

13.09.13

## **Just what the DIY Doctor ordered: Checkatrade.com partnership aims to stamp out rogue traders**

**Checkatrade.com** and **DIY Doctor**, a leading DIY website that attracts over half a million hits each month, are teaming up online.

The partnership consolidates DIY advice and the ability to search for trusted, reputable tradespeople onto **DIYDoctor.org**, doubling the expertise on offer to users and allowing them to simplify how they plan home renovation projects.

A **Checkatrade.com** search box now offers direct access to its database of 11,200 tradespeople. Those embarking on renovation projects that need professional assistance can also send a query to **DIY Doctor**, which will arrange for an appropriate **Checkatrade.com** member to contact them.

“Many love to try their hand at DIY every once in a while, but jobs can be dangerous or expensive to put right if you mess it up,” comments **Checkatrade.com** boss Kevin Byrne. “By partnering with **DIY Doctor**, we can encourage people to test their skills; yet be instantly on hand if they decide that a task is too big or unsafe. This will be of real worth to homeowners, renovators and DIY enthusiasts alike.”

**Checkatrade.com**'s search facility complements the wealth of DIY information found on **DITDoctor.org**, which includes 'how to' articles and videos, as well as chat forums.

Mike Edwards, MD of **DIY Doctor** says: “It is great to have **Checkatrade.com** on board. For a long time we have been looking for a responsible organisation that not only offers a vetted directory of quality tradespeople to consumers, but also looks after its members by working hard to get jobs for them. The more work we can get for good tradespeople, the less there is for the rogues. Naming and shaming clearly doesn't work for conmen with no shame, the only way is to starve them out.

“To rid our industry of cowboys it is not only necessary to educate the consumer as to the habits of these rogue traders, but also to offer them the services of reputable firms. The **Checkatrade.com** ethos matches that of **DIY Doctor** perfectly and together we can make a real difference in the industry, protecting consumers, promoting good tradespeople and increasing the value of the UK housing stock.”

**-ENDS -**

**For more information, please contact:**

Jim Round or Jessica Beales

Midnight Communications

Tel: 01273 666 200

Email: [checkatrade@midnight.co.uk](mailto:checkatrade@midnight.co.uk)

**Notes to editors:**

So far this year 55% of all customer feedback forms have been independently spot checked and verified to make sure the ratings are genuine.

**Checkatrade.com:**

Checkatrade 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 **110 staff** with a turnover in excess of **£7.5m**. It has over **11,200** 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)