

# TrustAp – FENSA’s New Escrow Service

Trust and transparency are crucial for maintaining strong relationships between tradesmen and their customers. Using FENSA’s improved escrow service, instead of taking up-front payments, is of huge reassurance.

All FENSA Approved Installers have the trust of homeowners who know their FENSA certificate will land on their doorstep when the job is complete, writes Tom Butler.

But what’s more important in a competitive environment is giving additional peace of mind to customers that they and their money will be looked after. Which is why FENSA has launched a new partnership with TrustAp.

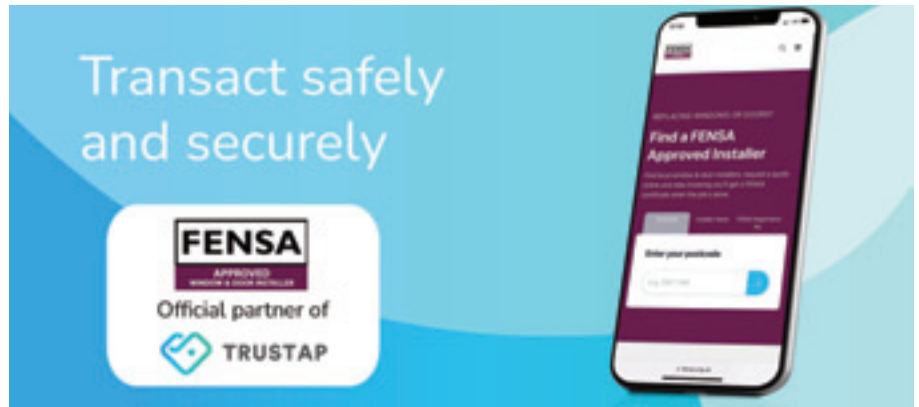
## How does it work?

TrustAp works as an escrow style system, meaning that when a homeowner pays via TrustAp, the funds are held in a secure account until both parties are happy that the job is complete. At that point, the funds are immediately released to the installer.

## Building trust and transparency

New windows and doors are a significant financial decision and householders may well hesitate due to concerns about whether the job will be done well. TrustAp offers them an assurance their money is safe until they approve the work.

From an installer’s perspective, escrow offers transparency, as both parties can see when the initial payment has been made and when it will be released. This should lead to clearer communication and minimises any potential misunderstanding throughout the installation.



## Protection for against late payment

What is important about TrustAp is that an escrow service protects installers who can rest assured that funds for the job are already secured in escrow before starting work. Installers will have experienced customers backing out of payments after work has started or been completed. With escrow, that is not something an installer needs to worry about.

## Mediation & resolution

In addition, TrustAp offer a mediation service by acting as an impartial third party to help resolve disputes. When a disagreement occurs, TrustAp steps in to encourage open communication and find a fair solution for everyone involved. The firm behind the App carefully assess the situation, listens to both sides and guides them towards an agreement without favouring either party. If the installer is not at fault, TrustAp will support them but if there are any issues, TrustAp will find the best way to resolve them. This

service helps avoid the costs and hassle of going to court or using formal dispute resolution services. We believe that escrow will become an established and widely accepted means of completing a transaction and for the FENSA community this offers an important opportunity to showcase their professionalism and consideration of customer needs.

## Improved reputation and client satisfaction

All FENSA Approved Installers using TrustAp will see a an improvement to their reputation in the marketplace. Customers are more likely to trust and recommend tradesmen who use secure payment systems, as it shows professionalism and a commitment to fair dealing. In today’s digital age, where online reviews can make or break a business, providing customers with a reliable and secure payment option can lead to higher satisfaction rates and positive word-of-mouth marketing. [i](#)

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