



# HOW BUILDING 1 BUSINESS SYSTEM A WEEK

WILL HAVE YOU AN EMPIRE IN A YEAR - THE ROAD MAP TO  
YOUR **BUILDING COMPANIES SUCCESS**

[www.CallTPB.com](http://www.CallTPB.com)

*“TURNING GREAT BUILDERS INTO GREAT  
BUSINESSMEN”*

**BY MARTI AMOS**

# THE DIRECTOR

▶ MARTI AMOS

**OUR MISSION:** With over 13 years experience in helping 5,000+ building companies grow, TPB is the mastermind community here to help you reach your goals

At **The Professional Builder**, we've been helping to build companies since 2004.

Having worked with over 5,000+ building companies one-on-one as well as over 5,000 companies in webinars, seminars & conferences we have identified hundreds of things that don't work and some of the key strategies that do.

So if you want to fast track your results and create a well-systemized business on-site and in the office, a sales and marketing machine that works wonders, understand your numbers and how to control them to drive more profit, then you have come to the right place!

Enjoy!



Marti Amos. Founder &  
Director of TPB

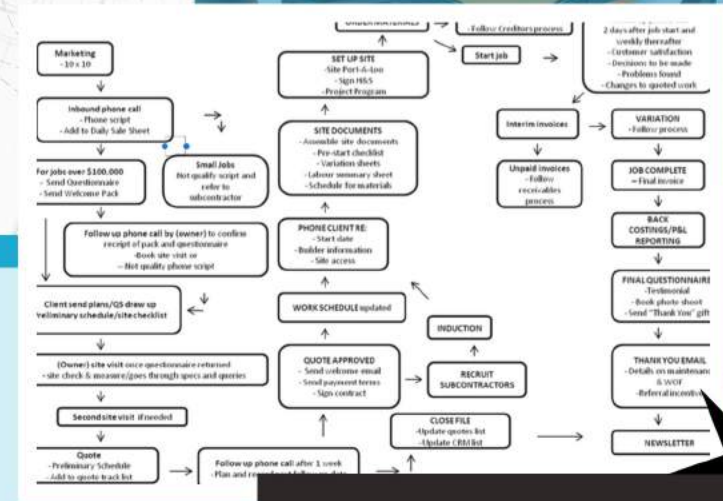
# INTRODUCTION

## ▶ WHAT IS AN A-Z?

**This flowchart maps how a lead, then job then past client flows through your business. It will help you to architect where your systems are weak, non-existent or going fine.**

**By applying this framework with many of the templates, checklists, and tools available to TPB members, you'll be able to fast track the implementation and the results of having a well-systemized building company. The results will be more time, money and freedom to do the things you don't currently have time, the headspace or the resources for. Many of our members, some of who are at the back of this e-book, started with this exact A-Z template to build their operations processes. As you'll see, the results of having a structure to a business worth its weight in gold.**

**Good luck and implement it fast! - TPB**



## A-Z of Operations Template

# STEP 01

## Download & Print

Make sure you have this flow chart as an A3 on your wall at all times. As your business grows, pressure comes onto your people... AND your processes. This will help you identify where the problem is when things go wrong.



Phill Claffey - Character Building - Gisborne, NZ See his case study on our website

# STEP 02

Red, Orange & Green Allocations of Importance and Priority

## ▶ TRAFFIC LIGHT SYSTEM



Begin with a red, orange and green highlighters.

Read through the flow chart and highlight each step as you go with one of these colors.

Red means it needs attention right now. This part of your business is causing a massive headache and is costing you with your two hard currencies... time and money.

Orange means that this area needs attention in the next 90 days. It isn't the biggest hole that's causing the ship to sink, but it is in need of attention.

Green means that this part of the business is humming away as it should. We'll only look at these parts of the business when we undertake a full systems audit, or if it's part of a larger systems approach to a specific area such as team, sales, marketing or pricing.

# STEP 03

## ▶ START WITH RED LIGHTS

**Eat That Frog!** The best results will come from solving your biggest challenge first. When working with our members, be closely map out how to tackle their red lights using our rapid results worksheets. Our teams then provide all the tools & contacts necessary to start making the changes immediately!

# STEP 04

## ▶ APPLY BEST PRACTICE

After 13 years helping over 5,000 businesses and 500+ building company owners scale the builders ladder we've seen time and again how NOT to do things. Arguably one of the most important elements when growing your company is to apply best practice systems of how the best in the business are doing things and apply a proven framework to your operations meaning you leave the trial and error to those who've been before.

