

The architect AI recommends.

Michael Bell Architects

Classic homes & country estates in NSW | Audit: 3 October 2026

THE MAIN FINDING

Named in 29.5% of tested AI answers to NSW architecture buyer questions.

That creates more chances to be considered for classic homes, heritage restorations and country estates.

29.5%

AI answers naming
Michael Bell Architects

21.5%

Share of architect
mentions in AI answers

209

AI citations of the
firm's website

Audit sample: 606 AI answers to questions that did not name a business. Definitions on page 14.

PLATFORMS REVIEWED



Google



ChatGPT



Perplexity



Gemini



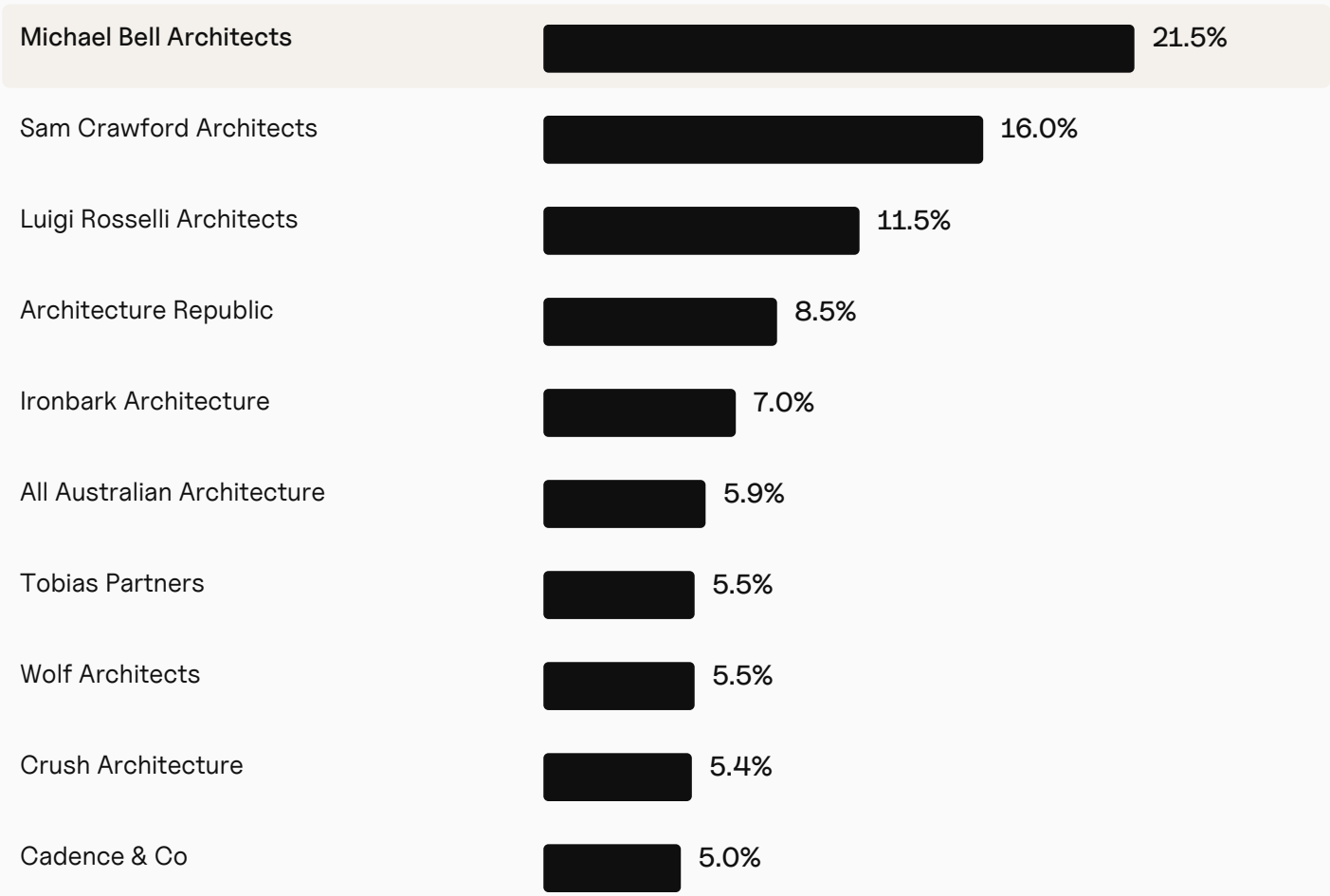
Claude

THE COMPETITIVE LEAD

The firm AI names most.

