

SALES & MARKETING

BLUEPRINT FOR BUILDERS

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**SYSTEMS
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**PROFIT
CALCULATOR**



MARKETING & SALES

BLUEPRINT FOR BUILDERS

PROUDLY SPONSORED BY

CARTERS
Your Building Partner

WHANGAREI

TAURANGA

TAUPO

LOWER HUTT

GISBORNE

HOW YOU GET THE MOST FROM THIS EVENT



- **Open mind, open ears and good questions.** Don't be a wall flower, get involved with the exercises and take notes. When you don't understand something, ask the question or write it down and ask the team after the workshop. Some of the most successful members we've worked with have been the most curious. If you put in 50%, you'll get 50% out. Put in 120% and get out the benefits of working ON your business.
- **Swipe and Deploy, yes. But also edit, iterate and update.** Most systems we provide are 80-90% complete and just require you to edit and make them your own. Remember that a rising tide lifts all boats and great business owners make the industry stronger. By being here, you're working towards a healthier industry. Take as many ideas, connections and insights as possible, but also put your own companies take on things so you don't become lost in a sea of sameness.
- **Take action.** One system installed once a week over the next year will completely transform your company. The biggest opportunity for you to create phenomenal results for you, your family and your team is to have a "vehicle" (Company) that is a sports car, not a 10-speed bicycle. The more you build a better machine, the more opportunity you'll have to achieve your goals. But first, you'll need to make a decision to act.

WHO IS TPB?

We're the number 1 community for building company owners looking to grow a professional building company that gives true wealth
– **BOTH MORE PROFIT AND MORE TIME.**

TPB IS STRUCTURED AROUND A TRIED AND TESTED WEALTHY BUILDER MODEL FOCUSED ON THREE CORE AREAS

1. NUMBERS & PRICING

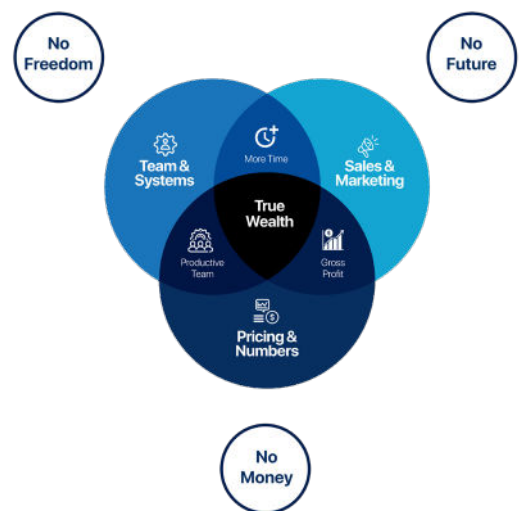
Pricing jobs correctly and understanding the numbers that drive cashflow and profitability

2. TEAM & SYSTEMS

On site & in the office (running jobs to timeline & budget, with systems & processes so you can step out of the day-to-day.)

3. SALES & MARKETING

Positioning you as the expert and go to builder within a chosen niche while generating a consistent flow of the right kind of leads



- We work exclusively with residential building company owners and since 2004, we have helped grow the businesses of over 3000+ members and 12,000 seminar and webinar attendees.
- We only use proven and tested frameworks to fast track your results and achieve more in 18 months than you otherwise would have been able to achieve through trial and error, alone over the next 3-5 years.
- TPB has helped building companies expand and transform into profitable enterprises for their owners. you can't scale chaos, lack of systems or lack of profits. Let's fix that.
- The case studies at the end of this booklet show this. We have repeated results which stand head and shoulders above the rest. you can find over 500 examples on our website.
- One of the elements that sets us apart is our community of over 1,300+ like-minded building company owners and our team of expert coaches. This community of members and experts offer support to help answer your questions, get you unstuck and stay motivated. Our team of experts include coaches with specialties in sales and marketing, systems both on-site and in the office, team and leadership as well as numbers analysis and pricing.
- We assist and support by using our tools based on what's working right now and provide interviews, case studies, along with plug and play systems and templates. don't reinvent the wheel.

PROFESSIONALS BUILDER RATE (PBR)

YOURS TO FILL

MY NUMBERS	NOW	90 DAYS	12 MONTHS
SALARY			
COMPANY PROFITS			
TOTAL			
WEEKLY (50X WKS) /50			
HOURS / WEEK			
PBR / HRS			

EXAMPLE

MY NUMBERS	NOW	90 DAYS	12 MONTHS
SALARY	\$70K	\$70K	\$100K
COMPANY PROFITS	\$70K	\$70K	\$150K
TOTAL	\$140K	\$140K	\$250K
WEEKLY (50X WKS) /50	\$2800	\$2800	\$5000
HOURS / WEEK	60	50	40
PBR / HRS	\$47	\$56	\$125

FOCUS ON THE RESULTS

YOURS TO FILL

	NOW	12 MONTHS	NOTES
PROFIT			
TURNOVER			
TYPE OF WORK			
AVG JOB SIZE			
# OF PROJECTS			
HOURS / WEEK			
ROLE YOU PLAY			
ANYTHING ELSE IMPORTANT			

EXAMPLE

	NOW	12 MONTHS	NOTES
PROFIT	\$130K	\$300K	IMPROVE MARGIN FROM 14% - 20%
TURNOVER	\$2.5M	\$4M	LAND THE RIGHT TYPE OF JOBS & CLIENTS
TYPE OF WORK	EVERYTHING	RENO & ARCHITECTURAL	EXTENSIONS NEW BUILDS
AVG JOB SIZE	\$250K	\$450K	LESS PRICING, LESS SCHEDULING, LESS ADMIN
# OF PROJECTS	10	9	NO LIGHTS, NO WEEKENDS
HOURS / WEEK	65+	40	HIRE QS, HIRE OFFICE ADMIN
ROLE YOU PLAY	EVERY HAT, QS, PM, SALES	PM + CLIENTS	
ANYTHING ELSE IMPORTANT	STOP THINKING ABOUT BUSINESS 24/7 OUT OF O/O	SPEC BUILD	

