



Know Your Neighbour

The Better Business Group



Simon Lazarus and Mark Segal are the founders and directors of The Better Business Group, based in Unit 41 at The Enterprise Centre in Potters Bar. Their business was formed from identifying a gap in the building trade market for a much needed system that would both protect consumers from rogue traders and promote trade businesses that offer a high quality service.

No strangers to Wenta, Mark and Simon occupied a unit at Watford when the site first opened over 20 years ago, albeit with a different business venture! The two directors moved into Potters Bar in 2001, and have increased their unit size as their business has grown.

Prior to starting their own business, Simon and Mark worked as consultants in the building association trade field and it was from this that they realised the potential of a venture such as theirs. The Better Business Group started trading in 1995 after 8 years of research and discussions with over 15,000 builders.

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This ensures that the customer obtains quotations from reputable trade firms and that the traders are able to charge a realistic fee for their services. Every customer is surveyed in depth and an independent customer satisfaction rating certificate is regularly provided enabling the builder to prove how good he is.

In 2003 The Accreditus Register of Approved Tradesmen was launched to solicit enquiries from the public. The response has been overwhelming. Mark believes their enterprise is flourishing because "businesses need someone independent to highlight the pitfalls and to actively demonstrate how they can progress and grow". They have found that businesses using their services can command 15% more in price in the market place after being accredited, and can convert 12% more enquiries into business.

The company are looking to expand further over the coming years, in both service and geographical location. Both business partners are keen animal lovers; Mark enjoys keeping fish whilst Simon is an ardent horse rider and enjoys good food and wine!

Here at Wenta we understand that businesses come in all shapes and sizes, therefore our facilities are designed to cater to your individual requirements.

"The Enterprise Centre is situated in a great location for our business"

*Simon Lazarus
& Mark Segal
The Better
Business Group*

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