



PREMIER BUSINESS
ACADEMY

• FREE GUIDE • FOR NZ TRADE BUSINESSES

The NZ Tradie's **PROFIT ROADMAP**

The 5 silent leaks draining your margin on jobs you've already won — and the exact fix for each one.

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READ THIS FIRST

You're working harder than ever. So where's the profit?

You had a big year. The phone never stopped, the team was flat out, revenue was up. Then you looked at what was actually left in the bank — and it didn't add up.

Here's the truth most tradies never get told: **you don't have a sales problem. You have a leak problem.** The money you worked for is escaping through five small holes in the business — quietly, every single job.

\$100k+

is what a typical \$1M–\$2M NZ trade business leaks in a year — profit it already earned, lost to underpricing, unbilled work, thin markups, wasted hours and slow cash. *(Illustrative — your real number depends on your books.)*

The good news: leaks are fixable, and you don't need more work to fix them. Plug these five and the profit shows up on the jobs you're **already doing**.

This roadmap walks you through each one: what it looks like, what it's costing you, and exactly how to plug it. Start with the leak that stings the most.

THE 5 LEAKS

01	The Quoting Leak	Winning jobs that lose money
02	The Variations Leak	The work you never bill
03	The Materials & Markup Leak	Margin marked too thin
04	The Labour & Productivity Leak	Paid hours that never bill
05	The Cash-Flow Leak	Profitable on paper, tight in the bank

01

THE PROFIT ROADMAP · LEAK 1

The Quoting Leak



WHAT IT LOOKS LIKE

"You quote to win the job, not to make money. You're busy as hell — but the bank balance never matches how hard everyone's working."



WHAT IT'S COSTING YOU

\$150k

Under-price by just **10%** on **\$1.5M** of work and that's **\$150,000** of margin gone — every year, on work you actually delivered.



HOW TO PLUG IT

- ✓ Know your **true charge-out rate** — wages + every overhead + the profit you want, not the competitor's number.
- ✓ Price each job from **your** cost up, then add a target margin and hold it. Walk from jobs that won't carry it.
- ✓ Build a quote template that bakes the margin in, so you can't accidentally give it away under pressure.

DO THIS WEEK

Work out your real charge-out rate. Most tradies find it's 20–30% higher than what they've been quoting.

02

THE PROFIT ROADMAP · LEAK 2

The Variations Leak



WHAT IT LOOKS LIKE

"The client asks for 'just one more thing.' You say yes, you do it — and it never makes it onto the invoice."



WHAT IT'S COSTING YOU

\$24k

5 unbilled variations a month at \$400 each is \$24,000 a year you did the work for — and handed over for free.



HOW TO PLUG IT

- ✓ Every change gets written on a **variation sheet before you lift a tool** — no exceptions.
- ✓ Get a yes **in writing** first. A text message counts. No yes, no work.
- ✓ Bill variations the **same week**, not bundled into a final invoice three months later.

DO THIS WEEK

Start a one-line variation log on every active job tomorrow morning. You'll be shocked what's been slipping through.

03

THE PROFIT ROADMAP · LEAK 3

The Materials & Markup Leak



WHAT IT LOOKS LIKE

"You charge materials at cost — or a markup so thin it doesn't cover the ute, the runs to the merchant, the storage or the waste."



WHAT IT'S COSTING YOU

\$75k

On **\$500k of materials** a year, a **15% markup** you're not charging is **\$75,000** straight off your bottom line.



HOW TO PLUG IT

- ✓ Set a **standard materials markup** (15–25%) that covers handling, pickup, storage and waste.
- ✓ Apply it to **every** job, automatically, in the quote — not "when you remember."
- ✓ Treat materials as a profit centre, not a pass-through. You're carrying the cost and risk; get paid for it.

DO THIS WEEK

Pick your markup % and lock it into your quote template today. Then it happens on every job without you thinking about it.

04

THE PROFIT ROADMAP · LEAK 4

The Labour & Productivity Leak



WHAT IT LOOKS LIKE

"The team's on the clock — but half the day is travel, hunting for materials, rework, and standing around waiting on you for the next call."



WHAT IT'S COSTING YOU

\$100k

5 staff each losing **1 productive hour a day** at **\$80/hr** is roughly **\$100,000 a year** in paid-but-unbillable time.



HOW TO PLUG IT

- ✓ **Plan tomorrow tonight.** Every person knows their first job and what it needs before they wake up.
- ✓ **Stage materials on site** ahead of time so no one's driving to the merchant mid-job.
- ✓ Give the team the **authority and the system** to keep moving without phoning you every 20 minutes.

DO THIS WEEK

Measure billable hours vs paid hours for one week. Under 65%? That gap is the biggest goldmine in your business.

05

THE PROFIT ROADMAP · LEAK 5

The Cash-Flow Leak



WHAT IT LOOKS LIKE

"On paper you made money. In the bank you're always tight — chasing invoices, covering wages out of your own pocket, dreading the GST bill."



WHAT IT'S COSTING YOU

\$50k

\$50,000 stuck in unpaid invoices and unclaimed retentions is **\$50,000 you earned but can't use** — while you borrow to cover wages.



HOW TO PLUG IT

- ✓ **Deposit up front** and invoice on **milestones**, not all at the end of the job.
- ✓ **7-day terms**, chased on day 8 — automatically, not when you finally get to it.
- ✓ Watch **one number every Friday**: cash in vs cash out for the week. That's your early-warning light.

DO THIS WEEK

Send a reminder on every overdue invoice this Friday. Then switch new jobs to 7-day terms with a deposit.

PUT IT ALL TOGETHER

Plug all five, and the profit was there **the whole time.**

A typical \$1.5M NZ trade business that plugs these five leaks adds **\$100k+ to the bottom line** — without selling a single extra job. Same trucks, same crew, same calendar. Just kept instead of leaked.

- 1 Price every job to actually make margin
- 2 Capture and bill every variation
- 3 Mark up materials so they hold their margin
- 4 Turn paid hours into billable hours
- 5 Get your cash in fast and see it every Friday

Want us to find your #1 leak **with you?**

Book a free 30-minute call with the team. We'll pinpoint the single biggest leak in your business and hand you a plan to plug it. No pitch unless it's a genuine fit.

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