and ensures all trades on the platform get their share of the jobs.

At the point of submitting a job, the client picks one of three paths.



Fast Connect

The platform connects the client with a highly rated, manually vetted trade in seconds. AI performs the due diligence, licence checks, availability and job history, and connects the client with the trade.



My Trade

The client is asked during submission if they would like to connect with the trade they worked with previously. AI checks availability, job history and any changes since you last connected, and notifies the trade. This function promotes repeat work and relationship building.



Old School

The client submits the job, providing details, photos, estimated budget and timeframe. The client is presented with three trades that match the criteria. The client can review each trade's profile, rating and job history, and choose to connect with one.

Why it works for clients

Speed	a trade is connected within minutes.
Convenience	one submission via the app eliminates multiple calls, some unanswered, only to find the trade isn't available.
Trust	every match is licence, insurance and history checked before contact.
History	job history and past ratings are visible before you connect. It's also a convenient way to keep all your jobs in one place, no more searching through emails and call logs trying to work out who worked with you last.

Why it works for trades

Eliminate missed calls	whether you're up a ladder or under a sink, the job is sent to you and gives you adequate time to respond.
Growth	more jobs, more reviews, and a stronger profile over time.
Trust	a two way rating system holds every client accountable too.
Evolution	your business keeps pace as more clients move to mobile.
Returning clients	Choosing My Trade reconnects you with a past client, with the same speed and convenience that brought them to CharleyX originally.

Become a founding trade

FOUNDING

Free for founding trades

Subject to availability across trade categories.

- ✓ Locked in for life at Standard pricing with Professional subscription features.
- ✓ First three months free.
- ✓ No contracts, cancel anytime.

How billing works

Your first three months are at **\$0 cost** while you help us shape the platform to work for you. Your first payment is only made in **month four**, and only if you've accepted a job. No job, no payment. You can cancel any time before then, no questions asked.

Confirm your spot

Founding Tradie places are limited and subject to availability across trade categories. Get in touch now to confirm yours.

w: charleyx.com e: hello@charleyx.com p: 0413 341 709

Know a tradie who deserves a spot?



Refer another licensed, insured tradie you'd genuinely vouch for, and receive an extra **\$150 credit** on your account once they pass licence, insurance and manual review and are live on the platform as a Founding Tradie, on the same terms as everyone else.

Onboarding process

Sign up, complete work, provide feedback — seven simple steps from founding tradie to your first completed job.



Sign up — as a Founding Tradie and agree to use the platform for three months, at \$0.



Verification — Your application, licence and insurance will be verified via the team.



Stay updated — CharleyX will provide regular updates until launch.



Build your profile — Categories, service radius, photos, business details.



Get matched — to jobs in your category.



Accept a job — connect with the client and complete the work.



Provide feedback — to the Charleyx team on how the platform worked for you, and help us build something better.

Gold Coast and Brisbane

Charleyx is launching across two local government areas, the City of Brisbane and the City of Gold Coast. As a founding trade, you will have open access to select as many postcodes as you like, no restrictions.



Coverage, by the numbers

194

Suburbs & localities across the City of Brisbane

81

Suburbs & localities across the City of Gold Coast

4000–4287

Postcode span across both LGAs combined

Sources: Australian Bureau of Statistics; Australia Post postcode data.

Subscription tiers

If you decide to remain on the platform after the three month period, as a founding trade, you will have Professional tier access for life, at Standard rates. But remember, you will only ever pay when you accept one job in a month. No job in that month? No subscription is charged.

Standard

Everything you need to get matched, and only pay when you actually accept a job.

\$150

per month

- ✓ **No job, no pay.** Only billed if you accepted at least one job that month.
- ✓ One flat subscription. No credits, no per lead fees, ever.
- ✓ Fair, merit based matching. No pay to rank, ever.
- ✓ List one trade category, standard service radius.
- ✓ Direct client contact details on accept.
- ✓ Two way ratings & matching engine.
- ✓ **No lock in contract.** Cancel any time.
- ✓ Email support.

