

New online directory launched listing building-related service providers

Building Service Advisor (BSA) is a new free-to-use online directory and mobile site that lists building-related service providers.



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The mobisite and [website](#) were conceptualised by founder Brett Emmerson, a builder by trade, who wanted to create a comprehensive one-stop-shop that could answer the questions he frequently received from clients, family and friends such as: “Where can I find a reliable tiler?” or “Do you know a good plumber?”

“From a leaking tap or broken window to a full build, we’ve compiled the names and details of numerous suppliers, businesses and tradesmen, into an easily navigable website and mobisite that can be used every day,” he explains.

Customer evaluations

According to Emmerson, services are listed by their geographical location and the platform has a geo-specific search tool that users can search for solutions in their neighbourhoods. Once a project is completed, the user has the option of evaluating the service provider by giving them a star-rating on BSA.

BSA has elected to remain a neutral party in the selection process. It does not make any endorsements or charge commission on work completed by the suppliers listed on its platform. Any building-related business may list its services on the directory for free. A company is able to enhance its presence on BSA by boosting its listing to ensure that it appears at the top of the relevant category list, but it cannot change the way customers have rated its service.

BSA is currently live and available for use in the six main regions of the Western Cape. The network plans to expand its coverage to Gauteng in May 2018, and further afield in the longer term.