# STEP 05

# STEP 06

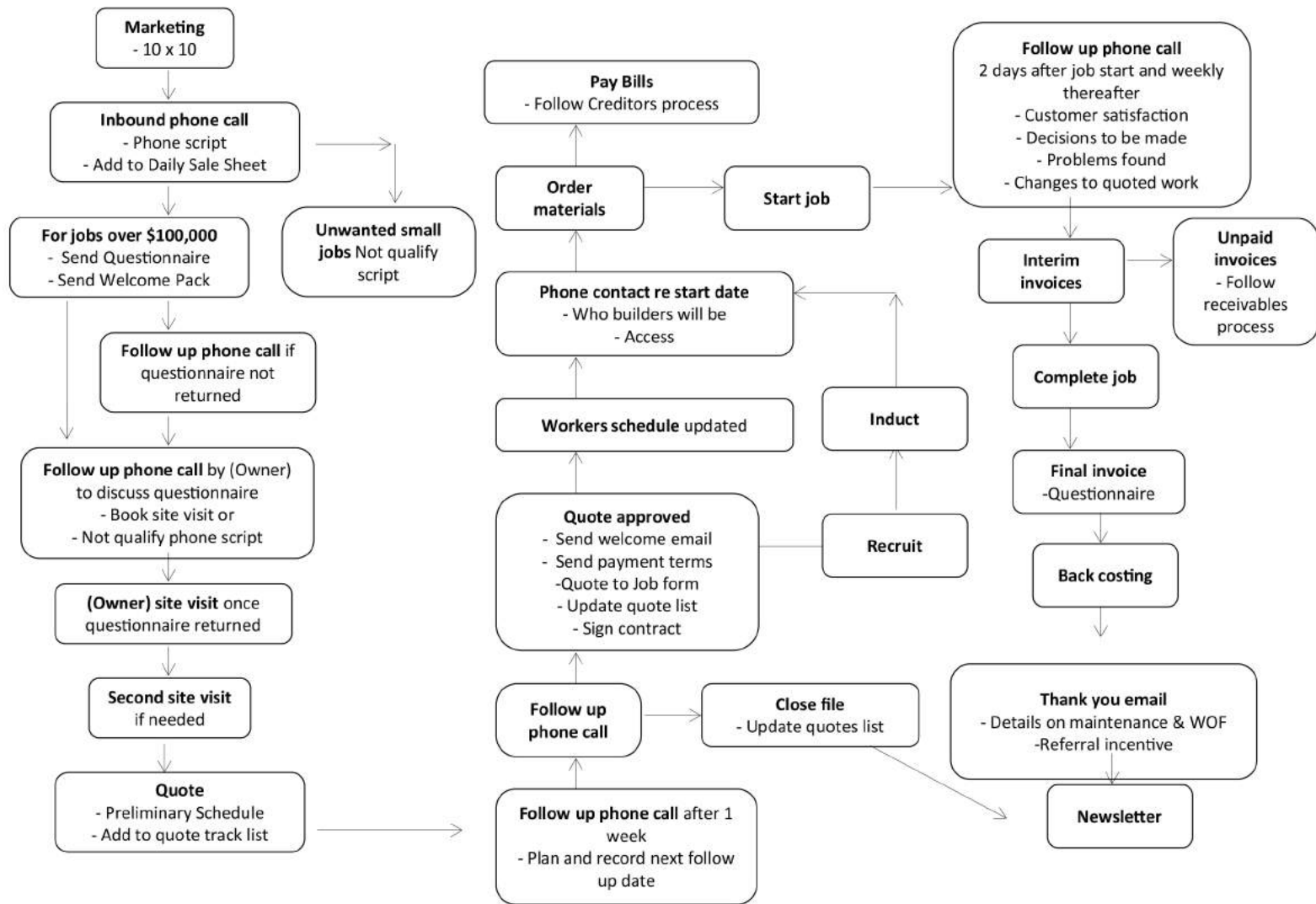


## DOCUMENT THE PROCESS

The ability to get invoices out quickly means there is the ability to get cash in quickly. By having a clear system whereby, the process is broken down into steps or stages, each invoice can be quickly sent, and the individuals can be held accountable. (See the process developed with Tamati in the member's area.) One of the best ways to document processes is online. Many of our members use G-Suite and Screen flow to record videos for their team.

