

The logo for The Professional Builder (TPB) features the letters 'TPB' in a stylized, bold font. The 'T' and 'P' are white, while the 'B' is a vibrant blue. A thin vertical line separates the logo from the company name.

**THE  
PROFESSIONAL  
BUILDER**

***THE 4 LEVERS OF BUSINESS &  
TPB GENIUS MODEL***

# THE 4 LEVERS

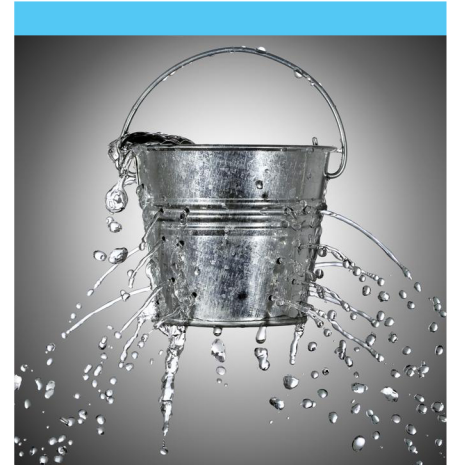
Hey there, Marti from The Professional Builder.

I wanted to share with you some key strategies around taking action... And specifically, the critical component of knowing and understanding what it's costing you not knowing your numbers, and what's it costing you not taking action?

I'm going to run through some examples I think you'll find massively helpful.

And the goal is to discover, where the actual gaps or holes in your proverbial bucket are? There's no point in turning on the taps, doing lots of marketing, doing lots of sales, if you need to be focusing instead on fixing your gross profit margin first, or the efficiency of your guys on site.

So, let's have a look at some numbers, and what we could do if we actually improve them.



YOU NEED TO PLUG THE HOLES OF YOUR BUSINESS BEFORE YOU TURN ON THE MARKETING TAPS

**So, what area should you focus on first?  
The answer is what area is the weakest?**

By focusing on this area, your identifying your biggest area with the most opportunity, and that's also probably the area that's your biggest constraint in business and it's likely stopping you moving forward.

So to work out the area of your business that is your biggest weakness/opportunity, you need to get clear about where you are at currently.

A man in a dark shirt is pointing towards a whiteboard. The whiteboard contains a table with business metrics. A blue arrow points from the left towards the table. A blue oval highlights the 'NOW' column of the table.

		NOW	90 DAYS
LEADS	→	8	
CONVERSION RATE	→	25%	
AVE \$ SALE	→	250k	
YEARLY REVENUE	→	2m.	
GROSS PROFIT %	→	15%	
TOTAL GROSS PROFIT	→	300k	
FIXED COSTS	→	150k	
EBITA	→	150k	

# THE 4 LEVERS

Next key point is, we set a goal for what we want this to be in 90 days...

And then, we pick one, or three at the most, strategies that we're going to implement into our area that's the weakest, to make some changes in those.

Now, I'm going to work down these logically, or in order, but what you would do is you would pick, where's the area that is sucking the most. Because that's going to give you the biggest wins and is your biggest opportunity.

**So if we have a look at, what we could do to improve our leads or our deal flow.**

This is per quarter. So this person, within 90 days, has got eight of their ideal leads at the 250k mark. So over this three month period, that's just under three a month.

Next, we could put our **TPB 1% Referral System** out there so that we're actually getting a lot more targeted leads in.

So if we do all that, we should be able to at least improve our leads to go from eight decent leads to 12. That's just over one a month extra over those three months. Okay.

	NOW	90 DAYS
LEADS	8	
CONVERSION RATE	25%	
Ave \$ Sale	250k	
YEARLY REVENUE	2m.	
GROSS PROFIT %	15%	
TOTAL GROSS PROFIT	300k	
FIXED COSTS	150k	
EBITDA	150k	

**IDENTIFY YOUR USP (UNIQUE SELLING PROPOSITION) TO ATTRACT THE RIGHT KIND OF LEADS.**



**HAVE AN UP TO DATE AND ACTIVE FACEBOOK PAGE SO PEOPLE CAN KNOW, LIKE AND TRUST YOU.**

# THE 4 LEVERS

The next area that we might work on is our conversion rate. So at the moment, we're getting 1 out of 4 leads over the line that we price.