Michael Bell Architects received 21.5% of architect mentions in the audit. The next closest firm received 16.0%.

● Share of architect mentions across 606 unbranded AI answers



Top 10 of more than 100 firms named in the source audit.

The most-cited architecture firm website.

209 citations of michaelbellarchitects.com. Only Houzz and the Australian Institute of Architects’ website were cited more often overall.

THE GROWTH

Visibility keeps building.

The firm is being named and linked to more often in Google’s AI answers than in the late-2025 comparison period.

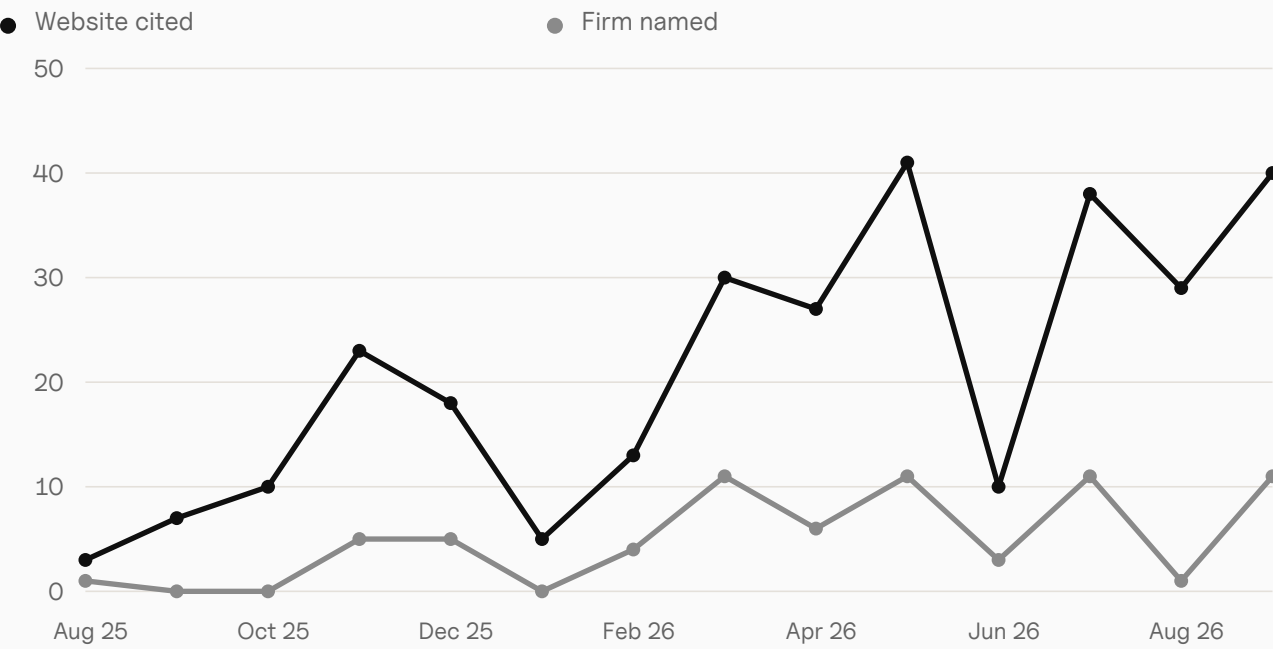
3.5x

More monthly Google AI mentions

2.5x

More monthly website citations

Google AI visibility, month by month



Monthly average	Aug-Dec 2025	Mar-Sep 2026
Named in Google AI answers	2.2	7.7
Website cited in Google AI answers	12.2	30.7

Source: historical Google AI tracking supplied with the case study. Australia, Aug 2025–Sep 2026.