PROFIT CALCULATOR

EXAMPLE

Enter Your Desired Net Profit:

Enter Your Fixed Costs (Incl. Your Salary):

Total Gross Profit:

Your Existing	Your Projected	Your BMD
\$200,000	\$400,000	\$900,000
\$200,000	\$400,000	\$500,000
\$400,000	\$800,000	\$1,400,000

Enter Your Target Gross Margin

Your Required Annual Sales (Gross Profit÷Gross Margin)

Enter Your Average Sale Value (total sales ÷ no. of jobs done)

Number of Projects You Need to Complete each Year

Enter Your Conversion Rate (no. of jobs won ÷ no. of quotes done)

16%	20%	25%
\$2,500,000	\$4,000,000	\$5,600,000
\$150,000	\$500,000	\$500,000
16.67	8.0	11.2
50%	50%	50%

Number of jobs You Require to quote Year:

If working for 10 months

Number of Leads You Require Each Month:

33.3	16.0	17.0
3.3	1.6	1.7

Time taken to price/estimate a project in Hrs

Time spent pricing/estimating Monthly in Hrs

15	45	40
50.00	72.00	67.88

Cashflow Requirements

Breakeven (Low Tide) Annual

Monthly Cashflow Requirements (Low Tide)

For Profit (High Tide)

Monthly Cashflow Target (High Tide)

\$1,250,000	\$2,000,000	\$2,000,000
\$104,167	\$166,667	\$166,667
\$2,500,000	\$4,000,000	\$5,600,000
\$208,333	\$333,333	\$466,667

Company Valuation

Company Multiple (Based on predictability & continuity)

Stock (At Cost)

Assets (At Book Value)

Goodwill

Company Asset Value (Profit x Multiple)

1.5	2.5	3.5
\$50,000	\$100,000	\$150,000
\$100,000	\$200,000	\$500,000
\$300,000	\$1,000,000	\$3,150,000
\$450,000	\$1,300,000	\$3,800,000

PROFIT CALCULATOR

YOURS TO FILL:

Enter Your Desired Net Profit:

Enter Your Fixed Costs (Incl. Your Salary):

Total Gross Profit:

Your Existing

Your Projected

Your BMD

Enter Your Target Gross Margin

Your Required Annual Sales (Gross Profit÷Gross Margin)

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If working for 10 months

Number of Leads You Require Each Month:

Time taken to price/estimate a project in Hrs

Time spent pricing/estimating Monthly in Hrs

Cashflow Requirements

Breakeven (Low Tide) Annual

Monthly Cashflow Requirements (Low Tide)

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Monthly Cashflow Target (High Tide)

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Stock (At Cost)

Assets (At Book Value)

Goodwill

Company Asset Value (Profit x Multiple)

NOTES:

EXAMPLE

Enter Your Desired Net Profit:

Enter Your Fixed Costs (Incl. Your Salary):

Total Gross Profit:

Your Existing	Your Projected	Your BMD
\$400,000	\$400,000	\$400,000
\$400,000	\$400,000	\$400,000
\$800,000	\$800,000	\$800,000

Enter Your Target Gross Margin

Your Required Annual Sales (Gross Profit ÷ Gross Margin)

Enter Your Average Sale Value (total sales ÷ no. of jobs done)

Number of Projects You Need to Complete each Year

Enter Your Conversion Rate (no. of jobs won ÷ no. of quotes done)

19%	20%	25%
\$4,210,526	\$4,000,000	\$3,200,000
\$500,000	\$500,000	\$500,000
8.42	8.0	6.4
50%	50%	50%

Number of Jobs You Require to quote Year:

If working for 10 months

Number of Leads You Require Each Month:

16.8	16.0	12.8
1.7	1.6	1.3

Time taken to price/estimate a project in Hrs

Time spent pricing/estimating Monthly in Hrs

30	30	30
50.53	48.00	38.40

Cashflow Requirements

Breakeven (Low Tide) Annual

Monthly Cashflow Requirements (Low Tide)

For Profit (High Tide)

Monthly Cashflow Target (High Tide)

\$2,105,263	\$2,000,000	\$1,600,000
\$175,439	\$166,667	\$133,333
\$4,210,526	\$4,000,000	\$3,200,000
\$350,877	\$333,333	\$266,667

Company Valuation

Company Multiple (Based on predictability & continuity)

Stock (At Cost)

Assets (At Book Value)

Goodwill

Company Asset Value (Profit x Multiple)

1.5	2.5	3.5
\$50,000	\$100,000	\$150,000
\$100,000	\$200,000	\$500,000
\$600,000	\$1,000,000	\$1,400,000
\$750,000	\$1,300,000	\$2,050,000

MEMBERS RESULTS



“ OUR GP% WAS AT 21% WHEN WE JOINED
NOW WE’VE SLOWED THE HAMSTER WHEEL DOWN AND
OUR GP% HAS ACTUALLY

GONE UP TO 24% ”

LANCE IRVING - IRVING BUILDERS

**LEON STARTED CHARGING FOR QUOTES: AND CLOSED 7/7
PROPOSALS, COLLECTING**

**\$ 30K+ FOR
PRICING WORK**



LEON GRUCHY - LG BUILDING

2023 CALENDAR YEAR	2024 YTD
CONVERSION RATE: 15%	CONVERSION RATE: 60%
GROSS PROFIT: 27%	GROSS PROFIT - 44%
NET PROFIT - 15%	NET PROFIT - 24%