FOUNDING TRADIE TIER

Professional

Everything in Standard, plus more reach and the insights to win more work.

~~\$275~~ \$150

per month, founding rate for life

- ✓ Everything included in Standard.
- ✓ **List multiple trade categories** under one profile.
- ✓ **Extended service radius** and Commercial Capacity flag.
- ✓ **Deeper analytics** on where jobs are being won.
- ✓ **Available today flag** for **same day**, urgent jobs.
- ✓ Matching engine.
- ✓ **No lock in contract.** Cancel any time.
- ✓ Phone support and account manager.

As a Founding Tradie, you lock in Professional tier **features for life, at Standard tier pricing**, that gap is our thank you for helping build this early.

Mobile app traffic potential

Brisbane and the Gold Coast are two of the fastest growing cities in Australia, and the way people find and hire trades is moving to mobile apps at a rapid rate.

691,230

People living in the Gold Coast LGA (ABS, June 2025)

1,375,301

People living in the Brisbane LGA (ABS, June 2025)

~2.07M

Combined population across both launch cities

~1.2M

Jobs posted via mobile apps nationally per year

~100K

Jobs posted via mobile apps nationally per month

~3,300

Jobs posted via mobile apps nationally per day

Why clients turn to apps

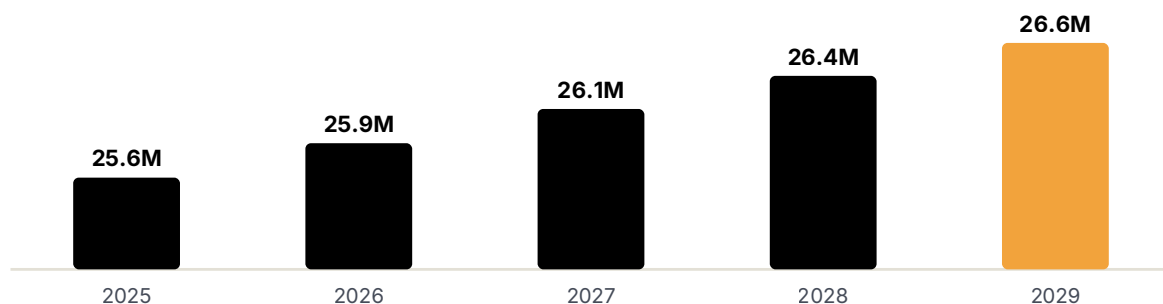
Trust and verification	Availability	Don't know who to call	Convenience	Job history	Evolution
reviews, ratings, ABN and licence checks reduce uncertainty.	find someone available at short notice without calling several businesses.	no personal network or existing tradie relationship.	post from a mobile device without searching for individual websites and numbers.	connect with the same trades with ease, with your job history recorded with photos.	platforms have become the default way many clients find a tradie.

Sources: Australian Bureau of Statistics, Estimated Resident Population, June 2025 (City of Gold Coast and City of Brisbane LGAs); platform job volume figures recalculated from publicly reported operating metrics of major Australian trade platforms, 2026.

The addressable market keeps growing

Australians accessing the internet via mobile

monthly active mobile internet users



Source: Statista, "Mobile phone internet user growth in Australia, 2023-2029 (forecast)".

Frequently asked questions

What happens if I don't accept any jobs in a month?

You don't pay. Simple as that.

Do I have to pay per lead?

No. No credits, no per lead fees, ever.

Can I pay to rank higher?

No, matching is always weighted across specified radius.

Am I locked in?

No contracts, ever. Cancel any time.

What if I refer a tradie and they don't get approved?

The bonus credit is only issued once your referral has passed licence, insurance and manual review and is live on the platform as a Founding Tradie.

Do I have to subscribe after the initial 3 months?

No. No lock in contracts, you can cancel anytime.

CharleyX

Ready to get started?

Contact us now to lock in your founding trade spot.

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