



GEOOP (LIMITED (NZX:GEO))

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GeoOp forms partnership with Tradebusters to help tradies be better at business

Mobile workforce software company GeoOp (GEO) has formed a partnership with online business and consumer based marketplace Tradebusters® to help Australian tradespeople develop their business skills.

The Tradebusters Academy is Australia's most trusted resource hub for tradies, offering advice, tips and forums on a range of topics from technology, marketing to business skills. GEO and Tradebusters will hold a series of webinars and local events across the country, with a focus on helping small operators deal with the demands of everyday business life.

The goal of the Tradebusters Academy, which was created in 2014, is to be a "one-stop" resource that helps tradies streamline their work processes and grow their businesses. As well as being suitable for sole traders and businesses with more than 50 employees, the content is aimed at those people close to tradies – often partners or family members – who are brought in to help keep businesses running effectively.

Tradebusters CEO Laorence Nohra says the academy plays an important role in helping tradies learn essential business skills.

"Most tradies are great on the tools but struggle with the complexities of being a business owner and simply don't know where to start," Ms Nohra says. "The academy provides everything they need, from information on starting and growing their businesses, to online marketing help, automated solutions to help streamline their operations and how to connect with niche service providers that have a true passion in helping them grow their business.

"What is interesting are the number of women – usually partners of tradies – who have become key service users of the academy. They are usually the ones behind the scenes dealing with compliance aspects, business administration, social media and online marketing."

GEO's chief executive Anna Cicognani is excited about being involved with a resource that helps small businesses achieve better productivity. "GEO's suite of features are all about making businesses more efficient," Dr Cicognani says. "We're proud that GEO is easy to use, allows jobs to be tracked in real time, that customer details are available instantly and that we have integrations with fabulous navigation and accountancy software. We recently introduced GeoPay, which allows our clients' customers to pay them from anywhere on any device, securely and safely."

“We know that we have a role in helping business managers and owners become better at what they do, so they can work better for their customers.”

Ms Nohra says Tradebusters and GEO share a mission to help great tradies succeed and build their brands as trusted and reputable business operators. “This partnership with GEO allows us to get even closer to tradies and help them with the entire automation aspects of their business, which is becoming more important in this digital age,” Ms Nohra says.

For more information, please contact:

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About GeoOp

GeoOp (geoop.com) is a publicly listed New Zealand-based software company that offers complete mobile workforce management to businesses all over the world. It's neatly wrapped into a low-cost, easy-to-use service with premium support. GEO supports businesses in their journey to be more productive and find time for more important things, providing intuitive software for devices that are already in the hands of field workers.

About Tradebusters

Established in 2006, Tradebusters is one of Australia's most trusted online marketplaces for connecting consumers to recommended and vetted local businesses. The Tradebusters group includes Tradebusters Connect, a Top 3 Local Business Pick directory and Tradebusters Academy, an online business help portal aimed at helping tradies succeed in business. For more information visit: www.tradebusters.com.au