



## **Aussies turn to tech to find the perfect tradie match**

- *65 per cent of consumers embrace apps or online sources and directories to find the right tradesperson*
  - *Reasonable pricing, clear communication and timeliness most valued tradie characteristics*
- *60 per cent of tradies highlight lack of timely payments or refusing to pay as leading issue with homeowners*

**15 December 2017, Sydney:** New research from hipages has revealed more Australians are turning to technology to find a professional tradesperson for jobs around the home. Gone are the days of flipping through a phone book, with 65 per cent of consumers now embracing apps or online sources and directories to find the right tradesperson for their job. The digital trend is also extending to trade businesses, with 53 per cent of tradies saying they've acquired business through the use of an app or online directory.

With a focus on helping homeowners find qualified tradespeople by matching them with up to three quotes from trusted tradespeople, hipages undertook the research to uncover the motivations, quirks and barriers for both homeowners and tradespeople when engaging on a job.

### **Cost & Communication**

When it comes to choosing a tradie for a job, unsurprisingly cost is the number one consideration for consumers followed by responsiveness and having worked with the tradie previously. These factors are consistent with the biggest challenges consumers face when looking for a tradie, which include finding a quote within budget, being able to connect with a tradie to discuss a job and tradie availability.

The survey also revealed the key qualities consumers value most in a tradie were reasonable pricing (80 per cent), clear communications and timeliness (70 per cent), as well as showing strong professionalism and explaining what the job entails in detail (69 per cent). Approximately 50 per cent of consumer respondents highlighted being very experienced, coming highly recommended and leaving their home clean, as valued tradie attributes.

### **Qualification is Key**

Further, the survey showed that a tradie you can trust is one that has insurance (63 per cent), has been recommended by a friend or relative (50 per cent), has online recommendations (47 per cent) and a tradie who presents a proper license (41 per cent).

“Although homeowners are price conscious, they also highly value recommendations from friends and family as well as working with tradespeople they've engaged with previously, regardless of price. It is quite concerning though, that only 41 per cent of respondents perceive attaining a proper license as a trustworthy factor when selecting a tradesperson. Most homeowners would be generally aware that electricians, plumbers and gas-fitters require a licence to operate, but many would be less aware that

tradespeople such as plasterers, painters, floor tilers and fencers also need a licence,” says Stuart Tucker, hipages Chief Customer Officer.

Conversely, customer qualities most valued by tradies include responsiveness (50 per cent), a clear and detailed job brief (50 per cent) and those that trust their recommendations based on their credentials and experience (49 per cent).

### **Payment Pet Peeves**

Issues with costs and quotes exist with 35 per cent of tradies having customers try to negotiate on the cost after having previously had it agreed, while 60 per cent of tradies highlighted lack of timely payments or refusing to pay as the leading negative encounter with homeowners. Further, lack in communication was also voiced as a woe among consumer engagement for 44 per cent of tradies.

“A trend in consistently overdue or unpaid trade job payments is a cause for concern in the industry, suggesting a potential lack of respect for tradespeople and their work among consumers,” Mr Tucker comments.

More and more consumers are also looking for digital payment options, taking the hassle out of cash-only transactions, with direct deposit payments still favoured by tradies.

“Communication barriers are clearly causing frustrations and distrust among both homeowners and tradespeople. One of the ways hipages has addressed this is by developing the instant messaging functionality which was integrated into the App as a way to motivate faster communications between the consumer and tradesperson., n-built billing functionality was also introduced to combat any potential digital payment roadblocks,” says Mr Tucker.

### **Here are hipages’ top three tips for getting a top job done:**

#### **1. Know your job**

To ensure you get the right person for the job ensure you’re clear on what you want done. 50 per cent of tradies say this is essential to ensuring customer satisfaction with any project.

#### **2. Agree a price upfront**

43 per cent of tradies say they value customers who are clear on their project budget. This minimises confusion between homeowner and tradies down the track.

#### **3. Clear communication**

For the most enjoyable experience, ensure clear communication with your tradie. Not only on the job required and cost but also timings, access to site and payment timings.

hipages is an Australian platform designed to make hiring a trusted, qualified tradie as easy as one, two, three! Homeowners can receive up to three quotes from local tradies for jobs posted to the platform, allowing negotiations on price and timings of jobs. All tradies are licensed professionals, verified regularly by hipages.

Since 2004 hipages has helped over 1.5 million Australians get jobs done around their home, and will continue to help make this an easy, hassle-free experience for homeowners and tradies.

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### **About hipages**

hipages is Australia's number one place to hire qualified, trusted and verified tradespeople, with 110,000 qualified tradespeople currently listed, and two million Australians registered on the platform, to-date. A job is posted on hipages every 29 seconds, with the service available on desktop and apps for mobile and tablet.

### **About the research**

In October 2017, hipages surveyed both consumers and tradies to learn more about the difficulties they may experience when dealing with each other. In total, 1,235 consumers and 2,609 tradies responded to the survey. Tradies represented a diverse range of trade specialisation, such as roofing, carpentry, landscaping, painting, plumbing, air conditioning and electrical work, to name but a few.

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