More paths from an AI answer to the website.

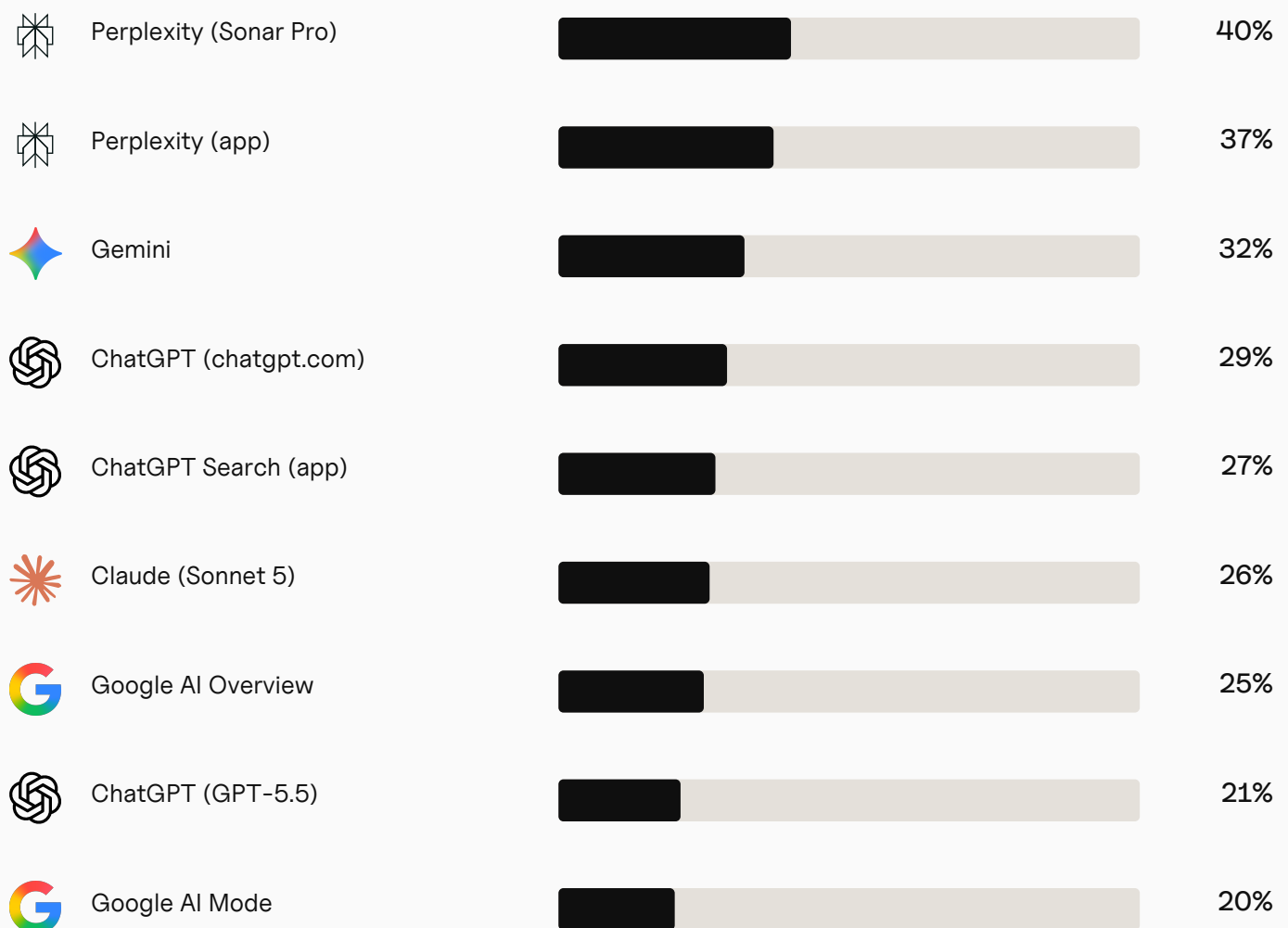
A cited link gives interested buyers a direct route to explore the firm and its projects.

