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## Ladies Leading the Fight Back Against Rogue Traders

*-Survey reveals*

Feisty females are showing men how it's done when it comes to tackling rogue traders, according to the annual survey by Checkatrade.com, which provides access to qualified and vetted tradespeople.

A massive **nine out of ten** women surveyed said that they had taken further action following poor service from a trader.

**Two thirds** of those made the trader redo the work to a satisfactory standard, compared to just **43%** of meek males. In fact, **almost 15%** of women went one step further and reported a cowboy to the local police or trading standards authority.

Kevin Byrne, CEO of Checkatrade.com commented: "I am pleased to see that women nationwide are taking a stand against unsatisfactory work by traders. Historically, home improvements have been viewed as an area of male domination, but it is great to see women bucking that stereotype and sticking up for the integrity of their homes by demanding the correct workmanship.

Over **half** of the UK's female homeowners claimed to have been a victim of a rogue trader, proof that cowboys can strike even the savviest householder.

Kevin continues: "Rogue traders have a very real ability to damage homeowners emotionally, which is an unseen element of their activity. I am committed to stamping out the threat posed by cowboys, as no person should feel intimidated in their own home."

In fact, **almost 40%** of women surveyed blamed an encounter with a cowboy for putting stress on their relationship and causing arguments with family and friends.

Despite the female backlash against rogue traders, the survey also reveals:

- On average, women waste a whopping **£780** fixing jobs botched by rogue traders, over a hundred pounds more than men (£662).
- **10%** of females said they took no action following poor service. Of these, **a third** were caught out by making cash in hand payments to cowboys - over **double** the number of men to do so, and almost **20%** of women claimed to be too intimidated or embarrassed by their ordeal to pursue it further.
- Only **6%** of women would be suspicious of a quote that appeared too good to be true.

### **Methodology:**

Fieldwork: Censuswide

Sample: 1,308 homeowners  
Survey period: September 2013

**Notes to editors:**

So far this year nearly half of all customer feedback forms have been independently spot checked and verified to make sure the rating system is fair.

**Checkatrade.com:**

Checkatrade, which recently expanded into Birmingham, Bristol, Oxford, Suffolk and the North East, helps combat the UK's rogue trader problem by continuously vetting and monitoring local tradespeople. These include 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 **110 staff** with a turnover in excess of **£7.5m**. It includes over **11,000** 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** recently 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)