“ GOTTEN PROJECTS WORTH

**\$104K, \$250K,
\$300K, & \$800K ”**

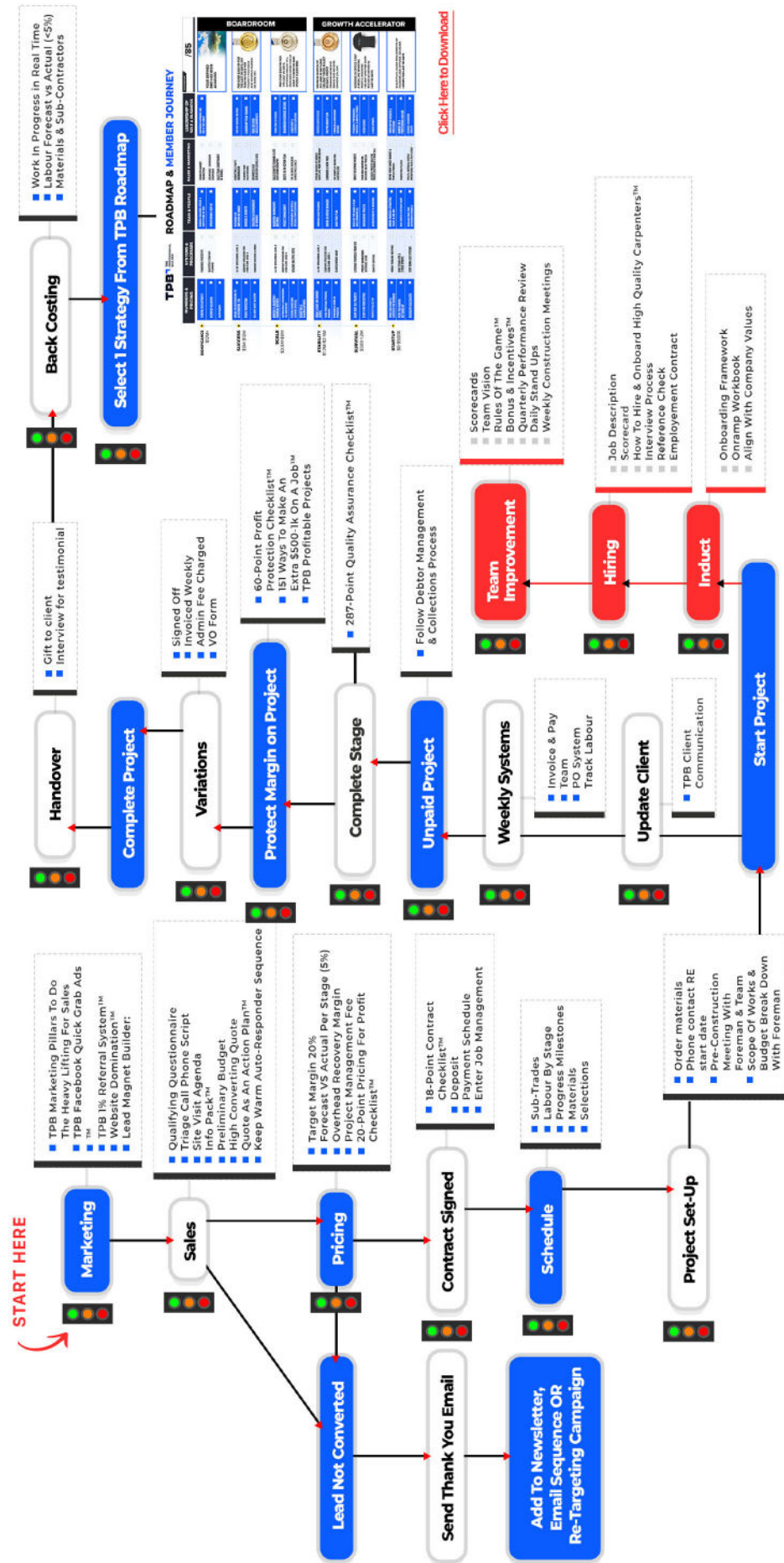
SIMON MANNAH - PRESCOM CONSTRUCTIONS

NUMBERS & PRICING		SYSTEMS & PROCESSES		TEAM & PEOPLE		SALES & MARKETING		LEADERSHIP OF SELF & BUSINESS		YOUR SCORE HERE	
SIGNIFICANCE \$12M+	FUNDING DEVELOPMENTS	<input checked="" type="checkbox"/>	FRANCHISE PROTOTYPE	<input checked="" type="checkbox"/>	GENERAL MANAGER: CREATE A COPY/CLONE OF YOU	<input checked="" type="checkbox"/>	COMPLETE MARKET DOMINATION	<input checked="" type="checkbox"/>	QUARTERLY RETREATS FOR YOU & THE FAMILY	<div> <div> </div> <div> <div>YOUR DEFINED BMD HAS BEEN ACHIEVED</div> </div> </div>	
	BUSINESS VALUATION	<input checked="" type="checkbox"/>	QUARTERLY COMPANY PLANNING	<input checked="" type="checkbox"/>	STRUCTURING A BUY-IN	<input checked="" type="checkbox"/>	SHOWHOME / SHOWROOM STRATEGIES	<input checked="" type="checkbox"/>			
	INVESTMENTS	<input checked="" type="checkbox"/>					SALES TEAM (INDEPENDENT OF OWNER)	<input checked="" type="checkbox"/>			
SUCCESS \$5M-\$12M	HIRING OR OUTSOURCING TO AN ESTIMATOR / QS	<input checked="" type="checkbox"/>	A-Z OF OPERATIONS: LEVEL 3	<input checked="" type="checkbox"/>	BECOMING THE EMPLOYER OF CHOICE	<input checked="" type="checkbox"/>	MARKETING & SALES COORDINATOR	<input checked="" type="checkbox"/>	100 DAY HOLIDAY METHOD	<div> <div> </div> <div> <div>PBR OVER \$300/HR FOR THE LAST 90 DAYS. KEY TEAM IN PLACE FOR PRIORITY POSITIONS AND MINIMUM MARGIN OF OVER 25%</div> </div> </div>	
	PROFIT PROTECTION	<input checked="" type="checkbox"/>	COMPANY STRUCTURE FOR CASH FLOW: LEVEL 3	<input checked="" type="checkbox"/>	BONUSES & BENEFITS	<input checked="" type="checkbox"/>	TRAINING YOUR SALES PERSON	<input checked="" type="checkbox"/>	LEADERSHIP TEAM TRAINING		
	BALANCE SHEET MASTERY	<input checked="" type="checkbox"/>	COMPANY CULTURE & CODEX	<input checked="" type="checkbox"/>	CREATING AN ENVIRONMENT OF WINNING	<input checked="" type="checkbox"/>	ADVANCED LEAD GENERATION (GOOGLE ADS)	<input checked="" type="checkbox"/>	YOUR 100 YEAR SUCCESS MANIFESTO		
SCALE \$2.5M-\$5M	MONTHLY & QUARTERLY FINANCIAL REPORTS	<input checked="" type="checkbox"/>	A-Z OF OPERATIONS: LEVEL 2	<input checked="" type="checkbox"/>	QUARTERLY MANAGEMENT MEETINGS	<input checked="" type="checkbox"/>	SALES SCRIPTS TRAINING & SITE VISIT CHOREOGRAPHY	<input checked="" type="checkbox"/>	YOUR ZONE OF GENIUS	<div> <div> </div> <div> <div>PBR OVER \$100/HR FOR THE LAST 90 DAYS. PIEPLINED WORK FOR AT LEAST 12 MONTHS AND VIVIDLY CLEAR BMD</div> </div> </div>	
	AUTOMATING & OUTSOURCING THE REPORTING	<input checked="" type="checkbox"/>	COMPANY STRUCTURE FOR CASH FLOW: LEVEL 2	<input checked="" type="checkbox"/>	PROJECT MANAGEMENT	<input checked="" type="checkbox"/>	QUOTE AS AN ACTION PLAN	<input checked="" type="checkbox"/>	BOARDROOM BUSINESS DEFENCE		
	PRICING VARIATIONS (CHANGE ORDERS)	<input checked="" type="checkbox"/>	SCALING MULTIPLE SITES	<input checked="" type="checkbox"/>	PERFORMANCE REVIEWS & CRUCIAL CONVERSATIONS	<input checked="" type="checkbox"/>	THE ULTIMATE BUILDERS MARKETING & SALES	<input checked="" type="checkbox"/>	LEADERSHIP & LEVERAGE COACHING		