THE PLATFORM RESULTS

Visible across all 9 surfaces.

Michael Bell Architects appeared on every tested surface. Overall, it was named in 29.5% of the 606 unbranded answers.

UNBRANDED ANSWERS NAMING MICHAEL BELL ARCHITECTS



Rounded rates by surface. The combined rate uses all 606 unbranded answers, not a simple average of the bars.

Strong in traditional Google search too.

The source audit reports #1 or #2 organic positions for “country house architect nsw”, “rural architect nsw” and “traditional home architect sydney”.

THE BUYER QUESTIONS

The projects Al matches to the firm.

These are the questions where the firm appeared most often, across repeated answers on the tested surfaces.

NO.	BUYER QUESTION	FIRM NAMED
01	Which architects specialise in country estates in New South Wales?	95%
02	Which Sydney architects design classic or traditional style homes?	79%
03	I want an architect to design a homestead on a rural property in regional NSW. Who do you recommend?	74%
04	Can you recommend an architect in Sydney for restoring a Federation house?	68%
05	Which Sydney architects are known for timeless rather than modern design?	68%
06	Who is a good architect for a new traditional style home on Sydney's North Shore?	63%
07	Can you recommend architects for a rural estate in the Hunter Valley?	63%
08	Which Sydney architects offer a free initial consultation for a home renovation?	58%
09	Who are the best heritage architects in Sydney for residential homes?	53%
10	Who are the best architects for a heritage home in Mosman?	53%

Rates are rounded and specific to each question. These 10 questions are highlights from the 30-question unbranded buyer set.

Strong buyer intent: people searching for an architect for their next project.

THE EVIDENCE

Google AI Overview



Named and cited in the AI answer, first architect listed and a top organic result.

SEARCH

traditional home architect sydney

The screenshot shows a Google search interface with the query 'traditional home architect sydney'. The AI Overview section provides a summary of specialized architects in Sydney, mentioning Michael Bell Architects and Sam Crawford Architects. Below this, the 'Top Traditional & Heritage Architects in Sydney' section lists Michael Bell Architects with a 5.0 rating and Sam Crawford Architects. To the right, a sidebar displays sponsored listings for Michael Bell Architects and Sam Crawford Architects.

ORGANIC RESULTS BELOW THE SPONSORED LISTINGS

The screenshot shows organic search results for the query 'traditional home architect sydney'. The first result is for Rob Mills Architects, titled 'Rob Mills Architects Sydney - Luxury Residential Architecture'. The second result is for Michael Bell Architects, titled 'Top Architecture Firm in Sydney | Custom and Heritage ...'. Both results include brief descriptions of their services and contact information.

Two excerpts from the same Google capture. Intervening sponsored results are omitted.

THE EVIDENCE

Google AI Mode



The first practice recommended and the first source card in the supplied answer.

SEARCH

country house architect nsw

AI Mode All Images Videos News More

country house architect nsw

Designing or restoring a country house in New South Wales requires **an architect who understands regional nuances—such as local council and Rural Housing codes, bushfire ratings (BAL), passive thermal performance, and the distinct vernacular of the Australian landscape.**

A curated look at notable practices, regional specialists, and key considerations for a country house project in NSW includes:

Notable Practices & Specialists

- [Rural Architects NSW / Michael Bell Architects](#): Operating with a long-standing regional focus since 1998, they specialise in traditional homesteads, working stud farms, heritage restorations, and classic country houses across rural NSW (from the Southern Highlands and Scone to the Hunter Valley and Western Slopes).
- [Architecture Republic \(Regional NSW\)](#): An established regional practice managing off-grid new builds, farmhouses, homestead master planning, and bush retreats with a strong emphasis on BAL-ratings, flood-prone planning, and high-star energy efficiency.
- Local & Regional Award Winners**: Looking at recent programs like the [NSW Regional Architecture Awards](#) highlights contextual regional designers—such as practices working with modern agrarian vernaculars, sustainable timber structures, and site-responsive country pavilions.

