



# Measure Twice Cut Once

OCTOBER 2019

The builder's guide to all things timber and hardware.

## Shane's Aviary

Years ago Shane had a pet cockatoo, it used to squawk and talk at 5:00am every morning. While he was forced to get rid of the chatty cockey, Shane's love of birds continued and he built up his collection. In his aviary at the moment are 4 ringnecks, 4 cockatiels, 14 finches, 3 quails and 2 doves.

Sadly, there used to be 12 ringnecks, but one of them chewed a hole in the cage and eight of them escaped while Shane's father-in-law was looking after them.



## In This Issue

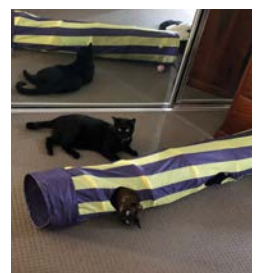
- Shane's awesome bird collection and Tammy's two babies
- New profiled panels for wet areas
- Being cheaper isn't winning
- It's easier to close sales when your clients can see what they are buying

## Tammy Has Babies!!!

Yep that's right! Fur babies ☺. One rule Tammy learnt – never let the husband name the pets or you get – Puss and Puss....

Big Girl (the lighter colour one) is also called Pudding and was a gift from Shaun to Tammy in late 2015. The black cat also known as Blacky Chan or just Blacky was a gift to Shaun from Tammy early 2016 so that Puddin wasn't lonely while everyone was at work. This was not a great idea at the start as they did not get along, however it's a different story now! They are best of friends (most of the time).

Cats being cats they like to play at random times and these girls choose to play race cars all over the house at 2-3am most mornings (so if Tammy is tired you may know why). While Puddin rests after race cars Blacky continues to play with her little soccer ball until she's had enough and is ready for a nap.

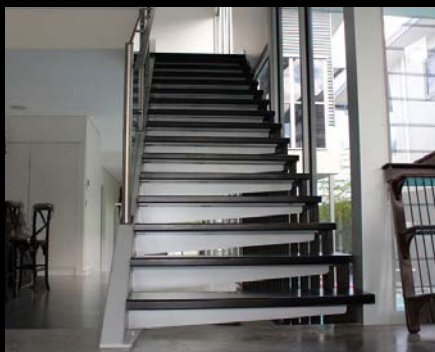


Heads Up!  
We can now supply  
structural steel!

If it saves you making another stop, we can now supply you with structural steel. Some of the products available include:

- Steel Posts
- Steel Beams
- Steel Purlins
- Steel Lintels
- Steel Cross Bracing
- Retractable Steel Posts
- Steel Property Poles
- Steel Bollards
- Gate Frames
- Internal Mono Stringers (check them out in the photos)

When you need a quote, either provide us a list of materials or send through your plans and our supplier can do a steel take-off for you. Just contact your rep!



## Brand new EASYULTRA by Easycraft

*You don't need to limit your bathroom and laundries to plain  
plasterboard or fibre cement!*

EasyCraft has introduced a brand new product designed specifically for interior wet areas, that allow you to utilise the EasyCraft range of profiled panels to add texture and style to your bathrooms and laundries.

The newest addition to the product range is EASYULTRA, which is an Ultra High Moisture Resistant substrate specifically designed for internal wet areas.

### What's so special about EASYULTRA?

EasyUltra is an MDF substrate held together using a Polyurethane resin, that provides an extremely strong bond to the wood particles, forming a non-reversible chemical weld. Unlike traditional Urea Resins used in standard MDF, the Polyurethane resin does not break down gradually over time in the presence of frequent moisture.

EasyUltra is available in the full range of EasyCraft profiles, including EasyVJ, EasyGroove and EasyLine, in lengths 2400, 3000 and 3600 x 1200.





# Don't Race to the Bottom

By Kurt Hegetschweiler

It's incredibly tempting to engage in a race to the bottom. We can extort workers to show up and work harder for less in order to underbid a competitor. We can take advantage of less sophisticated customers and trick them into buying items for short-term satisfaction and long-term pain. We know how to do this. There's always the opportunity to cut a corner, sacrifice integrity and quality and suck it up as we struggle through this lean period.

This might bring more cash-flow for now, but not for long and not without dire consequences down the track. Someone will always find a way to be cheaper or more brutal than you.

## The race to the top makes more sense to me.

The race to the top is focused on marketing, design, respect, dignity, guts, innovation, sustainability and client-centric generosity, making for a much more positive process. Best of all, the race to the top is the long-term path with the desirable profit outcome.

Your margins give you lifestyle and options so a few percent in

gross margin could mean plenty on your bottom line. For example – if you're turning over \$2 million and you move from a 15% to a 20% gross margin, that's a \$100,000 and probably around a 50% (or more) increase in your net profit.

