



## hipages repairs homes and hearts this Valentine's Day

- *New research reveals home repair tasks are causing tension among almost three quarters of Aussie relationships*
  - *hipages to bring romance back to the nation this February through one-day reno blitz*
  - *Trusted Aussie tradies on standby to fix niggling home repairs and reignite relationships nationwide*

**6 February 2018, Sydney:** A new report by Galaxy Research, commissioned by [hipages](#), has revealed that the majority (71 per cent) of Australian homeowners living with their partner have experienced relationship tension spurred on by a repair, maintenance or renovation job in their home.

The research showed that for one in four (24 per cent) coupled homeowners, tension arises most or every time a home repair is required, while for almost half of coupled homeowners (47 per cent) this is an occasional problem.

To tackle this trend among couples around the country in the lead up to Valentine's Day, hipages is helping with an army of trusted tradespeople on standby to fix niggling home repair issues, and help reignite Aussie relationships.

hipages has created a special function in its app allowing Australian couples to share their story, for the chance to have the job fixed professionally for free.

The top stories shared via the hipages app today will have a trusted and licensed tradesperson at their doorstep, to come to the relationship rescue and swiftly complete the required repair, all in the name of love.

hipages CEO and Co-Founder, David Vitek, said: "When you think about it, there are many similarities when it comes to working on our homes and our relationships. Both require our love, dedication and sometimes, patience! Yet it's clear from our research that coupled homeowners are putting off their home repair and maintenance jobs, and it's placing a real strain on their relationships.

"In light of the findings, we'd like to do our part in helping to spark more romance across the nation this February. We're pledging to help as many Aussie couples as we can fix that leaky tap or broken fence before Valentine's Day, by urgently sending in a professional and licensed tradesperson for the task, and we'll pick up the tab," continued Vitek.

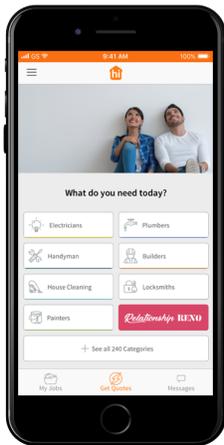
The research also showed that men are more likely than women to delay attending to repairs, maintenance or renovation jobs because they are too busy (55 per cent), or think they will get to it next week or next month (26 per cent).

Younger coupled homeowners, Generation Y (30 per cent) and Generation X (28 per cent), are more likely to experience conflict when such home related maintenance tasks arise, in comparison to Baby Boomers (19 per cent) and Traditionalists (21 per cent).

Interestingly, while women are more likely to say they share the home repair workload with their partner (72 per cent compared to 51 per cent), men are more likely to say the responsibility of all home repair, renovation and maintenance tasks rests on their own shoulders (46 per cent compared to 14 per cent).

When it comes to organising a professional for the repairs, maintenance and renovation tasks for their home, the majority of couples agree that they share most tasks. Yet, men are more likely overall to manage identifying which type of tradesperson is needed, making enquiries and sourcing quotes, as well as supervising the work through to its completion.

“At hipages, we are dedicated to transforming the way people get things done around their home, by making the process of hiring a qualified tradesperson as seamless and easy as possible. In three simple steps, we rapidly connect Aussies with a trusted tradie that’s available, close by and qualified for the job at hand – whether it’s a basic repair or big reno project,” added Vitek.



#### **How to share your Relationship Reno story with hipages:**

- 1. Download the latest version of the hipages app**
- 2. Click on the “Relationship Reno” button on the home page**
- 3. Share your story to post your job.**

Interested participants are urged to submit their Relationship Reno jobs as soon as possible, before 11.59pm on Tuesday 6 February 2018. Successful participants will be contacted by hipages to get the job done on Friday 9 February 2018.

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 transforming the way people get things done around their home. Founded in an Aussie garage 14 years ago by two great mates, hipages today represents the country's number one place to hire qualified, trusted and verified tradespeople. [www.homeimprovementpages.com.au](http://www.homeimprovementpages.com.au)

## **About the research**

In November 2017, hipages partnered with Galaxy Research to survey Australian homeowners (18 years and older) and better understand their experiences relating to home improvement and home renovation. In total, 1,111 consumers responded with the representative sample spanning the nation.

Age breakdowns in research:

- Gen Y: 18-34 years
- Gen X: 35-49 years
- Baby Boomers: 50-64 years
- Traditionalists: 65 years +

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