

Master Painters Australia NSW Association Inc. adds i4Tradies to its Toolbox.

Master Painters Australia NSW Association Inc. (MPA) a peak body representing Painters in NSW and ACT has announced to take its members' customer experience to the next level with i4Tradies

MELBOURNE, Australia, March 27, 2019 – (Press Release) i4Tradies, a new Uber-Style technology platform is to be introduced to MPA members to streamline their processes and deliver efficient, transparent, secure and compliant service, with real-time transparency and reports.

As an end to end Job Management App, i4Tradies will be connecting Painting business owners, their employees and their customers via an App accessible on-the-go.

Therese Lauriola, CEO of MPA, believes staying relevant in the digital economy is crucial for their members who often get bogged down by administrative tasks, with little time left to work on business growth.

“We pride ourselves in providing the best advice and support to our members, and i4Tradies is the next logical step to sustain our leadership position. The branded Master Painters i4Tradies App enables our members to provide exceptional service delivery to their customers. The App allows the consumer to hire Master Painters, where they can check the Tradie credentials to carry out the work safely and up to standard.” The Master Painters' members will also enjoy a sustainable competitive advantage and thus boosting their revenue.

Logan Nathan, CEO and Founder of i4Tradies believes Tradies are more tech-savvy than they are given credit for.

“Tradies have realised the benefits that come with automation, and they work passionately to deliver the kind of service that makes them proud and keeps their customers happy. A new mindset has emerged in the industry that focuses on better business management and fostering customer relationships,” says Logan. “As a peak industry body, MPA has played a big role in making that happen for the painting community, and we feel honoured to be working with them to support and advance their journey towards excellence.”

About Master Painters

Since its foundation over 100 years ago, MPA has been an independent representative for firms and individuals conducting business in the painting, decorating and signwriting trades. MPA does this by their involvement with numerous government consultative forums both nationally and at a state level. The Association seeks to advance, encourage and recognise the highest standards of trade craftsmanship and ethical business practice in residential, strata, industrial commercial and historical projects.

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About i4Tradies

Founded in 2016 to disrupt the status quo and shake the traditional ways in which Trades Services industry operates. A team of innovators walking in the Trades business owner's shoe day in and day out set out to deliver an unparalleled service delivery experiences for their customers, namely Trades Associations, Real Estate, Strata and Facilities Managers. i4Tradies is a Google Cloud Platform partner.

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