

TRADER OF THE MONTH

Trader Of The Month: Michael Rose Painting Services

03 November 2014



As one of the first contractors to join Which? Trusted Traders in Kent, painter and decorator Michael Rose explains why he was also among the quickest to renew his membership for another year.

APPLY

Apply* or [learn more](#) about the scheme by calling:

020 3627 9271

Monday to Friday: 8am to 6pm.
Standard network rate

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*Fees and Terms and Conditions apply

ADVICE FROM WHICH?

The Brightest Sparks Join Which? Trusted Traders

03 November 2014



Michael Rose is a painter and decorator, working in and around Kent. Michael decided to set up his own firm, [Michael Rose Painting Services](#), to fit life around his family. "I wanted to be my own boss," says Michael. "Now I choose my hours and have total control of my business."

Joining Which? Trusted Traders was an easy decision

"Everybody knows about Which? - it's credible and dependable," Michael says. "I didn't wait for other tradespeople to join as I knew a scheme from Which? would be great. In fact, I was delighted to be the first trader in Kent to become a member"

When Michael's year-long membership expired, there was no doubt in his mind about renewing for another 12 months. "It's such value for money," Michael explains. "Customers are confident about working with me. That confidence comes from seeing recent reviews, not just old ones, on the Which? Trusted Traders website. I've also added a gallery of photos which show customers the full range of interior and exterior painting work that I can do. This gives customers reassurance about the depth and breadth of my experience."

What's involved in the Which? Trusted Traders endorsement process?

Michael applied to [join Which? Trusted Traders](#) and was quickly visited by an endorsement officer. "I'm a member of a couple of other schemes and associations, but this was by far the most thorough assessment process. I had to make a couple of changes to my website to satisfy the requirements of the scheme. It didn't take long but goes to show that they won't just let anyone in. Having the Which? Trusted Traders logo on your van means you're guaranteed to be a quality contractor."

As a Which? Trusted trader, customers know I'm reputable and credible. They don't worry about being ripped off.

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Extend your boiler's life with a magnetic filter

03 November 2014



A magnetic filter can improve the efficiency and lifespan of your boiler, says boiler engineer Tom Sullivan from Active Plumbing & Heating Solutions in Hemel Hempstead.

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03 November 2014



What's so good about being a Trusted trader?

"Before joining Which? Trusted Traders, I was doing ok," says Michael. "But now I'm doing fantastically well. That's why I feel passionate about the scheme. I tell all of the tradespeople that I know to join. Sometimes they ask about whether the expense is worth it. I always put across that it's nothing compared to what you get back: new business, great customers and testimonials everyone can read online."

The Little Red Book

Michael's listing in the [Little Red Book](#), a handy printed directory of local traders that lands directly on customers' doormats, has also proved incredibly successful. "Some customers simply don't use the internet to find tradespeople. The Little Red Book is for those customers - I hear from them just as often as those who found me on the Which? Trusted Traders website."

Trader of the month

While Michael's Which? Trusted Traders membership is testament to the reliability and professionalism of his business, it's his customer service that sets him apart from competitors. 'Polite', 'friendly' and 'trustworthy' are words customers have included in their reviews time and time again to describe their impressions of Michael and his team. "That kind of feedback is priceless," says Michael. "It makes me feel proud of everything I've already achieved with my business and positive about its future."

ensure that they are in good working order and safe to use.

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