So if we want to improve that to get 1 out of 3, first we might map out our sales process, and if you haven't done that already you want to **follow the TPB seven step sales process.**

Next, get a **Professional Info Pack.** This really is a game changer because it lays out all the key things that people want to know from you before they'll buy from you.

- WHO ARE YOU?
- WHO'S YOUR COMPANY?
- CAN I TRUST YOU?
- HOW SPECIFICALLY CAN YOU HELP ME?



So if you've got those in play, then sales becomes easier because marketing does the heavy lifting and it's helped answer all those questions people have when they're looking for a builder.

**USE AN INFORMATION PACK BEFORE YOUR SITE VISIT TO TAKE PEOPLE FROM COLD TO PRE-SOLD. THEN YOU (FOLLOWING THE SCRIPT AND AGENDA) CAN TAKE THEM FROM PRE-SOLD TO SOLD.**

Also next, what is your guarantee? So over and above the master builders, certified builders, or any other association's guarantee, what is yours?

**You might guarantee, no yucky stuff on site. No swearing, no loud radios, no dogs. You might guarantee we'll leave your home more cleaner than what you left it with us. So, if you're doing renos, that's a big one. So our guys use drop sheets, etc.**



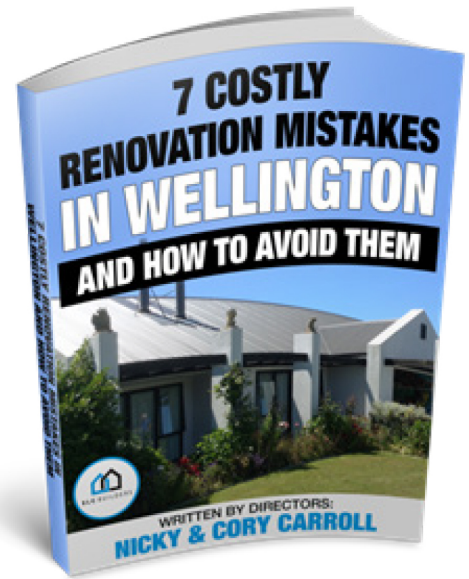
**YOUR GUARANTEE SATISFIES THE FIVE BIG CONCERNS PEOPLE HAVE WHEN THEY'RE CHOOSING A BUILDER... TIMELINE, BUDGET, TRUSTWORTHINESS, QUALITY, COMMUNICATION.**

# THE 4 LEVERS

You might also have **phone scripts to improve conversion**. A **qualifying questionnaire**, so you're only dealing with those people who are really qualified, etc. You could also put in place an auto responder funnel. So this is gonna help to warm up all those people who are in your funnel who are 3, 6, 9, 12 months away from building. We're gonna get them to grab your lead gen magnet first, off your website, it will position you as the experts. So it might be, "Top Nine Things You Need to Know Before Renovating Your Villa."

Alright, so now once we've improved our sales process and we've gone from 25% to 33%, from one out of four to one out of three, that means that now instead of us doing two jobs during the quarter, we're actually now able to do four jobs during the quarter. So we're multiplying here, rather than getting an additive effect.

The next area that we can work on, is average dollar sale. So this is where we're looking to use **case studies, video testimonials, good strategic alliances with architects**, make sure that you are fishing in the right ponds. And by that, I mean you're not competing on price via tenders, because you can't influence the outcome of the client. You're not going through builder's crack, etc. So, good strategic alliances with the right kind of architects. **Video testimonials are very powerful here to build trust and credibility through social proof**. And **referral strategies work phenomenally well to help increase those average dollar sales**.



