



Measure Twice Cut Once

OCTOBER 2018

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

Getting To Know You: Stuart Madill

Stuart is the Business Development & Technical Consultant for OSA – Outdoor Structures Australia, he's the one working with councils to make sure that they specify OSA products when they are planning parks, installing bollards or putting in shelters.

Stuart bravely volunteered to a round of Wilson Timbers interrogation. Here are his answers.

- 1. How long have you worked at WT's for?** *I started in October 2011, so that makes it 6 and a half years all up. Long service leave here I come.*
- 2. If you won \$1M what is the first thing you would buy/do?** *I'd buy a Walkinshaw W557. With 750 BHP, it's street legal, faster than a Ferrari F12 or a V8 Supercar and it'll only set you back 115K. Look it up on YouTube, you'll want one too.*
- 3. Favourite quote?** *It is only when a mosquito lands on your testicles do you realise there is always a way to solve problems without violence.*



- 4. Go to karaoke song?** *"New York New York." Sung many a time, full as a boot, at the local Chinese restaurant. My first performance was at the Plough Inn pub at Southbank in the early nineties. Ole blue eyes would be spinning in his grave I reckon.*
- 5. All-time favourite movie?** *"Trading Places" – An Eddie Murphy Classic – "Coming To America" is a close second.*
- 6. What is your porn star name? (First pet, first street)** *Tiger Bellevue*
- 7. If you had to change your name, what would you change it to?** *Tiger Bellevue*
- 8. Have you ever saved someone's life? Tell us about it?** *I was on my first date with my eventual wife to be, Liz. We went to the Sydney Royal Easter Show and spent most of the day doing a pub crawl. After a ride on the Gravitron we decided to walk (stumble) to Chinatown for a feed and on the way Liz, without looking, stepped onto the roadway and into the path of a city bus. I grabbed her by the back of the jacket and yanked her back onto the footpath as the bus whizzed by. It was doing at least 60kph and it missed her by a matter of millimetres. I dare say that if it wasn't for me staring at her backside I wouldn't have been in the position to snatch her back and save her life. I mention this fact when I'm in trouble and in her*

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- How to profit by not building rendered houses with brick walls
- Kurt The Builders Coach goes above and beyond for our clients
- The end of besser brick walls

bad books. It's a good get out of jail free card.

- 9. Which of your scars has the best story behind it?** *The one on my knee which I received in a semi-trailer crash on the Pacific Hwy, Macksville NSW as a passenger when I was 16. Dad was a long distance truck driver and had had a few too many when at 1am in the morning we rolled over going around a sharp bend, slid for 60m and came to rest just beyond a creek where in the previous 6 months three other trucks crashed (all fatal). We were lucky that all we got away with was a few broken bones and some cuts and bruises. Needless to say Mum wasn't very happy when we eventually arrived back home in Brisbane after a long train ride back.*
- 10. What's your "Back in my day, we..."?** *The pubs on a Sunday would open at 10am close at 12 noon and reopen at 2.00pm and then close at 6.00 pm. WTF was going on there?*

Making Your Life Easier: We Can Now Supply Gainsborough Locks And Door Hardware

After some not so intense negotiations we're now a Gainsborough supplier. We can supply a full range of Gainsborough's locks and door hardware.

Gainsborough mechanical door hardware comes with at least a 5 year tarnish guarantee and at least a 5 year mechanical guarantee depending on the range. Some product lines have up to a 10 year mechanical guarantee.

Gainsborough's electrical hardware have a 1 year guarantee.

At the moment we don't have the space to put in a full showroom but we can price and order any products you need and have them delivered in just a few days.

Their full catalogue is on their website and if you need to show your clients products 'live' then the best bet is to take them to The Build and Design Centre on Merivale St in South Brisbane.



Build Rendered Houses That Have A 6-star Energy Rating Faster And Cheaper!

The NRG Greenboard is a superlight weight alternative cladding system that is 25%-30% cheaper than rendered brickwork – which any builder can install themselves and be ready to render – cutting down on the number of subbies needed on a build and putting more money in the builder's pocket.

NRG Greenboard is designed so that there are no joints in the render creating a premium finish that your clients will love.

Because it is compact compared to brick veneer finishes over an average size house you might create an extra 7-8m² in usable living space on the same sized floor plan – creating exceptional value for your clients compared to other construction methods.