Key Design & Regulatory Factors in Regional NSW

- Site Constraints & Climate**: Country houses must respond heavily to orientation, providing deep verandahs or shading for harsh western sun while capturing northern light, plus integrating rainwater harvesting and off-grid capabilities if required.
- Bushfire Safety (BAL)**: Most rural or semi-rural blocks in NSW carry Bushfire Attack

Ask anything

+

Michael Bell Architects

Rural Architects NSW | Heritage, Stud Farm & Country House Experts Since...

Rural Architects NSW / MBA (since 1998); specializes in heritage, stud farms, and...

Australian Institute of Architects

2025 Regional NSW Architecture Award Winners

Womens Trauma Recovery Centre Shellharbour | Edmiston Jones |...

Architecture Republic

Architecture Republic Regional NSW

Residential architecture, interior design, heritage renovations, sustainable/off-grid ne...

Show all

Google AI Mode capture from the source audit, 3 October 2026.

Recommended for the right type of project.

The answer connects the practice with rural architecture, heritage restoration and country houses in NSW.

THE EVIDENCE

Gemini



The first recommendation for country estates in New South Wales.

BUYER QUESTION

Which architects specialise in country estates in New South Wales?

Which architects specialise in country estates in New South Wales?

Several architecture firms in New South Wales specialise in designing high-end country estates, working farms, historical homesteads, and luxury rural retreats. Prominent practices known for their expertise in regional NSW properties include:

- **Michael Bell Architects:** Operating since 1998, they are widely recognized for country houses, stud farms, and heritage restorations across the Hunter Valley, Southern Highlands, and broader regional NSW. They specialize in classical country aesthetics, working farm layouts, and navigating complex rural planning rules.
[Michael Bell Architects + 1](#)
- **Source Architects:** Based in Orange, NSW, this practice focuses heavily on the Central West (including Bathurst and Dubbo). They specialize in contemporary rural homes, grand country estates, and sensitive heritage restorations.
[sourcearchitects.com.au + 1](#)

- **Architecture Republic:** Known for projects throughout Regional NSW, the Southern

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+ Ask Gemini

Flash-Lite ▾



Gemini is AI and can make mistakes.

Answer area from the supplied Gemini capture. The original sign-in overlay is retained.

Gemini links the firm's specialism with its rural and heritage portfolio.

THE EVIDENCE

ChatGPT



Shortlisted as a clear match for a traditional or classical country estate.

BUYER QUESTION

Which architects specialise in country estates in New South Wales?

The screenshot shows the ChatGPT interface with a dark theme. At the top, there are buttons for 'Share', 'Log in', and 'Sign up for free'. The main chat area displays a 'Web search' result for the query 'Which architects specialise in country estates in New South Wales?'. The response includes a paragraph of text and a list of 'Practices I'd investigate' with three bullet points. To the right of the chat area, there is a sidebar with 'Activity' and 'Sources' sections. The 'Sources' section lists various architectural firms and their websites.

Web search Which architects specialise in country estates in New South Wales?

Yes. If by “country estates” you mean substantial rural properties—homesteads, acreage houses, working farms, heritage estates and large Southern Highlands/Hunter/New England residences—there are several NSW practices worth putting on a shortlist.

Practices I'd investigate

- **Architecture Republic - Regional NSW** — particularly strong in the **Southern Highlands and regional NSW**. They explicitly work on farmhouses, homesteads, rural retreats and country estates, including a 40-acre Southern Highlands estate and a contemporary rural homestead. Their approach leans toward environmentally responsive, Australian country architecture rather than faux-European grandeur.
- **Michael Bell Architects** — one of the clearest matches if you're after a **traditional/classical country estate**. The practice specifically markets itself around country NSW, heritage, stud farms and country houses, with projects including **Kerrabee Park Homestead, Traditional Homestead Warren, Georgian Revival Estate Berry, Classic Country Farmhouse Scone and Early Settler Farmhouse Wagga Wagga**.
- **Source Architects** — based in **Orange**, with rural residential work forming a regular part of the practice. They specifically design farmhouses, acreage homes and rural retreats across Central West and greater NSW, including consideration of the house, outbuildings, landscape, bushfire and agricultural setting as one composition.
- **David Haertsch Architecture** — particularly interesting for a **large, established estate rather than simply a single country house**. Their Southern Highlands project near Bowral has evolved over three decades and includes a main house, manager's