STABILITY \$1.2M-\$2.5M	FRONT & BACK END MARGIN LEVERS	<input checked="" type="checkbox"/>	A-Z OF OPERATIONS: LEVEL 1	<input checked="" type="checkbox"/>	FOREMAN LEAD PLANNING	<input checked="" type="checkbox"/>	PIPELINE BUILDER: GET BOOKED SOLID & FILL YOUR PIPELINE QUICKLY	<input checked="" type="checkbox"/>	SUCCESS LEAVES CLUES	<div> <div> </div> <div> <div>MINIMUM MARGIN OF 20% AND 10 DAY LONG HOLIDAY TAKEN IN LAST 90 DAYS. PROFIT DRAWING ACHIEVED ABOVE AND BEYOND OWNERS SALARY.</div> </div> </div>	
	YOUR PROFITABLE PRICING PROCESS	<input checked="" type="checkbox"/>	COMPANY STRUCTURE FOR CASH FLOW: LEVEL 1	<input checked="" type="checkbox"/>	HIRING AN OFFICE MANAGER	<input checked="" type="checkbox"/>	LOOKBOOK & WOW PACK	<input checked="" type="checkbox"/>	THE PRELOADED YEAR		
	INVOICING & WORK IN PROGRESS	<input checked="" type="checkbox"/>	CLIENTS WEEKLY WRAP	<input checked="" type="checkbox"/>	SAME PAGE PLAN	<input checked="" type="checkbox"/>	THE COMPLETE MARKETING MASTERCCLASS	<input checked="" type="checkbox"/>	PROBLEM & CONSTRAINT SOLVING		
SURVIVAL \$500-1.2M	BACK COST ALL PROJECTS	<input checked="" type="checkbox"/>	LEVERAGE YOURSELF FROM SITE	<input checked="" type="checkbox"/>	RULES OF THE GAME & TEAM GOLD (PRINCIPLES)	<input checked="" type="checkbox"/>	DIRECT RESPONSE WEBSITE	<input checked="" type="checkbox"/>	PERSONAL PERFORMANCE: PHYSICAL & MENTAL FITNESS	<div> <div> </div> <div> <div>WORKING IN OFFICE 1 DAY A WEEK, NO WORKING NIGHTS, WEEKEND HOLIDAY AND PBR OVER \$50/HR ACHIEVED IN LAST 90 DAYS</div> </div> </div>	
	CASH FLOW FORECASTING	<input checked="" type="checkbox"/>	PROJECT MANAGEMENT SOFTWARE STACK	<input checked="" type="checkbox"/>	ONBOARDING PROCESS	<input checked="" type="checkbox"/>	YOUR HIGH CONVERTING BUILDERS SALES PROCESS	<input checked="" type="checkbox"/>	VISION BOARD		
	PERFECT P&L SET UP	<input checked="" type="checkbox"/>	QUALITY CONTROL	<input checked="" type="checkbox"/>	ACCOUNTABILITY & COACHING	<input checked="" type="checkbox"/>	AUTOMATED PROSPECT QUALIFYING PROCESS (QUESTIONNAIRE & TRADE CALL)	<input checked="" type="checkbox"/>	2 WEEK SPRINTS		
STARTUP \$0-\$500K	PRICE FOR PROFIT & LEVERS OF THE BUSINESS	<input checked="" type="checkbox"/>	WEEKLY TOOLBOX MEETINGS	<input checked="" type="checkbox"/>	HIRING PROCESS: ATTRACTING TALENT & JOB ADS	<input checked="" type="checkbox"/>	DEFINE YOUR TARGET MARKET & PERFECT PROJECT	<input checked="" type="checkbox"/>	FOCUS ON THE RESULTS & VIVID VISION	<div> <div> <div>CLEAR PLAN, CLEAR REQUIREMENTS OF CHANGES AND ACTIONS. NO PAPER LOSSES FOR LAST 90 DAYS</div> </div> </div>	
	PRICE FOR MARGIN, NOT MARK UP	<input checked="" type="checkbox"/>	DAILY STAND-UPS & 2-WEEK SPRINTS	<input checked="" type="checkbox"/>	ROLE SCOPE & DEFAULT DIARY	<input checked="" type="checkbox"/>	MARKETING PILLARS	<input checked="" type="checkbox"/>	MINDSET OF A PROFESSIONAL BUILDER		
	BREAK-EVEN CALCULATOR	<input checked="" type="checkbox"/>	STOP DOING LIST SYSTEMS	<input checked="" type="checkbox"/>	RECLAIM YOUR TIME OUTSOURCE FORMULA	<input checked="" type="checkbox"/>	TPB 1% REFERRAL SYSTEM: PREDICTABLE PLUG & PLAY LEADS	<input checked="" type="checkbox"/>	BECOME A BUSINESS ATHLETE		

