

# Swift By Name But Not By Nature

**A big part of my job at Certass, Simon Swift, Business Development Executive at Certass told The Installer, is travelling up and down the country, visiting new and existing members of our schemes. I might be called Swift but I like to take quality time with every client I take time to go and see.**

## Local Reputation

For One thing that they all have in common, whether they're in Perth or Portsmouth, is that they have built fantastic reputations for themselves in their local area.

## Word of Mouth

A lot of their leads and referrals come via word-of-mouth, with homeowners recommending local installers to their family, friends and neighbours, because of their great product ranges and impressive workmanship.

Local companies really understand that it can be the smallest things that make a big difference to homeowners. Doing a great tidy-up job at the end of each day of the installation, or just being friendly and keeping them updated on what's going on during the project – these are the things that stick in people's minds when they have work done on their homes.

## Community Spirit

Not only that, many of them play a big part in the local community. Whether it's being a kit sponsor for a local football team, supporting charity events or just being a great neighbour in their

Simon Swift, Business Development Executive at Certass talks to The Installer about how he likes to spend quality time with Certass members, how they grow their local reputations and being the body with a commonsense approach to certification for local installers

**Simon Swift says – If you would like me to visit you, you can see whereabouts in the country I am this week on our contact us page or apply for our installer scheme online at [members.certass.co.uk/register](https://members.certass.co.uk/register)**

everyday operations, a great reputation in the local community is so important for Certass members.

## How the Homeowner Advice Hub Helps

A Certass membership is a great way for installers to start building their reputations. As well as offering advice and information for installers, our website is a hub of information for homeowners on the hunt for a local installer they can trust.

From blogs about getting rid of condensation in conservatories, to information on Building Regulations and workmanship standards, we advise homeowners on the right questions to ask when they're choosing home improvement products and installation companies to install them.

## Certass Member Search

And of course, all our members are listed on our Certass Con-

tractor Database, so homeowners can find their local Certass installer and contact them direct, safe in the knowledge that they have been assessed and inspected to Certass standards.

## Understanding Installer's Challenges

At Certass, we like to make sure that we get to know our members and we do that by doing regular visits and being just on the end of the phone if they need us. This also helps us to understand the challenges that they are facing, and develop our schemes to offer solutions for them.

We've taken everything into consideration, from making registering jobs online quick and easy, to dispute resolution services and technical support from experienced, knowledgeable local inspectors to discounted liability insurance.

Plus, for added peace of mind for homeowners, all work registered through the Certass scheme comes with an insurance-backed guarantee via our insurance partners. Finance options are available too, through our partnership with top home improvement broker Shermin Finance.

Whether you're a sole trader or a bigger local or regional installation company, at Certass, we're all about common-sense certification that adds value to your business, saves you money and helps you to get on with the great installations you're known for in your local area. 