Sources

- Architecture Republic
- Architecture Republic Regional NSW
- Architecture Republic
- Architecture Republic Southern Highlands
- Michael Bell Architects
- Rural Architects NSW | Heritage, Stud Farm & Country House Experts Since 1998
- Source Architects
- Rural Residential Architect NSW | Source Architects
- David Haertsch Architecture
- Rural Retreat – Southern Highlands — David Haertsch Architecture
- Porebski Architects
- Country Estate | Porebski Architects
- Porebski Architects
- Architecture - Country Estate | Porebski Architects
- ArchiPro
- Highlands House by Luke Moloney Architecture | ArchiPro AU
- Architecture Australia
- NSW COUNTRY DIVISION
- Noble Architecture
- Tziallas Architects
- Architects Southern Highlands | Tziallas Architects | Bowral

Visible answer and sources panel from the supplied ChatGPT capture.

The recommendation points to real projects.

ChatGPT names projects in Warren, Berry, Scone and Wagga Wagga. Michael Bell Architects is second in the visible shortlist.

THE EVIDENCE

Perplexity



The first firm listed for classic or traditional Sydney homes, with three client pages cited.

SONAR PRO / CAPTURED 2 OCTOBER 2026 (UTC)

PROMPT SENT

Which Sydney architects design classic or traditional style homes?

FULL ANSWER

Several **Sydney architects and firms** are publicly associated with **classic, traditional, or heritage-style homes**. Based on the results you provided, the clearest examples are **Michael Bell Architects**, **Luigi Rosselli Architects**, **Cadence & Co**, **Georgina Wilson Architect**, and **Weir Phillips Architects**.^{[1][2][3][7]}

- **Michael Bell Architects** — explicitly says it focuses on **classic design principles**, **classic forms and details**, and **traditional building** restoration, and works across Sydney's Eastern Suburbs, North Shore, and Northern Beaches.^{[1][2]}

- **Luigi Rosselli Architects** — known for **heritage designs** and residential work, including projects in older styles such as **Queen Anne**.^[7]

- **Cadence & Co** — described as delivering **contemporary-classic home designs** from coast to country, with offices in Sydney and the Southern Highlands.^[3]

- **Georgina Wilson Architect** — listed as designing **timeless, elegant** Sydney homes, with styles including **Art Deco** and **Parisian** influences.^[3]

- **Weir Phillips Architects** — described as a Sydney practice known for **high-end residential projects**, including **heritage home updates**.^[3]

- **All Australian Architecture** — says it specializes in **traditional style**, **Hampton's**, **Georgian**, and other classic home types in Sydney.^{[12][14]}

- **Archbuild** — offers **French Provincial-style** homes with **classical proportions** and refined detailing.^[6]

- **Architeria** — showcases **classical homes**, including **French inspired chateaus**, **Hampton Style Houses**, and **neoclassical homes**.^[5]

If you want, I can narrow this to **Sydney architects for a specific style** such as **Federation, Georgian, Hampton, French Provincial, or Mediterranean**.

CITED SOURCES (19)

1. <https://www.michaelbellarchitects.com/architects-eastern-suburbs-sydney>

2. <https://www.michaelbellarchitects.com/>

3. <https://www.homebeautiful.com.au/home-beautiful-source-book/>

4. <https://www.michaelbellarchitects.com/portfolio-detail/mediterranean-style-residence-mosman>

5. <https://www.architeria.com.au/great-melbourne-architects>

6. <https://www.archbuild.com.au/architect-designed-homes-sydney>

7. <https://luigirosselli.com/>

8. <https://www.homestolove.com.au/home-tours/classical-architecture-family-compound/>