HOW TO USE THE A-Z OF OPERATIONS

1. Traffic Light Each Step

2. Determine What Systems To Implement
 - Work On 2-3 Per Area
3. Input Numbers Into The "Levers Of Business"



IMPORTANT QUESTIONS YOU NEED TO ANSWER

WHAT'S YOUR WHY? WHY DID YOU BEGIN YOUR COMPANY?
AND WHY DO YOU CONTINUE WITH IT?

WHAT ARE YOUR REWARDS WHEN YOU HIT YOUR GOALS?

WHAT'S THE #1 THING YOU NEED TO DO DIFFERENTLY TO ACHIEVE YOUR GOALS?

YOUR BUSINESS MATURITY DATE

WHO WILL YOU HIRE NEXT? (OFFICE MANAGER, PROJECT MANAGER, ESTIMATOR, FOREMAN, ETC.)

WHEN WILL YOU HIRE THEM?

HOW MANY HOURS WILL THEY SAVE YOU PER WEEK?

WHAT WOULD THIS FREE YOU UP TO DO?

WHAT'S THE OPPORTUNITY COST OF STAYING WHERE YOU ARE?

TEAM & SYSTEMS:

TPB BUSINESS MATURITY DATE

Everyone has their own BMD - Business Maturity Date...

It's the "Finish Line" of your business and is a 24-36 month goal for you to run towards.

It is specific in terms of the role you plan and the profit you draw from your business...

For some of our members we have worked with them to achieve a BMD of getting off the tools, installing a General Manager, systemising their weeks down to 3 days, setting their business up for sale or second locations, or just to be back and regularly profitable...

On your journey toward your BMD you may hit some milestones. For example your BMD for Sales, Project Management, Marketing, Office Admin, QS/Estimating... These are dates you are out of these functions of the business along your path to your ultimate BMD...

EXAMPLE

#1 BMD for	OFFICE ADMIN
#2 BMD for	QS-ESTIMATING
#3 BMD for	MARKETING
#4 BMD for	PROJECT MANAGEMENT
#5 BMD for	SALES

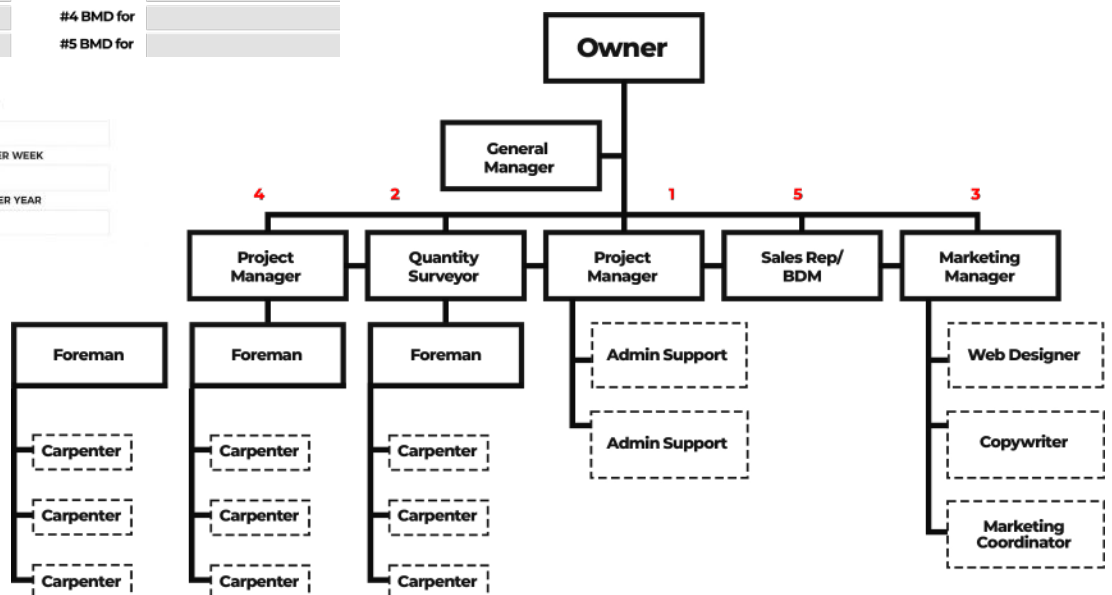
YOURS

#1 BMD for	
#2 BMD for	
#3 BMD for	
#4 BMD for	
#5 BMD for	

TURNOVER

NUMBER OF JOBS	DAYS OFF PER WEEK
GP %	HOLIDAYS PER YEAR

NET PROFIT



Organizational chart structure:

