



The Checkatrade Standard

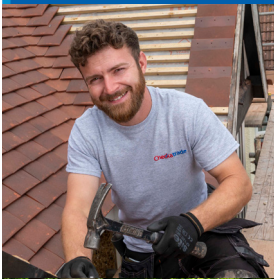
Our Members'
Commitments

Trade Version

Checkatrade

We're proud to say our Checkatrade members are a cut above the rest.

Before we give our seal of approval, you must pass up to 12 rigorous checks and agree to uphold the **Checkatrade Standard**. This booklet sets out the commitments you agree to make in order to become and remain a Checkatrade member.



The Checkatrade Standard

Six commitments are at the foundation of the **Checkatrade Standard**. You agree to:

-  Deliver a **high quality of workmanship**.
-  Maintain high standards of **personal conduct**.
-  **Work safely**, ethically and within your skill set.
-  **Communicate clearly** and honestly.
-  Agree **costs and contract terms** upfront.
-  Encourage and welcome **customer reviews**.



These commitments apply to everyone within your business - whether a director, owner, employee, or sub-contractor. **Everyone must play a role in upholding our high standards**, and failure to comply with these six commitments could lead to suspension or termination of membership.

Our standards: What these mean



Quality workmanship

- Ensure each job meets the pre-agreed specification, and is carried out to a high standard in accordance industry norms and expectations
- Use materials which will last in line with customers' expectations
- Only use materials which meet requirements, which are fit for purpose and compliant with UK legislation.



Personal conduct

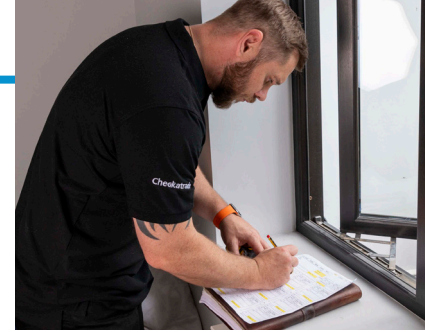
- Be polite and courteous, maintaining high standards of personal conduct
- Respect customers' homes and belongings
- Be considerate of customers' privacy, asking permission before sharing information or photos of them or their home
- Always comply with the rules regarding data protection and never undertake door-to-door sales
- Never intimidate, confront or threaten homeowners or the general public.

Working safely

- Arrange visits in advance and with agreement from the customer
- Work only within your professional ability and skill set
- Keep customers' homes safe while each job is being carried out
- Comply with the latest health and safety regulations
- Work in a way that doesn't damage the environment
- Pay and treat employees and contractors fairly and in line with the law.

Communication

- Communicate with customers in a timely, professional and comprehensive manner
- Provide honest and realistic guidance on start dates, job length and cost
- Tell customers if you can't make an appointment, giving as much notice as possible.



Quotes, payments and contracts

- Be up front about the cost of jobs before they take place, including any call-out charges
- Agree costs in writing, and if they change seek agreement in writing before the work takes place or during the work if necessary
- Invoices should contain payment terms, which should be agreed before work takes place
- Final payment should not be taken until the job is complete and should not be demanded in cash
- Terms and conditions should be provided in accordance with the Consumers Rights Act 2015, including a 14-day cooling off period where applicable
- Be upfront with customers that your Checktrade guarantee only applies to jobs which have been booked through Checktrade.



Customer reviews

- Ask every customer for a review when the job is complete
- Collect a minimum of one review each month
- Always follow our guidelines on obtaining reviews
- Never falsify reviews or allow others to falsify reviews
- Never pressure a customer to leave a review
- Be willing to take part in the Checktrade resolution process, including fixing any issues.



Did you know:

Checktrade check every review our members receive. Customers will be asked to verify their review by SMS or phone call, and we monitor all reviews with analytics technology to identify and detect fake reviews. Falsifying feedback is strictly forbidden and will lead to termination of membership.



Checkatrade's checks



Checkatrade is famous for its 12 rigorous checks, which trades must pass before they can gain our seal of approval.

Identification

Photo ID check.

Proof of address

Evidence of trading address.

Qualifications

Proof of regulated accreditations.

Open-source check

Check for adverse media.

Personal CCJ check

Check for personal county court judgements.

Business CCJ check

Check for business county court judgements.

Company history

Proof of good trading history.

Financial checks

Bankruptcy and insolvency check.

Duplicate check

Check for previously declined, suspended or expelled trades.

PLI

Valid public liability insurance check.

Director search

Check for previous directorships or disqualifications.

Established business check

Check that a business is established.



Did you know:

We complete ongoing vetting and monitoring to ensure members continuously comply with our standards. Members must provide ongoing proof of qualifications and PLI and must commit to informing us of any changes to their business – such as change of ownership, legal status or address.

Resolving issues



We recognise occasionally things can go **wrong**. On average, our members receive one negative review a year. When this happens, it can be disappointing – particularly if versions of events differ. That's why Checkatrade's experienced team of customer service experts are on hand to help make things right.

1. We'll notify members by email if they receive a negative review.
2. Members have seven days to contact the customer to see if the issue can be resolved.
3. If a resolution is reached within seven days, the customer can change or even withdraw their review before it goes live.

Your response to a negative review can be very powerful and really demonstrate your attentive customer service and aftercare skills.

Publishing reviews

If you have tried your best but the issue remains unresolved, the feedback will be published and you will be able to write a reply. We'd always suggest:

- Keep your reply brief and to the point
- Avoid getting too technical
- Do not include customer details
- Refer to other positive reviews
- Avoid being defensive
- Use your reply to turn the situation into a positive.

If you feel the customer's comments are factually incorrect and there is evidence to support this, we will update the review accordingly. In the unlikely event that court action is taken, we will also take this outcome into consideration

Alternative Dispute Resolution

For serious complaints, we have an Alternative Dispute Resolution scheme that is operated by an independent third party. For Checkatrade's full Complaints Policy please visit our website: [checkatrade.com/resolving-issues](https://www.checkatrade.com/resolving-issues)

Further advice is available in the Member's Area with hints and tips about avoiding disputes and further help in the unlikely event that things go wrong.

Did you know: Checkatrade guarantees the work of eligible members for up to 12 months. Find out more on our website.

Physical safeguarding

It can be daunting to let someone new in to your home. Help reassure your customers by taking simple steps which could also protect them in future.

- **Say who will visit:** Tell the customer in advance who will be visiting their home.
- **Show ID:** When you arrive show photo ID to prove who you are.
- **Don't keep keys:** We never recommend that homeowners give a member their house key. Whenever possible, aim to carry out work when the homeowner is home.

Checkatrade has zero tolerance of trades found to be physically or verbally intimidating towards customers. Any reports of experiences like this will lead to immediate termination of membership and could be reported to the police.



When people across the UK need a tradesperson, Checkatrade is their first stop. Every member has to pass 12 checks to join and then Checkatrade checks their reviews to make sure they're written by real people, about real jobs. There are 5.6 million reviews on Checkatrade.com, so wherever people are, they can see – and trust – what their neighbourhood thinks of a tradesperson's work.

Checkatrade was set up in 1998 by one man who wanted to help his neighbours. Owned by Homeserve Plc, Checkatrade now helps millions of neighbours all over the UK – and flies the flag for tradespeople who take pride in their work.

For more details visit

[Checkatrade.com](https://www.checkatrade.com)

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