

Tradesman Inner Circle Member Profile

“It is great to have Andy & Ange in our corner, their constant words of encouragement motivate us to take action”



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

After finishing my apprenticeship I sub-contracted to various builders, although I enjoyed this after a couple of years I decided to go travelling with my new wife, Kammi. When we returned I decided it was time I started to look for my own clients. One job led to another and before long I had quotes out everywhere.

This was the beginning of B&K Beuzeville Building. It wasn't long before Kammi had fallen pregnant with baby number #1, which in turn saw her quit her job in a large local company and between starting our growing family, found her feet working for our building company.

Today our business is known as **StepUP Constructions**. A multi-award winning building firm located on Sydney's Northern Beaches. We specialise in new homes, quality first floor additions, and all aspects of renovations, alterations and additions for single and double storey dwellings. A husband and wife team with a keen eye to detail, plus 2 full time carpenters and an apprentice.

Kammi and I have also been blessed with 5 gorgeous daughters ranging in age from 20mths to 10 years, which along with running your own business keeps up *very* busy.

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

The biggest challenge we've faced over the last 12 months has been finishing our own renovation (whilst living in

the house with 5kids), running a business from home, an ATO tax audit and now a Workers Compensation wage audit. Basically having the time to fit in office duties around our busy family is an ongoing challenge and leaves little time for ourselves. We have also found that when we started our Partnership we had no systems or procedures in place, and with a growing business, the office is exceptionally chaotic.

On a positive note, during this period we were honoured to win an HIA Housing Award for Renovations & Additions. Having never entered awards in the past, and hence never understood the additional work it could bring, maximizing this exceptional win through the media and delivering on customer expectations for timely quotes, amongst other things, was an exciting new challenge.

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

We employed a book keeper which has relieved a lot of pressure off Kammi. They also pay weekly wages. The time she use to spend on bookkeeping she now spends on marketing (websites etc), advertising and liaising with clients – the critical part of the business. We can't believe we didn't hand over the bookkeeping years ago.... A personal assistant has recently been hired for 2 hours per week to do the more tedious office duties such as filing, organizing, stationery, emptying bins etc. She will assist us in writing up her own job description as we continue to delegate more duties her way!

Kammi: I really can't believe we didn't do this sooner. I feel less stressed about getting everything done in a day and can comfortably focus my time on the important things in the business (marketing) and more importantly, our family. I've even found the time to start with a personal trainer and am excited about my results to date. Finally I have balance in my life!

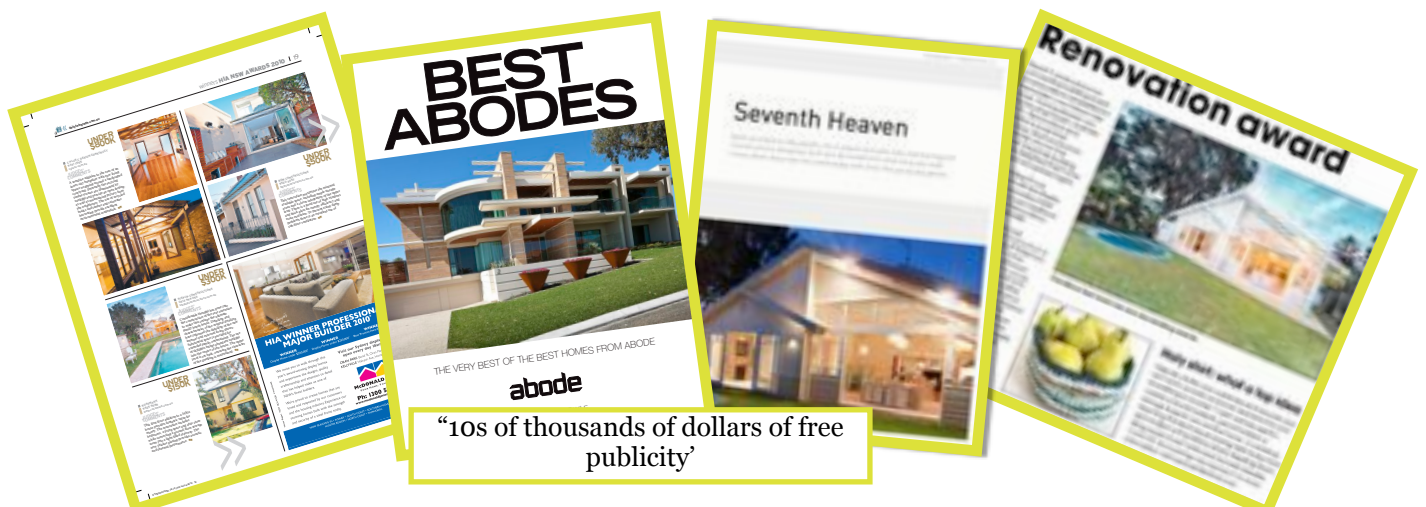
Brett: I recently rejoined the Golf Club so now I work for a couple of hours on a Wednesday morning then hit the golf course for the afternoon for a bit of "me time". It has been great for the soul!

