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The Green Sheet

iZettle, RatedPeople.com give U.K. tradesmen mobile payment option

London, March 25, 2013 – RatedPeople.com, the UK's largest online trade recommendation service, today announces its collaboration with mobile payments provider iZettle.

RatedPeople.com, which has 30,000 registered tradesmen on its books, including plumbers, electricians, bricklayers and carpenters, is rolling out a trial with Europe's leading mPos provider, iZettle, to enable users to securely accept card payments on the go via their smartphone or tablet device.

Chief Marketing Officer of RatedPeople.com, Tariq Dag Khan said: "Finding alternative mobile payment options for our tradesmen is a high priority for us as we know that there is a stigma attached to cash in hand payments, an issue that is unfairly tarnishing the industry.

"As cheques are gradually being phased out too, we are looking for innovating payment solutions that will help build up the trust between tradesmen and their customers. iZettle has a reputation for being a trusted, easy to use service that allows tradesmen to get up and running within minutes – this made them an obvious starting point for us."

iZettle is handy for tradesmen as it helps them to manage their cash flow and effectively record point of sale transactions for both cash and card payments. Users have said this free service has transformed their accounting and business processes and allows them to spend more time on growing the business and less time on admin.

Stewart Roberts, Managing Director at iZettle, UK, comments: "Working with a premium service like RatedPeople.com makes perfect sense for us. We are signing up 3,000 users a day to iZettle, a large proportion of which are tradesmen. This indicates just how large the demand is for this kind of solution and iZettle is looking forward to working with the RatedPeople.com community."

For further information about iZettle, please visit www.izettle.com.

About RatedPeople.com

RatedPeople.com is the UK's largest trade recommendation service that connects homeowners with over 30,000 quality, local tradesmen nationwide. More than one and half million jobs have been posted by homeowners since RatedPeople.com's inception in 2005.

Homeowners who are in need of a tradesman can post jobs for free on RatedPeople.com and receive quotes from up to three interested tradesmen.

Only homeowners who have found their tradesman through RatedPeople.com can leave ratings, so they are always based on genuine experiences from previous customers. These ratings, based on quality, value and reliability, allow other homeowners to confidently hire a tradesman they can trust. 290,000 community ratings have been posted to date.

For further information, please visit: www.ratedpeople.com.

About iZettle

iZettle is payments made easy. With iZettle, anyone selling anything face to face can use smartphones and tablets to accept credit card payments and manage their business – and for a fraction of the cost of traditional systems. The social payments company's services are always secure, fantastically fast to set up, and super simple to use. Founded in 2010, with headquarters in Stockholm, iZettle is now available in the U.K., Germany, Sweden, Denmark, Norway, Finland, Spain and coming soon to more countries. To start accepting card payments today go to www.izettle.com.