- Top Level: []
- Level 1: [] (labeled 1 in red), [] (labeled 2 in red), [] (labeled 3 in red), [] (labeled 4 in red), [] (labeled 5 in red)
- Level 2 (under 1): []
- Level 2 (under 2): []
- Level 2 (under 3): []
- Level 2 (under 4): []
- Level 2 (under 5): []
- Level 3 (under 1): []
- Level 3 (under 2): []
- Level 3 (under 3): []
- Level 3 (under 4): []
- Level 3 (under 5): []

Labels below the chart:

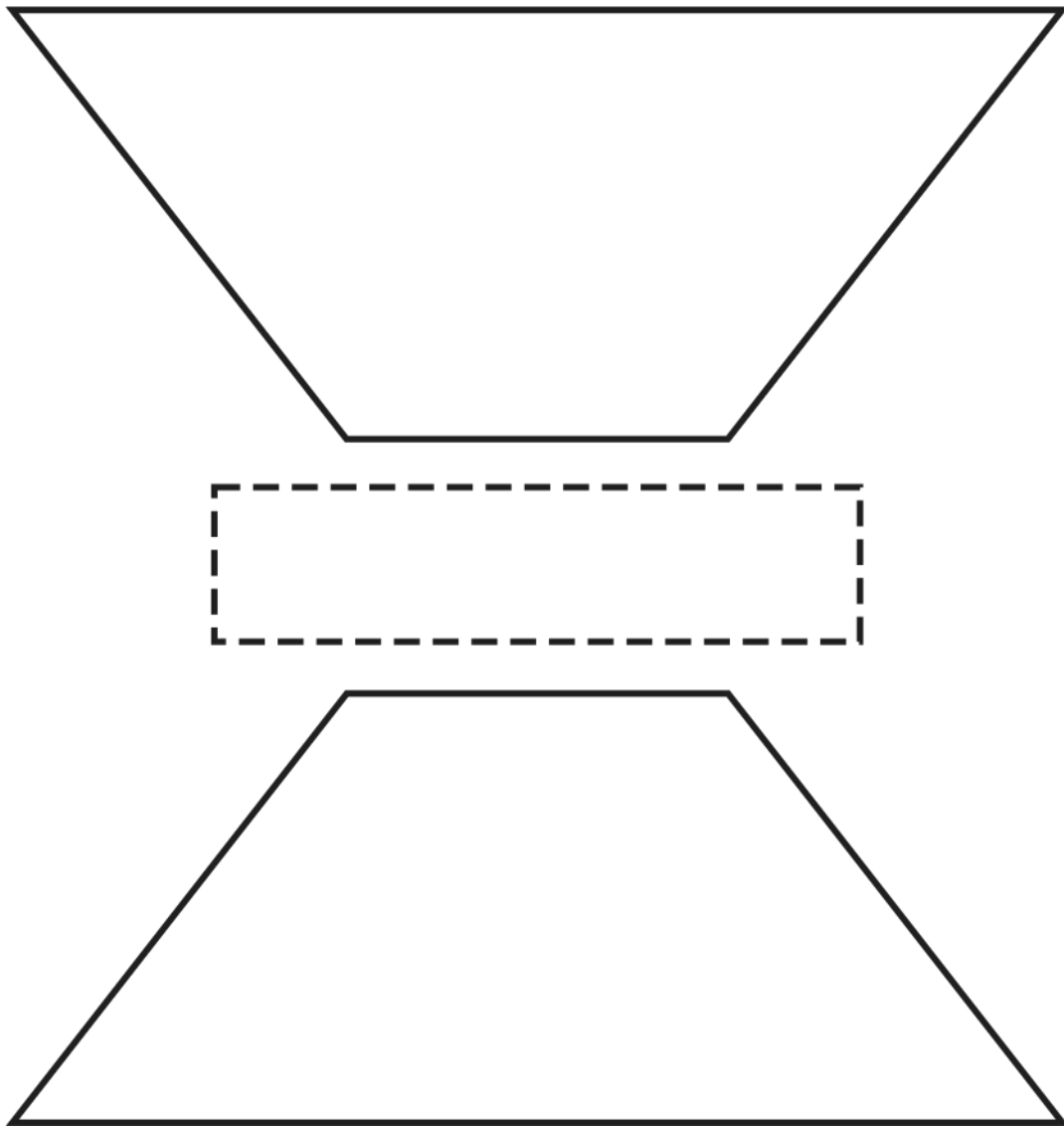
- #1 BDM for
- #2 BDM for
- #3 BDM for
- #4 BDM for
- #5 BDM for

TURNOVER	NET PROFIT
[]	[]

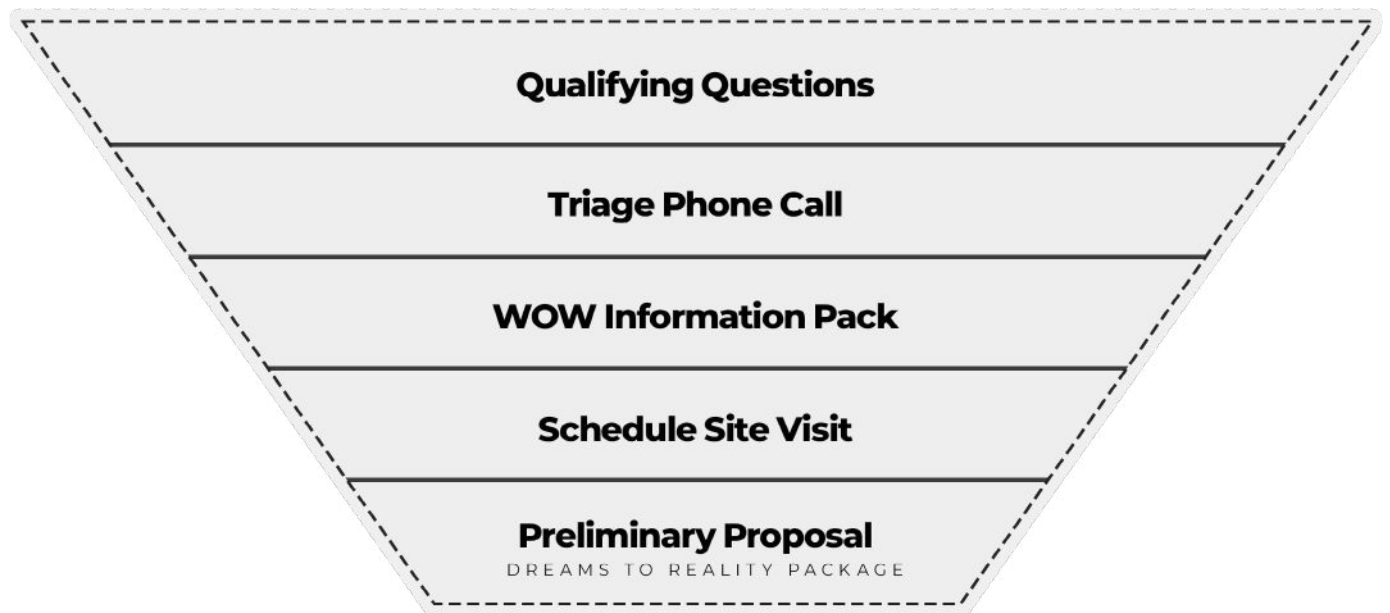
NUMBER OF JOBS	DAYS OFF PER WEEK
[]	[]