Depending on your clients insulation needs you can get an insulation rating of between 1.92R to 3.96R due to a variety of expanded polystyrene options for the insulation layer. The materials make NRG's Greenboard lightweight and really easy to work with, energy efficient, has a high acoustic value, and once coated, is weather resistant and gives a seam free rendered finish.

NRG Greenboard is supplied as an entire system giving you the entire wall system from start to finish. This includes screws & washers, adhesives

& sealants, render trims, mesh, renders and textures as well as the wall panels.

Plenty Of Architectural Features.

Part of the system are NRG Sunhoods & Blades which will enhance the architectural appearance of modern building design, whilst providing both 'shading' and 'weather' protection over windows and doors. NRG Sunhood & Blades are designed for speedy installation and can be finished with an extensive choice of textures and colour finishes to create your clients preferred look.

NRG's Feature Clad offers a design feature element to compliment your external wall cladding system. Finishes include a contemporary 'weatherboard' finish as well as a modern day 'Linea-board' finish. The Feature Clad system offers a rating of R 2.83 and an added reveal depth around the windows.

NRG Symmetri Clad feature is designed to give Greenboard buildings a modern appearance. It can be incorporated into main wall elevations, roof parapet facades and columns and more.

For roof, floor and internal wall insulation on existing properties NRG has their range of **NRG Greenbatts**. They are a cost effective, energy efficient building solution. NRG Insulation is suitable for the under floor and internal insulation of timber and steel construction.



The Builders Coach Workshop Review

Written by *Nigel Shaw*

While talking with a builder in the yard, I realized he was super excited about his business after recently attending a Builder's Coach Workshop. Now it's no secret that most builders are practical and good with their hands, and they choose a career path like construction in order to stay away from the academic jobs like being an accountant or business manager. Usually when a builder gets his licence to build, he is taught the ins and outs of construction and contracting but little emphasis is put on how to promote and run his own business.

As the owner of a timber yard I can appreciate that running a business can be very difficult at times, and all too often I see good people go down leaving an unfortunate trail of destruction behind them. Situations like these have left the building industry with a tarnished reputation and level of distrust toward builders. Now with people like Kurt helping the industry, if you have hunger and passion there is no reason why your story shouldn't be a success story.

All this prompted me to contact the Builders Coach and ask Kurt if he would be able to talk to a group of my builders. To my surprise he said he would love to. He literally said if you can fill a room with builders, I will fly up there and give them everything they need to know to 10X their business.

Next thing you know, the golf day has taken a rain check and we are hosting a Builders Coach Workshop and trade show at our favourite local brewery Ballistic Beer Co.

In brief the key points that I took were.

Adopt a sales process: Which is responsive and customer friendly to weed out the tire kickers. Use an email questionnaire to help quantify and qualify your customers, right down to their budget. All examples are in Kurt's book **'Million Dollar Builder.'**

Charge for quotes: With distrust in the industry, you can easily turn that to your advantage by offering a full comprehensive professional quote. If you are not charging \$1500 plus for a large scale renovation quote, then chances are you will not be spending the time to do a comprehensive quote that covers your ass and your customers. It is proven if you charge for quotes, you will get less quotes, but you will win the vast majority of the ones you do. A serious client will pay for your service.

Kurt has outlined his six step sales processes with examples in his book.

Charge more: I know it sounds easy but Kurt says mark up on costs should be between 25%- 33%. Too

many builders are working for a wage that they could get working elsewhere, in order to grow your business it must be cash flow positive.

Niche: Find what it is you are good at and specialize in it. Whether it be Queenslander renovations or slab on ground new builds, or pole homes etc. Become a specialist and stick to it. You will get more trust and build a reputation as a specialist.

GO BIG!: If you want a business that makes good profit, more than just a wage, then aim for over 2 million turnover. Set goals and multiply them by ten, you may not reach your ambitious goals but you will be in a far better place for trying.

Get a Copy Of Kurt's book Million Dollar Builder for free! If you are reading this newsletter then you can get a copy of it from Moorooka. Kurt went through hours of information, using the book as reference and engaging with the audience and answering questions all the way through.

From all accounts everybody thought Kurt brought great insight and knowledge. Some said the day was that good it even surpassed our famous golf day. I believe that life is short and we owe it to ourselves to be the best we can be.

Welcome To The Family

We'd like to welcome:

- Sunshine Mitre 10
- Davebridge Constructions
- Williams Plumbing

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.

