

THE #1 TRADESMAN LIFESTYLE MAGAZINE

TRADE TALK

Paperless Revolution

CRM for tradies – the review you've been waiting for...

TIC Boot Camp

Guess who said 'YES' to sharing their knowledge...

Aaron & Dani McGregor Aaron's Complete Electrical (ACE)

Platinum VIP Members
'From a dis-organised business with little direction to a profitable machine with an exciting future'



Issue #28
Oct-Nov-Dec 2012



Proudly Australian



How To:
Create
Winning Habits

Cool
iPhone apps
for tradies

Tradesman Inner Circle Member Profile

“From a disorganised business with little direction to a profitable machine with an exciting future”



Aaron & Dani McGregor
Aaron's Complete Electrical (ACE Electrical)
Platinum VIP Member
www.myelectrician.net.au



Aaron featuring on A Current Affair as their 'professional' electrician

1. Tell us a bit about your situation, your business and family etc.

I finished my electrical apprenticeship in 1996 and did the travelling thing in between jobs. I quit the trade in 2001 to day trade the stock market where I made a bit of money before losing it all in 2002. The last thing I wanted was to go back as an employee so decided to start my own business. ACE was born in 2002.

In the past we've had up to 6 guys on the tools, but I wasn't organised enough and had very little business skills. I took a step back, changed a few things, realised I needed to learn more about management, business and marketing to give me the skills I needed.

Currently, we operate a much better business. I have 2 trucks on the road with a 3rd ready to go. We're searching for the right guy as we speak.

My family includes me plus 3 gorgeous girls Ella(4yrs) and Chloe(2yrs) and my beautiful wife Dani.

After having our 2nd child, Dani decided it was time to wind up her Personal Training Business and help me with ACE. She works in the office 3 days per week as an office manager/office octopus/mind

reader. We also have a book keeper one day a week and a part time office junior to help Dani out.

I love all sports. I play golf and surf regularly. I am a passionate NRL footy fan following the Broncos and of course QLD! I also like any team that is playing against Manly!

A big highlight was a long trip to the Kimberly's last year where we hired a camper trailer. Now we can't camp any other way, so much so we've just bought a Camper Trailer of our own. We're currently planning a trip to Cape York next year and our first weekend away to test it out in a few weeks time.

2. What's the biggest challenge you've faced in the last 12 months?

Our biggest challenge has been getting over a client who went into liquidation at the start of the year who owed us \$16,000.

3. How have you tackled that challenge? How do you feel about it?

This year has been up and down for us. Luckily we are doing solid numbers each week to keep the ball rolling. That 16K basically came off our profit which

translates to about \$200K worth of work. I've had to put my head down and work my butt off to try to make up for it. It has been tough!!

I don't think I'll ever get over it personally simply because it was a low blow... Luckily we had personal signatures on our documents and currently it is in my solicitor's hands to try to get some money back!

We've had a quiet start to the year so invested extra money in marketing our business which we are now starting to reap the rewards from.



4. How have you and your business changed since joining TIC? What has been your biggest achievement?

Since joining TIC we have clear direction and focus. I know my numbers, we set weekly targets and now make a profit (*something we have never really done before*).

We've spent a lot of time getting all our systems down into Manuals/ Work Books which are really easy to follow for any staff member and are continually making changes to improve them. We are ready to grow and I know 100% we'll be able to cope with a bigger team again and multiply our profit instead of our headaches.

Our biggest achievement has been changing from hourly to flat rate pricing. I am really comfortable with where we sit in the market place. Our prices are great value and our clients love it. Justifying the cost to whinging clients is almost a thing of the past and we have a profitable business that will be around for years to come.

5. Where do you see your business in 5 years?

In 5 years I see ACE virtually running itself with 5 trucks, 5 tradies and a great team on board. I may even be able to cope with an apprentice again...

Dani and I love property and have always wanted to start a Development Company so maybe working on that. Another option is to start up another division of ACE in QLD. We've always wanted to live there closer to our families. **I can't wait to see what the future brings!!!**

6. What are the top 3 things you have learnt about business that you would recommend to others, and WHY?

Tip 1

Systems and Delegate.

Once you have clear written systems it's easy for employees to replicate what you do. It takes away the pressure of feeling like I have to "do it all myself to get it done right."

Tip 2

Schedule Regular Team Meetings to discuss and get feedback on the past week.

It helps to keep us connected and motivate us all. Share client feedback because positive feedback from a raving fan makes a happy team member. Get everyone to set their own goals and reward them when they achieve them.

Tip 3

Not everyone is our ideal client.

I have learnt that you can't be everything to everyone. It's best to stick to what you're good at.

7. My Favorite Tool:

My favourite part of the job is showing our clients the final results. Flicking the switch to see it all working and making sure they're happy. Then using the EFTPOS machine to immediately get paid. So... my favourite tools is definitely the EFTPOS Machine, it brings in the money!

8. Tell us something quirky about yourself that your buddies don't know.

I love and own a pair of those knitted woollen socks that Grandmas make. I sit on my recliner at night with my dressing gown and those socks on, happy as a pig in mud...much to my wife's disgust! Also I don't know why, but I am really into that Lara Bingle Show!!!

9. Who would you most like to have lunch with and why?

Darren Lockyer or Tony Robbins, but I'd want to say so much in that hour that I wouldn't know where to start and would be too nervous to talk.

I'd be happiest out to lunch with my wife, selection of seafood, a few drinks and no kids!