CP %	HOLIDAYS PER YEAR
[]	[]

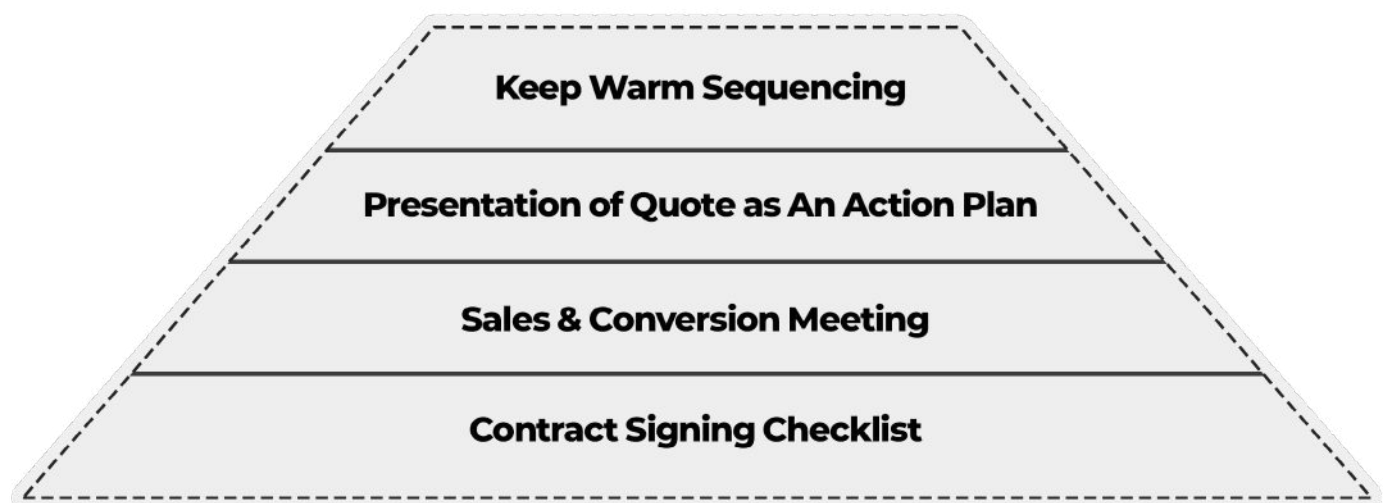
MARKETING TRAFFIC + CONVERSION



TPB 10-STEP SALES PROCESS



PRICING FOR PROFIT



SALES & MARKETING:

CHOOSE YOUR MARKETING 10X10

3 STREET WIDE FLYER & DOOR HANGERS	ARCHITECT & REAL ESTATE WOW MAILER
NICHED SITE & VEHICLE SIGNAGE	"KLT" TM INSTAGRAM STRATEGY
GEO-FENCED FACEBOOK ADS SYSTEM	TPB 1% REFERRAL PROGRAM (& BONUS SYSTEM)
GOOGLE ADWORDS & LANDING PAGE FUNNEL	CASE STUDY, TESTIMONIAL & VIDEO SYSTEM
HOME SHOW, SHOW HOME & OPEN HOMES	BNI, AWARDS, NETWORKING & SPONSORSHIPS

5 CONCERNS BUYERS HAVE:

- Communication
- Trustworthiness
- Timeline
- Budget
- Quality

4 QUESTIONS MARKETING MUST ANSWER:

- Who Are You?
- Who Is Your Team?
- How Can I Trust You?
- How Can You Help Me?

ACHIEVING YOUR VISION

- WON 55 X MASTER BUILDER AWARDS
- SUPREME AWARD WINNER
- TEAM OF 30
- 2 X LOCATIONS

|| JUST GOT BACK HOME FROM **3 WEEK HOLIDAY IN BALI** SO FEELING REFRESHED ||
AND REVITALISED AND READY TO GET BACK INTO IT AND **TAKE OVER TOWN**



RICHARD PHISKIE - DIMENSION BUILDING

\$1.3M = LANDED BIGGEST JOB EVER!


2023 CALENDAR YEAR	2024 YTD
REVENUE: \$700K	REVENUE: \$2.5M
NET PROFIT - \$95,000	NET PROFIT \$75,000 (+Cleared Debt)
OVERHEADS - 14%	OVERHEADS - 8%
PBR - \$32 P/Hour	PBR - \$84 P/Hour

ALSO, IMPLEMENTED 1% REF
STRATEGY AND LANDED A

\$600K JOB!