There Is A Big Breakfast With Your Name On It.

Ross and the team at AFS Rediwall will be hosting a BBQ on November 23rd and you are invited.

Rediwall is an alternative to Besser Brick Walls that can be used in house construction, walls and retaining walls. You don't need to be a brick layer to install Rediwall and it goes up in less than half the time for an equivalent sized wall, with less mess and a better finish.

Grab your mates, bring a builder or tradie who hasn't dealt with Wilson Timbers before (if you can),

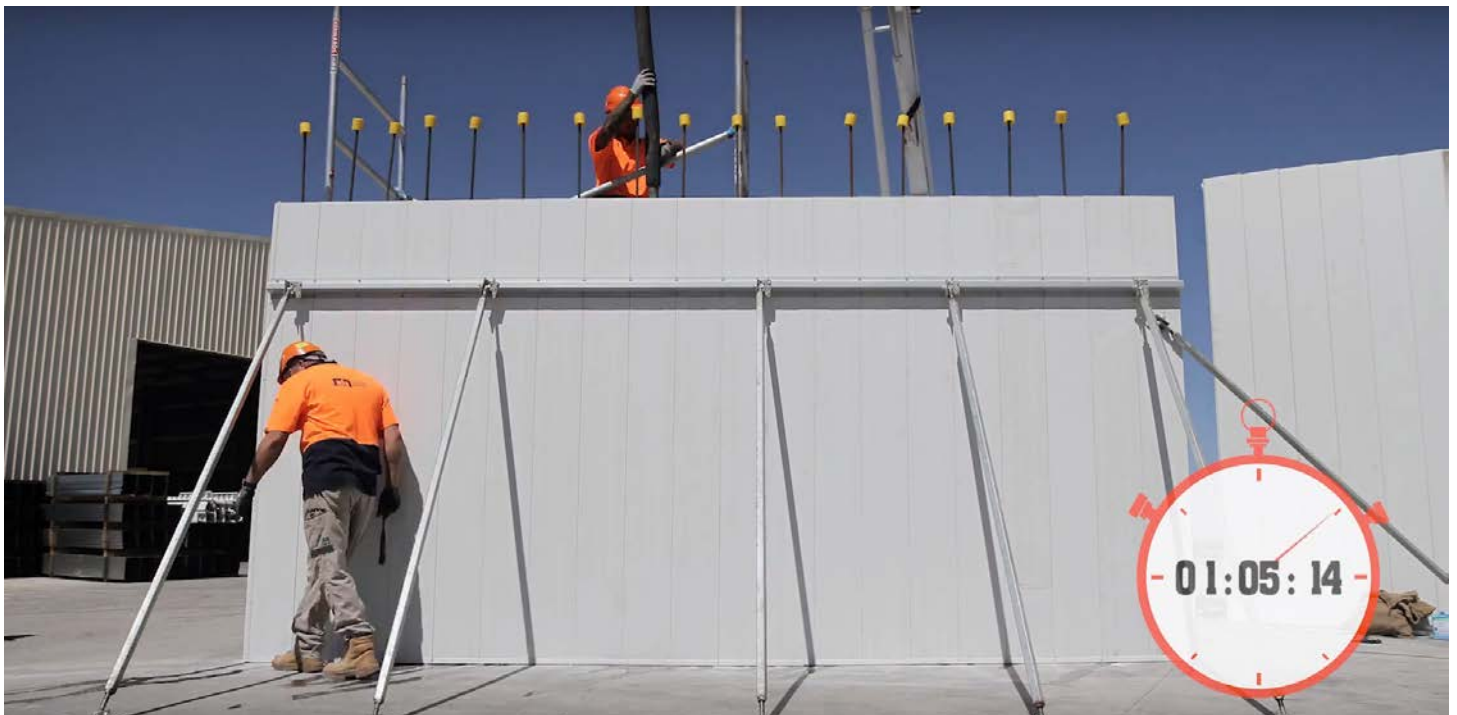
come for some new ideas that will let you get the job done faster, for less money and produce a better quality finish. You'll get some bacon, sausages, eggs, hash browns, OJ and fresh hot coffee to boot.

Then head off to the job satisfied and fuelled up for a hard day's work.

When: **November 23rd from 7:00am -8:30am**

Where: **Wilson Timbers Yard - 13 Davey St, Moorooka.**

See you then!



WILSON TIMBERS
The Hardwood & Decking Specialists

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