

# HOW TO START A SUCCESSFUL BUILDING BUSINESS



## OUR MISSION:

TO HELP NEW ZEALAND BUILDERS TO  
BUILD BETTER BUILDING BUSINESSES

**Sick of making money for somebody else?**

**Want to start your own business and be your own boss?**

Getting into business for yourself is a dream of many New Zealanders. Which is why we have one of the highest levels of self-employment in the world. Especially in the trades.

But owning your own business is not all it's cracked up to be. Where do you start? Most new business owners start with an idea, a blank sheet of paper and not much else. Everything required for the business has to be built up from scratch. And any business owner will tell you it can be lonely at the top.

But it doesn't have to be that way.

For the past 13 years, my Mission has been to help Kiwi builders and others with related building industry experience to achieve their dreams of starting their own business.



No matter whether you are wanting to go it by yourself or join my Pzazz Building group, I have put this ebook together as a guide to starting up as smoothly, affordably and risk-free as possible.

Wishing you all the best for your new venture

*Russell*

Russell Poole, Managing Director, Nuovo Group Limited

## STEP 1:

# THINK ABOUT WHAT YOU WANT

## Why do you want to start your own business?

The main reasons that builders give for wanting to get into their own business come down to what we call 'the 4 F's'.

Which of the 4 F's are most important to you? (Rank them from 1 - 4)

- ☐ **Freedom:** Having more independence and being your own boss
- ☐ **Financial:** The opportunity to make more money
- ☐ **Family:** More time to spend with the family and your interests
- ☐ **Future:** Taking control of your destiny and creating an asset and legacy

## Do you have what it takes to run your own business?

But only 1 out of every 6 of us has our own business or is self-employed. Why so few? Because not everyone has what it takes to start and operate their own business. Do you? Here are some of the qualities we reckon you'll need to succeed. Tick off the ones you already possess.

- ☐ **Drive:** Some experts say you need passion but even if you don't love what you're doing, you must be motivated to get out of bed every morning and build your business
- ☐ **Nous:** Even if you've never been in business before, you must understand the importance of the fundamentals – branding, systems, marketing and customer service – and be willing to take advice and learn new skills
- ☐ **Capital:** The biggest cause of business failure is running out of money, so even if you're starting a low-cost service business, you must at least have access to capital
- ☐ **Resilience:** You know the song 'I Get Knocked Down, But I Get Up Again'?

**STEP 2:**

**PLAN**

**Would you build a house without a plan?**



**Then don't build a business without one!**

Think of a Business Plan as a blueprint for your business.

Just like a house plan, your Business Plan should show the foundation, framework and all the other parts of your business – and how they work together to make up a strong structure.

Your Business Plan should also indicate:

- ☐ What will be required to set up the business (Tip: It's always more than you think)
- ☐ Your goals (revenue, direct costs and overheads, profit)
- ☐ How you will get customers (marketing, sales, pricing and quoting)
- ☐ How you will manage your jobs (contracts, suppliers, subbies, contractors or employees, scheduling, health and safety)
- ☐ How you will manage your business (administration, invoicing, financial management, tax)



**“When you fail to plan, you plan to fail.”**

At Pzazz Building, we offer business plan templates and guidance that make the planning process easier and more effective in growing building businesses.



## STEP 3:

## FUND YOUR BUSINESS

### How much do you need to start a building business?

You don't need much, right? Well, that depends. Many owners of new start-ups under-estimate the amount of money they'll need. They may have enough to start the business but not to keep on going before revenue starts coming in.

Without money, you don't have a business.

To find out how much money you'll need before you start your business, you'll need to prepare a budget. Here are the key questions you'll need to ask yourself.

How much will it cost to set up my business  
(company registration, branding, vehicle, signage, business  
stationery, computer, software, tools, equipment)?

How much will it cost to start getting customers (website, advertising,  
social media)?

If I don't start getting customers right away and it takes a while  
to finish and get final payment on the jobs I do get,  
how much working capital will I need to live on  
and pay the bills? (Allow 3 - 6 months)

**Did you know that starting your building business with  
Pzazz Building can cost you LESS than starting on your own?**

That's because we've already done the hard work of setting up a brand, systems, marketing and buying group. It's all part of our Mission to give you a leg-up into your own business when you need it most—when you're setting up and building your business.





## STEP 4:

## GET READY, GET SET...

### Would you turn up to a building site without the right tools for the job?

You'll need a different set of tools to set up and help you run your own business.

You may already have a vehicle, phone and laptop but we recommend you don't mix business and personal equipment.

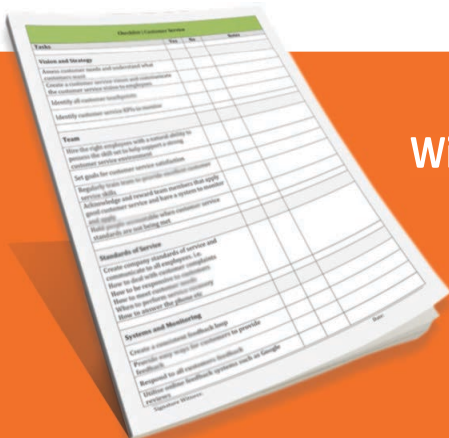
New Zealand may be the world's easiest country to start and run a business in, but that doesn't mean it doesn't take thought, effort, time and money to get set up.

