

SPREAD THE WORD

With reports of a DIY decline and a shift towards the GSI (get someone in) era, thousands of homeowners are on the hunt for quality tradesmen. Exemplified by the growing popularity of shows like *Grand Designs* over the DIY-style *Changing Rooms*, the GSI era could see tradesmen poised to share in the now £11.3 billion Brits spend annually on DIY home improvement. But even for the most skilled and reliable professionals it's not always easy to stand out from a crowd of almost one million UK independent tradesmen. Proving a high quality of work and competing on more than just price can be a challenge – especially when 25,000 tradesmen disappoint their customers each day and one in 50 homeowners is forced to hire a second tradesman to fix the damage. Word of mouth has long been seen as the single best way for good tradesmen to find work. In fact, of 200 homeowners surveyed by Rated Tradesmen, 96% said they preferred a personal recommendation even over a trade qualification. Now, the new online service Rated Tradesmen (www.ratedtradesmen.com), is building on the advantages of personal recommendation, making it easier for more people to share their experiences. Once registered on the site, tradesmen receive details of customer-submitted jobs that match their work interests and local area. After quoting for and completing a job, the tradesman is then rated by the customer on quality, value and reliability for other homeowners to see. For further information, telephone Rated Tradesmen on 08702 208 820 or visit www.ratedtradesmen.com.