9. <https://theconversation.com/how-the-sydney-school-changed-postwar-australian-architecture-114367>

10. <https://www.homestolove.com.au/home-tours/newly-built-home-with-classic-details-22410/>

11. <https://www.e-architect.com/sydney/sydney-houses>

12. <https://archipro.com.au/professional/all-australian-architecture>

13. <https://www.zinio.com/nz/publications/sydney-home-design-living/39212/issues/652734/articles>

14. <https://archipro.com.au/project/bow-house-all-australian-architecture>

15. <https://thelocalproject.com.au/galleries/page/6/>

16. <https://www.houzz.com.au/magazine/houzz-tour-step-inside-an-iconic-1960s-design-classic-in-sydney-stsetivw-vs~30117143>

17. <https://www.domain.com.au/news/the-distinctive-sydney-houses-in-high-demand-20160421-goafzb/>

18. <https://thelocalproject.com.au/galleries/category/nsw/>

19. <https://archive.org/details/Adams3810>

Rendered from the saved AI response (SHA-256 fingerprinted). Yellow = Michael Bell Architects; blue = tracked competitors.

Saved Perplexity answer and all 19 cited sources from the audit.

creato.com.au

Michael Bell Architects | 3 October 2026

10 / 15

THE EVIDENCE

Claude



The first recommendation for country estates in New South Wales.

SONNET 5 / CAPTURED 2 OCTOBER 2026 (UTC) / ANSWER 1 OF 2

PROMPT SENT

Which architects specialise in country estates in New South Wales?

FULL ANSWER

Several architects and firms in New South Wales have built reputations specifically around country estates, rural homesteads, and large-scale residential properties outside the city. Here are some of the notable ones:

****Michael Bell Architects (Sydney)**** – This firm explicitly brands itself around this niche.

Michael Bell Architects is a leading Sydney architecture firm, providing specialist architectural design for owners looking to enhance heritage properties or develop country estates.

Their project portfolio features bespoke Sydney residences and notable rural properties, including country estates and horse stud design.

They also have a dedicated rural-focused offering:

Michael Bell Architects creates custom country homes, heritage farmhouses, and rural estates across NSW.

Their project list includes

Kerrabee Park Homestead, Traditional Homestead Warren, Classic Country farmhouse Scone, Georgian Revival Estate, Berry, and Early Settler Farmhouse Wagga Wagga.

****Source Architects (Orange, NSW)**** – Based in the Central West region, this studio focuses heavily on rural and regional work.

They specialise in residential architecture, from contemporary inner city homes, to grand country estates and heritage restorations.

****Luigi Rosselli Architects (Sydney)**** – While a broader residential practice, Rosselli has completed several notable country properties, including a

project on a beautiful country property in the Southern Highlands, where a project home has undergone a subtle transformation to bring it up to contemporary standards

, as well as a

concrete high country house in Armidale, a hill top house that is a concrete expression of Armidale's unique meeting of rural life and culture, "agri-culture"

.

Saved answer, part 1. The remaining recommendations and all cited sources continue overleaf.

A clear match for country estates.

The answer connects the firm's specialism with named homestead, country-house and estate projects across regional NSW.

THE EVIDENCE

Claude: continued.



The same saved answer, including remaining firms, buying advice and the full source list.

SONNET 5 / CAPTURED 2 OCTOBER 2026 (UTC) / ANSWER 2 OF 2

****Cameron Anderson Architects**** – Known for rural and farm-based projects in regional NSW, including the Gilay Estate near Quirindi, an off-grid luxury farm stay located on the Liverpool Plains, sited on a gently undulating site with elevated views, and Gawthorne's Hut in Mudgee, a luxury off-grid tourism experience within a working rural property

****Richard Cole Architecture**** – Has designed notable rural residences such as the Bluff Farm House in rural New South Wales, about four hours from Sydney, conceived as a singular gesture responding to the strength of the site on a grassy terrace overlooking a meandering river

For recognition of quality regional work, it's also worth noting the ****Blacket Prize for Regional Architecture****, an award presented annually by the NSW Chapter of the Australian Institute of Architects for a building project considered the most exemplary of the year located outside the Sydney metropolitan area — past and current winners are a good way to identify architects doing standout rural and country work across the state.