So how do you go from 15% to 20% you ask? Here's five ways:

1. Design a marketing system that allows you to put 1% on your pricing.
2. Identify your biggest inefficiencies on jobs to save 1%
3. Shop around and shave 1% off your subbies
4. Target higher margin jobs for another 1% increase ie. jobs with higher labour or carpentry content.
5. Shave 1% of your running costs

This all takes a little time and analysis but it's well worth the additional bottom line result.

If someone selling a flat-screen TV can give you options and deliver value to the extent that you're prepared to pay more (ie. extended warranty or free delivery), you should be able to do a hell of a lot better on a new home or renovation.

## Welcome To The Family

We'd like to welcome

- Devonport Constructions Pty Ltd
- Rocket Building Services
- Xenia Constructions QLD Pty Ltd
- Riverwall Constructions Pty Ltd
- Abergeldie Constructions
- Building Response Australia
- Zaria Constructions
- Jaw Building Projects
- Radius Builders Pty Ltd
- Front Porch Properties

To the Wilson Family. All of whom made their first purchase or opened an account with us last month. Thank you to everyone who purchased from us in the last 30 days.

Don't settle for lower margins because that's what everyone else is doing. The big problem with the race to the bottom is that you might win.



## We Can't Stop Your Tools From Getting Stolen... But This Might Make Getting Back To Work A Little Easier!

We know your tools are a big investment and they are easy for a thief to sell when they do nick 'em which makes your tools a little too tempting. When you've been robbed, there's a lot of paperwork if you report the theft to the police or if you want to file an insurance claim.

With 'Tool Protect' you cut down a lot of the paperwork associated with either insurance claims or police reports – so you can get back to work faster.

When you download the app, you can take a photo of the tool, log serial numbers and even take a photo of the receipt – so in the event of theft – you can just tick the tools stolen and reports are generated to be sent to the appropriate authorities.

When you can provide serial numbers it goes a long way to helping second-hand-goods-dealers recover your tools for you and apprehending the thieves as well.

Available for download on both Apple and Google app stores. Or go to <https://portal.toolprotect.com.au/> (it's created by a local mob in suburban Brisbane)

## Help Your Clients To Visualise Their Dream Home.

One of the biggest hurdles for your clients is getting them to imagine their new home. The more real you can make the home of their dreams in their mind's eye, the easier it will be for you to close the deal and add on those profitable up-sells.

### This is especially true when selling alternative walls and cladding.

To make life easier for you and for your client the team at Weathertex have created their Inspirational Designs Virtual App. It can help with picking colours and experimenting with different cladding materials and internal walls so your clients can see what the end result will look like, and be confident that they will like the end result.

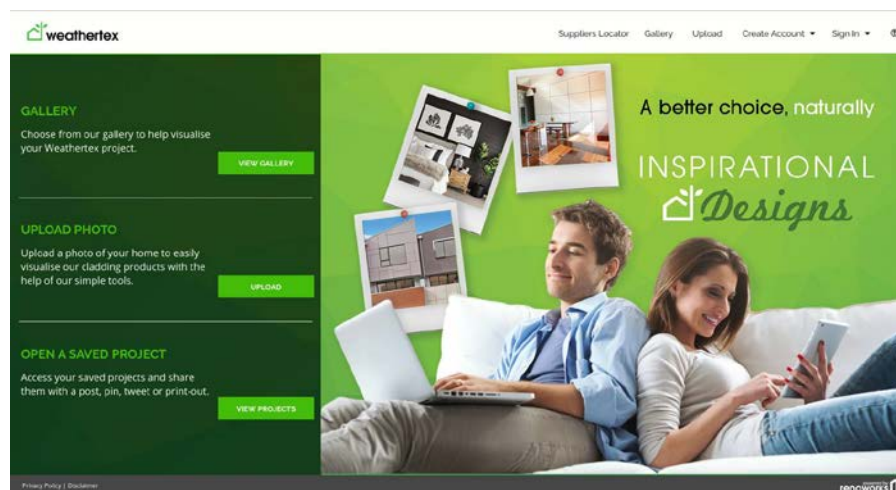
### The App Is Preloaded With Photos For Your Clients To Experiment On.

So that you and your clients are not starting with a blank slate, Weathertex Inspirational Designs Virtual App is preloaded with a

wide range of photos that can be used to draw inspiration from and also experiment with how different designs will look. There are plenty of both interior and exterior options.

You and your clients can even upload your own photos into the Inspirational Designs Virtual App and experiment with them too.

To get started all you need to do is go to <https://www.weathertex.com.au/inspirationaldesigns/> where you can create an account or use it without signing in. Check it out and you will see how it can help you and your clients, Especially with those design and construct builds!



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