**YOUR 1% REFERRAL SYSTEM ACTIVATES YOUR RAVING FANS INTO ACTIVE PROMOTERS AND CAN BE USED WITH PAST CLIENTS, TEAM, MERCHANT REPS, STRATEGIC ALLIANCES SUCH AS REAL ESTATE**

**DIRECTORS VIDEOS EDUCATE YOUR PROSPECTS BY ANSWERING IN PERSON THE FOUR BIG QUESTIONS AND FIVE MAIN CONCERNS ALL PEOPLE HAVE WHEN LOOKING FOR A BUILDER.**

# THE 4 LEVERS

So if we can get that up just from 250k to 300k, it means that we're now going to have a much larger turnover. For example, if we simply multiply these... Four (increased number of jobs) times 300 (increased average dollar sale) means we've now gone from a turnover of 500k to 1.2 million.

1. USP, Online 1%, Niche

2. Map Sales Process  
Info Pack, Guarantee  
Phone Scripts, Qualifiers  
Autoresponder

3. Case Studies, Architects, Vid testimonials.

	1/4 NOW	90 DAYS
LEADS	8	12
CONVERSION RATE	25%	33%
JOBS 1/4	2	4
AVERAGE \$ SALE	250k	300k
TURNOVER 1/4	500k	\$1.2M
YEARLY REVENUE	2m	
GROSS PROFIT MARGIN %	15%	
TOTAL GROSS PROFIT	300k	
FIXED COSTS	150k	
EBITDA	150k	

So extrapolate that out for the year, since there's four quarters in a year, that means we've now gone from 2 million to a turnover of 4.8 million annualized. So small hinges swing big doors, and lots of small changes in multiple areas can make a massive difference to the top line and also the bottom line of your business.

**NOW, THE NEXT AREA TO HAVE A LOOK AT IS A MASSIVE ONE. IT'S YOUR GROSS PROFIT MARGIN PERCENTAGE.**

So, key things that we can do here, we've actually got 7 key ways to improve your gross margin. So there's four key ones going in.

These key ones are marketing. If you've got a flood of leads, then you don't have to take a job at a low margin just to keep your guys busy. You can cherry pick the right kind of jobs, the right kind of person, the right kind of project, right area, et cetera.

Next is positioning. So positioning yourself as the surgeon within your niche, so that's educating people, drip feeding them case studies, why they should choose you, informative articles, positioning yourself as the expert. After all, this is people's biggest investment of their life. So we want to show them we've got all the systems and processes, like your quality assurance system, your 275-point check, on site etc., to make sure that they're going to get exactly what you say you are going to deliver.

	1/4 NOW	90 DAYS
LEADS	8	12
CONVERSION RATE	25%	33%
JOBS 1/4	2	4
AVERAGE \$ SALE	250k	300k
TURNOVER 1/4	500k	\$1.2M
YEARLY REVENUE	2m	\$4.8
GROSS PROFIT MARGIN %	15%	
TOTAL GROSS PROFIT	300k	
FIXED COSTS	150k	
EBITDA	150k	

# THE 4 LEVERS

Next key thing going into a job is your **sales process**. You're educating them on why they should choose you and the value you bring. You have a clear process to follow so you are confident, clear and can take control of the process and remain professional throughout so you take them out of the market and make sure they don't go elsewhere.

Lastly, **it's pricing...** You can improve your margin going into a job by making sure you price it right. Make sure that you've got all of the elements in terms of **overhead recovery margin, your project management fees, everything that you need in P&G to hit your desired target**. And as a minimum we recommend hitting 20% margin. Depending on the size of the job, this may increase, but that's a great guideline. Anything below 20%, it's gonna be hard to make a decent profit to be able to pay all your overheads and hit your desired profit at the end of the day, for the risks that you take of being a business owner, shareholder, employing people, having our accounts at the merchant, etc.

So four key things we can do going in. The other one I would add to that is the channel that you're going through.

Handwritten notes on the whiteboard:

- 1. USP, Online 1%, Niche
- Map Sales Process
- Info Pack, Guarantee
- Phone Scripts, Qualifiers
- Autoreponder
- Case Studies, Architects, Testimonials.