This is where the Business Plan you prepared in Step 2 comes in. Specifically, your answers to these questions:

- How will you get customers?
- How will you manage your jobs?
- How will you manage your business?

There are tools—otherwise known as systems—to simplify and streamline all of these tasks. And of course, there are other tasks that you can't systemise, such as registering your business, setting up a business bank account, printing your business stationery, setting up a website, arranging business insurance—the list goes on.

That's why we recommend that you use a comprehensive Business Set Up Checklist like the one we at Pzazz Building provide to all our new Affiliates.



### With our Business Set Up Checklist, you can't go wrong

Our motto at Pzazz Building is 'Do It Once, Do It Right'—and that's especially important when you're setting up and launching your own business. We also provide guidance and support all the way through the start-up process.

## STEP 5:

## GO! LAUNCH YOUR BUSINESS

**You've spent weeks setting up your new business and preparing the systems and tools you'll need to run it.**

**So where are all the customers?**

In our experience, most self-employed builders have two pet hates. Paperwork and selling. But both are necessary for building a successful business.

There are systems and tools available to help you with both. But if selling is a pet hate of yours, the bad news is that getting customers takes more than just sitting at a computer screen.

Many self-employed builders get their start doing projects for family or friends—often as 'homers' while they're still employed. That's smart, but if you want to say goodbye to your boss once and for all, you need to reach a larger market and create an effective and consistent way of building your customer base.

How do you do that? These days, online and social media marketing are a must. But there's no substitute in the building industry for personal networking, selling and developing a strong reputation.



### **Why chase your own customers when you can service ours?**

We have a problem that our website, social media and other powerful marketing bring in enquiries and leads from throughout New Zealand—including areas where we don't currently have Affiliates. That's why, if you have what it takes to be a Pzazz Building Affiliate, we would be more than happy to pass these enquiries and leads on to you. You'll also find that with our brand, marketing systems and design service behind you, 'selling' has never been easier or more enjoyable.

## STEP 6:

## FROM GO TO GROW

**Business up and running? Check.**  
**Some customers coming in? Check.**  
**Living the dream? ???????**

This is the point where you find you are not only in business for yourself, you *are* the business.

You are the managing director, sales and marketing manager, financial controller, project manager, site foreman, builder and labourer.

This is the point that you realise that being in business for yourself is not all it's cracked up to be.

Unless.

Unless you realise you don't actually have a business at this point. You have a job.

There's a saying in business that you can't grow until you let go. Let go of trying to do everything yourself, that is. Your tools and systems will help, but eventually you'll need people to help you.

And you'll need to learn to lead and to delegate. So you can focus on two things:

1. Working on the business instead of just in it.
2. Focusing on where you can add the most value to the business.



### **Most so-called building businesses are really only jobs**

But if you want to build a real building business—that is, one that gives you the financial rewards and freedom that you went into business for in the first place—both you and your business will need to grow. That's where we can help with specialist coaching and guidance based on our experience in growing businesses.



## STEP 7:

## BEGIN WITH THE END IN MIND

**Whatever you want out of life, your business should be the key.**

People go into business for a variety of different reasons, as we discussed in Step 1.

These include wanting more independence, more time for family and interests, and building an asset.

Unfortunately, many business owners lose sight of why they went into business in the first place.

That's why it pays to have a vision of where you want to be in 5, 10 or more years from now. And a clear business exit strategy.

An exit strategy doesn't necessarily mean getting out of the business for good. It can mean handing over the reins to a manager or a family member so you can have more time to enjoy the good things in life. But whether you're planning to step down or sell, you'll need to leave the business in the best possible shape.

**"Plans are nothing. Planning is everything."**

What US President Dwight D. Eisenhower meant by this is that it is essential to plan but it is unlikely that things will always go according to plan. That's why you need to keep your eye on the prize but be prepared to change your strategy when necessary to get there. At Pzazz Building, we are big believers in planning and hold regular team workshops to share knowledge and ideas.



## KEEN TO START YOUR OWN BUSINESS BUT DON'T WANT TO GO IT ALONE?

### 5 reasons why you should talk to Russell about joining Pzazz Building. There's no obligation so what have you got to lose?



#### **Renovations, Alterations and Additions are where the money is in building**

If you're tired of doing the same thing every day and you can think on your feet, A&A work is for you. Because every job is different, the margins in A&A tend to be higher than other types of building.



#### **Limited Time Offer: No Joining Fee**

It can actually cost you less to join Pzazz Building than setting up a business on your own. Not only because we've removed the Joining Fee to attract only the best in the business, but because you'll save money on essentials such as branding, business systems and coaching.



#### **We'll help you fasttrack your business**

The longer it takes to set up and start getting customers in, the more money you'll need to live on. But Pzazz Building's ready-made business-in-a-box, powerful marketing and expert coaching will get you up and running faster. And that's not where it ends. Our in-house design and draughting services and ongoing support will give you an edge over your competition.



#### **Join the best in the business**

The name and reputation we've built up over the years is everything to us—and our Affiliates. Right off the bat, you'll be able to take advantage of that name and join a community of Affiliates with a vested interest in the success of the Pzazz Building group as a whole.



#### **Talk to me about how easy it is to get started**

I'd love to hear about your goals and plans and tell you about all the ways we at Pzazz Building can make it easier and more affordable to get into your own building business.

Call or text me on **027 455 2752**  
or email me at **[russell@pzazz.co.nz](mailto:russell@pzazz.co.nz)**

