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## Checktrade.com hits one million customer reviews

One million customers have now posted reviews on Checktrade.com, which provides access to thoroughly vetted and continuously monitored trusted trades to stem the tide of rogue traders.

“Customer reviews are the lifeblood of our business and allow us to protect the public from rogue traders,” says Checktrade.com boss Kevin Byrne. “When a consumer doesn’t know which trusted trade to use they can turn to us and our 15 years’ experience. Reaching one million reviews is an outstanding achievement, which is a strong testament to the hard work put in by my staff.”

Peter Payne, a customer living in Rochester, posted the millionth review after hiring Checktrade.com member Kai McEvoy of KRM Carpentry. Kai installed top quality solid oak flooring and a brand new wooden staircase in Peter’s home. Checktrade.com sent its millionth review customer a hamper full of goodies as a gesture of thanks.

Peter rated Kai **ten out of ten** for all review categories: Tidiness, reliability and timekeeping, courtesy and workmanship. “Very pleased with everything KRM did,” he said, “the finished result looks amazing.”

It is the latest milestone for Checktrade.com, which now receives approximately **500,000** visits to its website each month and has over **11,400** trade members. The firm is recording record profits and rapidly expanding, advertising on ITV’s *Daybreak* weather and Channel 5’s *Cowboy Builders* to raise awareness among consumers and attract new trade members.

Byrne continued: “Checktrade.com is achieving fantastic results and standing firm in the face of corporate imitation competitors. 2013 has been a tremendously successful year, 2014 looks even better with a massive increase of advertising planned.”

### Notes to editors:

Every customer feedback is read by Checktrade.com before being made live. So far this year 55% of all customer feedback forms have been independently spot checked and verified to make sure the jobs and rating are genuine. Each month more than **500,000** people visit the website to find a trusted trader.

### Checktrade.com:

Checktrade helps combat the UK’s rogue trader problem by continuously vetting and monitoring local tradespeople such as builders, plumbers and electricians as well as

service providers. The idea was born in 1998 after a tornado hit the small West Sussex town of Selsey. Traders poured in from across the country. Unfortunately, some ripped off the inhabitants of the town. Local businessman, Kevin Byrne, realised there was nowhere to check out the traders' credentials and the company that became Checkatrade was formed.

Since then, Checkatrade has grown to employ **115 staff** with a turnover in excess of **£7.5m**. It has over **11,400** genuine trade members, growing by an average of **300** new members every month. Over the past 12 months, Checkatrade-certified tradesmen carried out a combined total of **£1.4b** worth of work, with complaints at just **one in 215**, compared to the national average of one in four.

**Linda Barker**, one of the UK's best-known interior designers and famous for shows such as *60 Minute Makeover* and the BBC's *Changing Rooms* has teamed up with Checkatrade.com. She said: "Checkatrade.com is by far the best service I've found to help keep the good guys in business and keep the cowboys out. The website is updated constantly and allows everyone to share recommendations and warnings."

For more information visit [www.checkatrade.com](http://www.checkatrade.com)