JUSTIN COOK - CBI CONSTRUCTION



BEFORE

- ✗ \$2.7M - TOTAL ANNUAL SALES
- ✗ GROSS PROFIT - \$379,000 (13.68%)
- ✗ OVERHEADS - 11.28%
- ✗ NET PROFIT - \$66,000 (2.4%)

AFTER

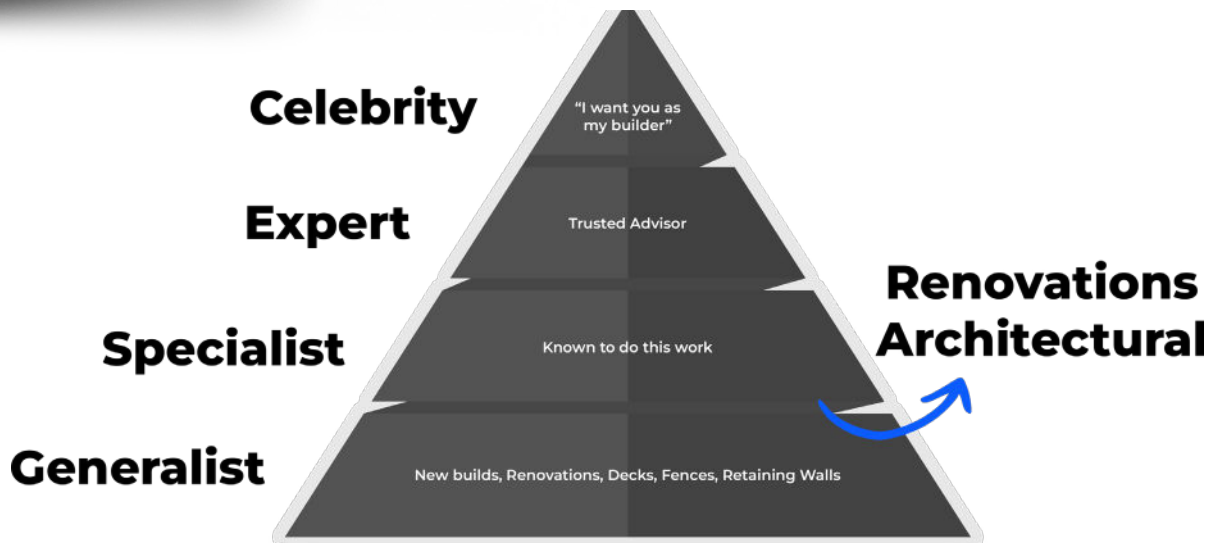
- ✓ \$3.05M - TOTAL ANNUAL SALES
- ✓ GROSS PROFIT - \$720,000 (24.07%)
- ✓ OVERHEADS - 11.13%
- ✓ NET PROFIT - \$392,568 (13%)

BRENT TAMATI - DIRECT BUILDING SOLUTIONS

NOTES:

[illegible]

SALES & MARKETING:



NOTES:

[illegible]

STEP 1

TPB BUILDER'S LADDER

YOUR SCORE:

SUCCESS

SCALE

STABILITY

SURVIVAL

STEP 2

FOCUS ON THE RESULTS

NOW?

12 MONTHS?

PROFIT

TURNOVER

TYPE OF WORK

AVERAGE JOB SIZE \$

NUMBER OF PROJECTS

HOURS PER WORKED PER WEEK

THE ROLE YOU PLAY

ANYTHING ELSE IMPORTANT

STEP 3

WEALTH WHEEL

80/20 LEVERS

No Freedom

No Future

No Money

Systems

Marketing

Partners

Processes

PICK 3 STRATEGIES

STEP 4

IMPORTANT QUESTIONS YOU NEED TO ANSWER

WHAT'S YOUR WHY? WHY DID YOU BEGIN YOUR COMPANY? AND WHY DO YOU CONTINUE WITH IT?

WHAT ARE YOUR REWARDS WHEN YOU HIT YOUR GOALS?

WHAT'S THE #1 THING YOU NEED TO DO DIFFERENTLY TO ACHIEVE YOUR GOALS?

STEP 5

YOUR BUSINESS MATURITY DATE

WHO WILL YOU HIRE NEXT? (OFFICE MANAGER, PROJECT MANAGER, ESTIMATOR, FOREMAN, ETC.)

WHEN WILL YOU HIRE THEM?

HOW MANY HOURS WILL THEY SAVE YOU PER WEEK?

WHAT WOULD THIS FREE YOU UP TO DO?

WHAT'S THE OPPORTUNITY COST OF STAYING WHERE YOU ARE?

STEP 6

ACTION STEPS

IN THE NEXT 90 DAYS I WILL.

THIS IS IMPORTANT BECAUSE

BY LEARNING AND IMPLEMENTING

THIS WILL HELP ME TO

BY MAKING \$

IT WILL ALLOW ME TO

STEP 7

GAME PLAN: A GAME PLAN WOULD LOOK LIKE....

1.

2.

3.

4.

THE PROFESSIONAL BUILDER - SALES & MARKETING BLUEPRINT

22

NOTES:

[illegible]

WHAT'S NEXT?

Whenever you're ready... here are 4 ways I can help you systemise your building company to buy you back your time and grow your margins to increase your profits:

FOLLOW OUR PODCAST ON ALL PLATFORMS

We interview top performers, and breakdown the business of building.

Subscribe to see all episodes of "The Builders Ladder"



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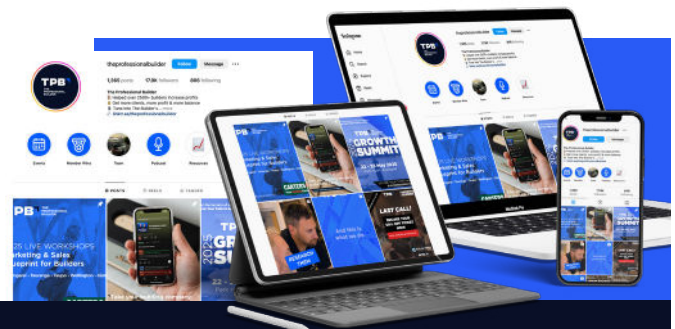
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