## DELEGATE & ELEVATE

Armed with process templates, checklists, and tools, you are able to delegate and remove yourself from the day-to-day repetitive tasks of the business giving you more time to focus ON the business rather than work IN it.



## ▶ A-Z OF OPERATIONS



# 4 STEP SIGNATURE SYSTEM

## OUR AREAS OF EXPERTISE

Having worked with over 5,000+ building company owners over the last 13 years, we've developed our 4-step signature system that breaks down our 131 business strategies, trainings, and tools into just four areas of focus. What is your area of need?



# SUCCESS STORIES

"Before we came to TPB we were ready to chuck it all in. Things have completely changed now. **Our income has increased from \$800,000 to a projected 2017 revenue of \$10million** with more to still come. We have a **purpose built custom office for sales and meetings and space for 5 staff!**"



**BRIAN & JENNY LOFROTH**  
Owner - Lofroth Building, AKL



"It was all about systems for us, we had nothing set up and it was like **swimming in a pond of oil**. After meeting with the TPB crew, **everything is organized and structured, each job is broken down into hours**. Our marketing relied on word of mouth which didn't bring enough work in for a growing business. **Now we are choosing our jobs from more than 6-8 leads a week**, which is huge. **I have stopped working weekends and nights which are now spent with family.**"

**ROSS COLLINS**  
Owner - BRS Ltd, AKL



# SUCCESS STORIES

“With TPB’s help, we have **completely changed and upgraded our marketing with the website**, saving time and money. This has landed us an \$800,000 new build and \$300,000 renovation which is a huge step. **The new systems internally have allowed us to be more profitable and organized.**”



PREMIER  
RENOVATIONS 

**TAMATI HAWEA**  
Owner - Premier Renovations, AKL

“I was working **7.30-midnight with little free time to spend with the family before I meet TPB**. With only 7-10% profit margins the business was struggling. Marti & TPB **gave us the tools to get our business back on track where we hired 3 new employees and raised our profit margins to 20%**. With his website breakdown, we brought in more leads and brought a new van covered in our branding. **I can now spend quality time with my family knowing our systems are all organized**”.



**PHILL CLAFFEY**  
Owner - Character Building,  
Gisborne



CHARACTERBUILDING<sub>CO</sub>

# SUCCESS STORIES

“With the help of TPB, we have organized our set up **enabling us to have multiple teams on varying jobs**. Our sales have been scheduled making us more efficient. We upgraded our website which used to produce 1 lead per month to **know where we are receiving 10-20 leads a month**. We now have everything organized to present that professional look and first impression, **ensuring clients choose us over competitors.**”



**PAUL BATEMAN**  
Owner - Alpha 1 Builders, AKL

“A big thing for us was improving our first impression and we have had a lot of comments just recently mentioning our new professional look. **We have doubled in size from last year, and with TPB’s systems created a great team** that just recently won the West Coast Business of Excellence Award. We won in the Trade and Health & Safety category. **From being too busy to see the bigger picture of creating systems that allow us to breathe, it has been a great year.** To top it off, **I don’t work weekends and spend Wednesday working on my own home!**”



**HAYDEN SIMPSON**  
Owner - Simpson Residential,  
Hokitika



# NEXT STEPS

If you're wanting to fast track the results of your building company by leveraging what's working right now from our library of systems, tools, resources, checklists, templates, and trainings while being held accountable by our team of coaches and industry experts,

[www.CallTPB.com](http://www.CallTPB.com)

- 1) Work out what you want your business to look like in 12 months' time
- 2) Map out a plan step-by-step to help you get there.
- 3) Work out how much extra time and the money you can be made back by implementing these changes to your business



**Ben & Gemma Templeton**  
Twizel, NX

**Ben Templeton**  
Owner - Templeton  
Construction, Twizel



"We could see things were growing but felt we aren't going anywhere. We'd have enough money to do a few bits and pieces but not getting anywhere and it'd always come back to the same mistakes from the last job."

"9 months ago I used to think of myself as a good builder, not a good businessman. Since then we've changed everything around from positioning to pricing and particularly cash flow."

<i>System From A-Z Flow Chart</i>	<i>Working On Now</i>	<i>Items I will work on in next 30 days</i>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

**GO THRU & TALLY ALL POINTS OF YOUR A-Z FLOW CHART THAT NEED ATTENTION NOW. THEN BUILD A CHECKLIST BELOW, IN ORDER OF EVERYTHING YOU'LL WORK ON NOW, AND IN THE NEXT 90 DAYS.**