4. How have you and your business changed since joining TIC?

Since joining TIC we've been encouraged to take our business to a whole new level – with a new business name, professional website and a new importance on customer communication.

We have learnt to let go of the reigns a little and to train/to trust our team. It is certainly about getting the right people on board that believe in your business.

Andy & Ange's encouragement to enter Building specific awards saw us take the dive last year with success. We won our first award 'HIA Housing Award for Renovations & Additions' in our category. The positive outcome of this has been phenomenal – tens of thousands of dollars of free publicity, new leads and hence quote opportunities that may not have surfaced and most importantly, immediate credibility.



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

Having full procedures, job descriptions and a totally organised office is a top priority within the next year.

In 5 years I am hoping to be working 3 days on the tools (I am actually the kind of guy who would have too much energy and drive everyone crazy if I did any less). This would leave me a full day for playing golf and another day for running around, meeting with clients, maybe even having lunch with my wife once all our girls are at school!

Since the win of our first award we set ourselves a goal to win another award so StepUP Constructions could be labeled a "Multi-Award Winning Builder". This goal was recognised with our recent Award win only last month with The Master Builders Association for BEST House Addition/Alternation/Renovation in NSW in our category.

6. What are the top 3 things you have learnt about business that you would recommend to others, and WHY? (eg; life plan, watching numbers, customers first????)

Tip1 and why:

Professional Image/Consistent Brand – Website, uniforms, logos, stationery etc. If designed correctly these will give your business the professional image you are trying to achieve.

Tip2 and why:

Follow up all clients – Even if it isn't a job you are keen on doing, they may refer you to the biggest and best client you have ever had!

Tip3 and why:

Enter Awards – the immediate credibility of winning an Award (or even being able to claim you were a finalist) could be the difference to your business. It attracts quality work, quality customers and hence quality profit! Plus, if you maximise the win through free media exposure immediately after the win, you can gain even more short and long term benefits for your business.

7. Favorite tool and why?

My favorite tool would have to be Mobile Me. For the first time ever Kammi and I are able to see each other's diaries as well as the 5 girls activities. I finally know what

my family is up to! For the past year we have both constantly double booked social events and appointments. With Mobile Me you can enter the event immediately in your phone, iPad or computer (whichever is closest) and have a reminder sent to you for *everything*.

Another favorite tool is my Dewalt table Rip-Saw for its fast accurate cutting every time!

8. Tell us something quirky about yourself that your buddies don't know (eg. you have a favourite coffee cup that sings happy birthday!, you're the only one in your extended family that is left handed)

Brett: I have some pretty special dance moves (if I do say so myself) that only come out after dark, and with a few encouraging be vies under my belt. And I have a pretty smick shed down the back of the house – wouldn't you with 6 women?

Kammi: I have a strange habit of counting stairs when going up or down them!

9. Who would you most like to have lunch with and why (eg. Richard Branson, just to say I'd had lunch with him! or to ask him how he gets so much stuff done)

Brett: Would probably have to be Jennifer Hawkins because she *looks* like she would be a very interesting person to talk to!!

Kammi: Maybe I would join Brett & Jennifer and talk to her about her fitness program!!!



HIA Awards presentation with Johanna Griggs