	74 NOW	90 DAYS
LEADS	8	12
CONVERSION RATE	25%	33%
Jobs	2	4
AVERAGE \$ SALE	250k	350k
TURNOVER	500k	\$1.2M
YEARLY REVENUE	2m	\$4.8m
GROSS PROFIT MARGIN %	15%	20%
TOTAL GROSS PROFIT	300k	960k
FIXED COSTS	150k	
EBITDA	150k	

If you can get jobs directly as opposed to labour only, or going via architects or via tenders or via Builderscrack, they're all ones we don't have as much impact and influence over, and you're not able to affect the client as much, as if you're going direct via your direct response marketing, online marketing, 1% referral fee, etc.

It is still possible to have your 20% margin eroded however, and just because you can go into a job with a great margin, it doesn't mean you'll walk out with one. If we aren't controlling our materials, labour overruns, or subtrades, we'll quickly start going backwards and toward a margin of 10-15% which is too low for the risk involved.

# THE 4 LEVERS

So specific things that you can do to make sure your subtrades are living up to their end of the bargain. And that you get everything signed off, have a contract in place, make sure you agree with terms of trade beforehand, what happens if they don't perform, and also make sure that every 90 days you look at potentially getting your prices shopped to other subbies to see what they would charge to do a similar type of job.

And last but not least, make sure that you control your labour on site. Break it down by stage, incentivize your guys, control your work in progress in real actual times Vs forecast, have those toolbox meetings on site.

We've got 7 gross profit margin strategies. I won't detail them all here, but if you have a look at the gross profit margin strategies in the training in the builder's toolbox on the

members website, you'll see those key strategies there that you can do. And also have a look at the other 151 ways that you can increase your margin per job that we've created.

So we've now increased our GP to 20%, so we can have a look at our total gross profit. 2 mil at 15% was only 300k. But 4.8 mil at 20% means that we're going to have a gross profit of 960,000. Considerably more.

## NOW THE NEXT KEY PART, WHAT'S THIS DONE?

Well fixed cost to run a bigger business and to manage 4.8 mil worth of work and quite a few jobs during the year, so we've gone from eight jobs overall during the quarter to potentially 16 jobs, means that we'll have some increase in overheads.

So if we have to hire an **office manager full time**, we might get **our project manager** on board, we might have QSing that we're outsourcing. We might be spending some more money on **marketing investment**, etc, to make our business more professional. Means that our overheads might now have come up to, let's do the addition for that. An extra 170k. So we've got 320k in total. And that means that now, our EBITDA, or earnings before interest tax depreciation and amortisation, or basically our net profit, means that we subtract those two. **We've now gone from making 150k to making \$640,000.**

	1/4 NOW	90 DAYS
LEADS	8	12
CONVERSION RATE	25%	33%
JOBS 1/4	2	4
AVERAGE \$ SALE	250k	300k
TURNOVER 1/4	500k	\$1.2m
YEARLY REVENUE	2m	\$4.8m
GROSS PROFIT MARGIN %	15%	20%
TOTAL GROSS PROFIT	300k	960k
FIXED COSTS	150k	320k
EBITDA	150k	640k



# THE 4 LEVERS

## NOW, THIS'LL MASSIVELY INCREASE THE ASSET VALUE OF OUR BUSINESS.

If we don't assume any stock assets, etc. We might have had an asset value of our business, if we had a multiple of one, of 150k.

The more we systemize our business, put the right process in place, we could go to a multiple of three.

This means we're gonna have asset value of our business of around \$1.92 million. Plus stock, plus assets at book value.

### So... What have we done here?

Well we've put a lot of systems in place. We've got a happier team. We're able to incentivize our team on site to make sure that we're improving our gross margin. We've got great deal flow, so we might have 6 to 12 months of work booked out in advance. We've got financial freedom, because we don't have to take a job at low margin, so we're not beholden to anyone. And we've got happier guys, happier clients, we're able to spend a lot more time and if you want to see some epic case studies on here, have a look at the success stories on the Professional Builder.



So, more value in your business. Better systems for getting regular work in, processing it, making sure the guys are productive on site. Happier clients, happier team, and hopefully happier you, because you have got a well systemized, professional building company that's going to give you more time and more money.

