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## RatedPeople to list

ONLINE firm RatedPeople.com which helps put homeowners in touch with recommended local tradesmen has laid the foundations for a stock market float.

The group said it had closed a pre-float investment round raising £6.5million before moving to the junior Aim market later this year. It is being advised by N+1 Singer.

Chief executive Chris Havemann said the money would help fund an advertising campaign starring property TV star Phil Spencer to help it take a greater share of the £40billion UK home improvement market. "We are an alternative to

the Yellow Pages where you have no idea how good a tradesman is," he said.

Since 2005 RatedPeople.com has helped UK homeowners post 2.4 million jobs ranging from plumbing and gardening work. It has 25,000 tradesmen on its books who pay a subscription. They compete for jobs and their work is rated.

Havemann said the group, which has revenues of £12million, also wanted to make it easier for the quarter of British builders who have iPhones to use the site and could launch foreign language versions such as Polish for tradesmen working in the UK.

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