If you're considering a project, it would be worth contacting a few of these firms directly (especially **Michael Bell Architects** and Source Architects, given their explicit specialisation) to compare design philosophy, portfolio, and fit for your specific estate or region.

CITED SOURCES (6)

1. <https://www.michaelbellarchitects.com/>
2. <https://www.michaelbellarchitects.com/architects-country-nsw>
3. <https://sourcearchitects.com.au/>
4. <https://luigirosselli.com/new-south-wales>
5. <https://www.e-architect.com/australia/new-south-wales-architecture>
6. https://en.wikipedia.org/wiki/Blacket_Prize

Rendered from the saved AI response (SHA-256 fingerprinted). Yellow = Michael Bell Architects; blue = tracked competitors.

The evidence behind the recommendation.

Michael Bell Architects' homepage and country NSW page are the first two of the six saved sources.

Continuation of the saved Claude answer, with all 6 cited sources.

THE FOUNDATIONS

Why AI finds the firm.

The audit highlights a clear specialism, useful location coverage and real projects that support the recommendations.



Michael Bell Architects project imagery.

- 01 A clear specialism**
 Classic, heritage and traditional homes, country estates and stud farms are described consistently.
- 02 Pages for relevant places**
 The audit cites pages for country NSW, the Hunter Valley, Berry, Edgecliff, Balmain and the Eastern Suburbs.
- 03 Real projects to point to**
 Portfolio evidence includes a Federation house in Centennial Park and a Mediterranean-style residence in Mosman.
- 04 Consistent business facts**
 Practice since 1998, principal Michael Bell and a free initial consultation appear consistently in the answers.
- 05 Positive coverage**
 The source audit reports that no answer described the firm negatively.

THE MEASUREMENT

Named in 29.5% of AI answers.

Michael Bell Architects appeared in 29.5% of the tested answers to NSW architecture buyer questions. The questions did not name a business.

WHAT WAS TESTED	AUDIT SCOPE
Buyer questions	30 buyer questions that did not name a business, plus 6 branded checks.
Google searches	20 tracked keywords, using Sydney Google results.
Platforms	ChatGPT, Perplexity, Claude, Gemini, Google AI Overview and Google AI Mode; 9 tested surfaces in total.
AI answers	743 answers overall, including 606 unbranded answers. Questions were asked 2-3 times per engine.
Counting rule	Only exact business-name matches count. Generic phrases do not count as a brand mention.
Evidence retained	Each answer was saved as raw data, screenshotted and fingerprinted in the source audit.

Three different measures

29.5% answer visibility	The firm was named in 29.5% of the 606 answers to questions that did not name a business.
21.5% share of mentions	The firm received 21.5% of all architect mentions across those 606 answers. This is a different denominator.
3.5x / 2.5x growth	Monthly averages: Aug-Dec 2025 versus Mar-Sep 2026. Mentions 2.2 to 7.7; website citations 12.2 to 30.7.

Audit snapshot: 3 October 2026. AI answers and Google results can change. These results measure visibility and citations; enquiries and revenue were not measured.

THE OPPORTUNITY

How Creato builds AI visibility.

Turn a clear picture of today's results into a focused programme for being found, trusted and recommended.

01 Map the buyer questions

Find what customers ask AI and which competitors get recommended today.

02 Make the business clear

Align the name, locations, services and reviews wherever AI looks.

03 Answer the decision

Build content around the price, process, coverage and proof buyers need.

04 Strengthen the foundations

Improve structured data, sitemaps and access for search and AI crawlers.

05 Build trusted proof

Develop reviews, listings, case studies and credible mentions across the web.

06 Measure and build on it

Repeat the audit across the platforms and save the evidence behind every result.

Be the business buyers hear about first.

Your next customer could be asking AI who to choose. Creato can show where your business appears today, then build the content, credibility and technical foundations to strengthen its visibility.

Book your AI & Google visibility audit