So what to do from here? Well the action plan is, get your numbers out now. Plan out which of these areas has the most opportunity that you're gonna take action on in the next 90 days. And then start setting some targets. And then what we're gonna do is just put three strategies into place over the next 90 days to improve the number that makes the most sense and has the biggest opportunity for you.

Lastly, it's really critical that we know and show our numbers.

So that, one it's top of mind for us, two our teams share and know it, so for example, work in progress meetings, we're gonna let them know the milestones versus the labour hours. So we had 150 hours for the framing, we're halfway through the framing, we should be at 75 hours, but hey, we're actually up to 92. What are we gonna do to pull back an extra 17 hours over the next four weeks? Otherwise no one's getting their bonus.

I look forward to seeing what your results are, and helping you take your building company to the next level. Cheers!

# BUILDERS WEALTH MODEL

Are you tired of growing a building company working nights and weekends wondering which area of your business you should be working on right now and want to focus on next?

Then listen up cause this model will help you massively...

It's a proven framework called the Builders Wealth Model... let me walk you through it.

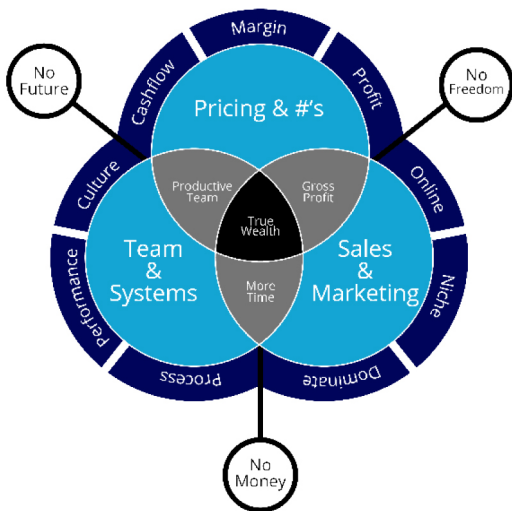
Your business is a vehicle for your ideal lifestyle, and the goal is to build a business that gives you "True Wealth"... both more time AND more money.

This Model will take you from chaos to control, uncertainty to confidence.

Most people focus on only having the business make them more money. In doing this, they build themselves a prison that relies on them and keeps them trapped.

What needs to happen is we need to focus on systems so we can get things out of your head and make your business more resilient, sustainable, buy your time back and make the business predictable and profitable.

## WE DO THIS BY DIALLING IN THREE CORE AREAS...



## BUILDER'S WEALTH MODEL

1. NUMBERS & PRICING
2. SALES & MARKETING
3. TEAM & SYSTEMS

### LET ME EXPLAIN THE FIRST SECTION, NUMBERS AND PRICING TO YOU.

Business is a numbers game and your numbers tell a story of what's working and what isn't working in your business.

You can't scale chaos, and you can't scale lack of profits. Within this numbers section, you need to understand and improve three core principles.

# BUILDERS WEALTH MODEL

*NOTE: AS A BENCHMARK, WE EXPECT TO SEE GROSS PROFIT TO BE AT 20-25% EXPENSES TO BE BETWEEN 8-12% AND NET PROFIT TO BE 10-15%*

## A) PROFIT

What profit you need to make for your ideal lifestyle, and therefore what turnover and at what margin you need to have your work priced at. Secondly, what your monthly cash flow and profit is Vs your actual cash flow and profit. You can only manage what you measure and you need to be looking at these numbers monthly at a minimum.

## B) MARGIN

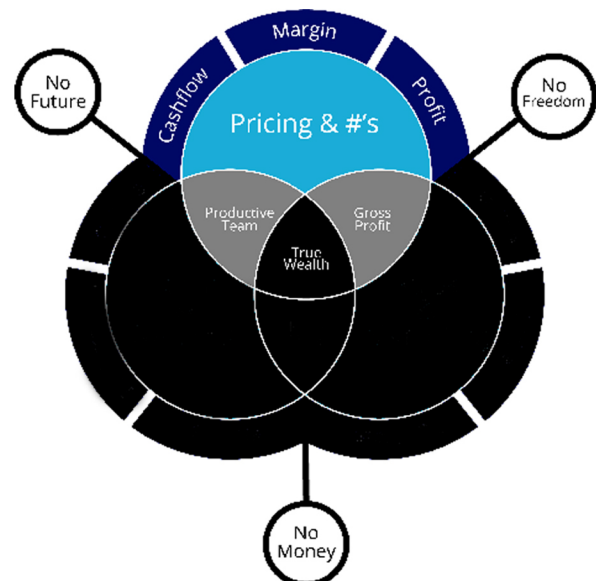
Gross Profit Margin is the number one indicator of the health and well being of your business. Margin will impact how hard you have to work in terms of number of jobs you need to do to hit your profit and turnover goals. You'll need to set a target margin per job (Typically of 20%) and then track and improve as you go on each job using the 9 margin multiplying leavers (We'll explain what they are later).

## C) CASHFLOW

Cashflow is king and it is the oxygen that will fuel your business to succeed or fail. Lack of cash flow doesn't mean lack of profits, in fact the two are often confused. That's why it's important to understand how you can manage cash flow to improve profit by following some of the 12 cash flow tips that focus on things around contracts, milestone payments, scheduling, etc.

Understanding these three principles within the numbers and pricing section of the Professional Builder Wealth Model will help you to price with confidence, get paid what you're worth and have plenty of money in the bank to feel confident if a milestone payment is missed or a client disputes a claim.

The next step to see how you implement this in your building company is to watch the 75 minute masterclass where I show you exactly how to apply this framework to your business to get these results. You can watch it on our website.



# BUILDERS WEALTH MODEL

## SECTION 2 IS BUILDING A SALES AND MARKETING MACHINE...

In order to go from a trickle of leads to a flood we need to install a predictable way of getting leads so you can **pick and choose the work you want and then get booked out 6-12 months in advance while having that work at a good margin meaning you haven't taken the work just to keep your guys busy.**

This leads to you being confident about the future rather than you getting stressed and going hunting for work every time your jobs begin to wind down.

To do this, there are again (Just like the Numbers & Pricing Section) three core principles.

## A) PICK A NICHE

You need to be **positioned as the authority and surgeon in your chosen market so you are the #1 preferred choice for people's biggest investment of their lives.**

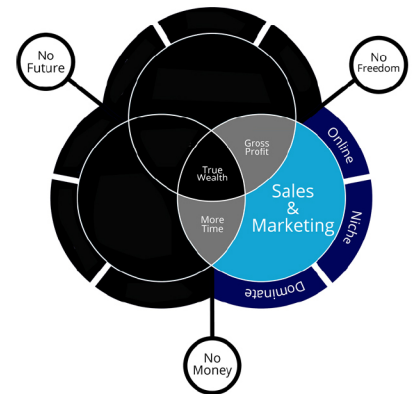
## B) ONLINE MARKETING

The objective is not to advertise but to **educate and nurture people down a decision making system that is your sales process** after they have fallen out of your marketing funnel. We use your website, Google Adwords, Facebook and other traffic sources so your marketing can be the retail storefront operating for you 24/7/365.

## C) DOMINATE YOUR LOCAL AREA

Through specific marketing that educates and converts and with clever traffic and marketing spend that is **tested and measured to get a return on investment**, you will be the #1 trusted builder that people will come to pre-sold, educated and wanting you as their builder of choice.

Get these right and you are on the fast track of dominating your competition by being the **"Go To" professional building company that both clients, the community and your team hold in high regard. Plus, you'll have a steady flow of the right kind of jobs at a great margin.**



# BUILDERS WEALTH MODEL

## SECTION 3 IS GETTING THE TEAM AND SYSTEMS RIGHT.

Once you have a flow of your ideal, profitable leads coming in, your next step is to get the systems in the office to deal with the admin and the systems and team onsite to ensure jobs get done smoothly, to quality, time and budget.

Having systems that are out of your head, documented and trained to your team will mean you don't get pulled back in to fix the day to day problems onsite and in the office and will mean you can delegate to elevate yourself up to work ON THE BUSINESS, rather than in it.

The three core principles required for Team & Systems success are...

### A) EVERYTHING HAS A PROCESS

Your business, just like all others, is a collection of systems. Systems run the business and people run those systems. This means we need to have your systems written down, documented or ideally as a software/online, so other people can do it the way you want it done. We use best practice of what's working right now for residential building companies so you can just plug and play rather than reinvent the wheel. This will allow things to run smoothly whether you are there or not.

### B) CULTURE

As the leader, you set the vision of where the business is going, how you can win and how the team can win when the business wins. It's important to use rules of the game, company values and build a culture that reflects what you want from your team. The objective is to become the preferred employer of choice whom other builders want to work for.

### C) HIGH PERFORMANCE

To build a culture and in having a process for everything, we strive for absolute high performance. This comes with clarity and accountability where we know and show key numbers. This improved visibility builds open transparency and accountability. This means there is a focus on labour hours, job descriptions and key performance indicators and actions (KPI's & KPA's). This openness and management from the numbers tells us what's working and what/whom needs to improve.

Whenever you're ready... here are 3 ways I can help you systemise your building company to buy you back your time and grow your margins to increase your profits:

## 1. GET THE 100PT BUILDING COMPANY CHECKLIST

Rank yourself against the top 5% of Building Companies by answering this checklist, so you can see (and fill) the gaps in your business - [Click here](#)



## 2. WATCH ONE OF OUR BUILDING COMPANY OWNERS CASE STUDIES

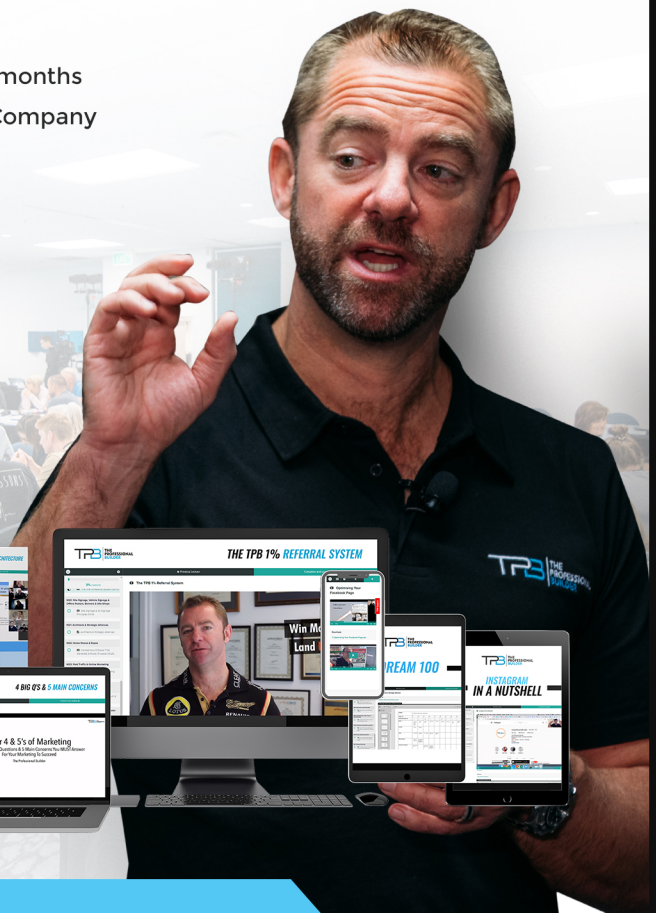
- Chris took his family business from chaos to control
- Lance has hit 26% GP with consistent marketing
- Ben & Gemma got their systems sorted and now feel confident with 10 jobs in progress - [Click Here To See More](#)



## 3. SCHEDULE A FREE 15 MINUTE CALL WITH ONE OF OUR TEAM

We'll discuss what you want your business to look like in 12 months time, and the 3 strategies to implement into your Building Company to take it to the next level - [Click here](#)

**Marti Amos**  
Founder, The Professional Builder



ALL AVAILABLE AT TPB MEMBERSHIP WEBSITE