

# Successful Home Builders

*“A Home Builder’s Unfair Advantage to Increasing Profits...”*

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Attention Home Builders and Renovators...

## Most Builders and Renovators “Can’t Get Ahead” for Two Main Reasons – Their Business Steals Too Much of Their Time and Returns Too Little Profit.

### ...What 5 Things Can You Do to Make Your Business Different?

From my work with builders and renovators across Canada and the US, I've found the average builder / renovator struggles with two key issues:

- the long hours they spend running their business and
- how much money they're left with at the end of the day

For most builders and renovators in this situation, this can mean:

- **less time** to enjoy their family...their hobbies...their life (including giving up weekends and holidays)
- **always juggling two or three things** at once (...or more!)
- can't give their clients, or their trades, the time they require (and deserve)
- **the stress of being 'always on'**...managing the project during the day and returning calls at night
- **losing projects to 'underground' competition**, who 'side-step' legitimate expenses reputable builders and renovators don't

### How to Stop the Vicious Cycle of “Not Enough Time...Not Enough Money”

The fact is **there are builders and renovators who don't seem to struggle** with the above problems. I know...I've talked to them – and I'm sure you know them too. They're the ones live and work with the same market conditions you do (recent, massive increase in competition; lack of skilled labour; 'price shoppers' and 'tire kickers', etc.), but they don't seem to be *affected* by it all.

**How do they do it** when you, just down the street or around the block, can't seem to get a break? What's the big difference between builders and renovators with 'all the profits they can handle' and other professionals 'just getting by'? Surprisingly, there are only a few.

### 5 Secrets of Highly Successful Builders and Renovators

Highly successful builders and renovators differentiate themselves because they've all figured out how to:

- 1) **capture, follow-up with, and pre-quality each and every prospect** without:
  - a. wasting valuable time on “go nowhere” leads; and
  - b. losing touch with a prospect (*ever*)...only to find they've “found someone else”
- 2) convert those prospects into clients **without competing on price** with “do-it-yourselfers”
- 3) **get paid for each and every piece of work they do**, *while* getting raving reviews from their clients
- 4) **do all the above on 8 – 10 hours a day**...not 14 – 16

### ...and the Most Important Secret ...

- 5) **attack and eliminate problems** for good...not merely react to them each time they re-occur

**Highly successful builders and renovators have figured out how to run their business profitably without spending their whole day doing it.** That's why when a problem, challenge or 'surprise' does occur, they don't seem to be affected because they have the time (and money) to deal with it...once and for all. (That's why #5 is so important.)

In fact, the cost of *not* accomplishing the above can be tremendous. For most builders and renovators, just tackling #2 (not to mention #3) can mean **thousands** of dollars in extra profit for each and every project (no more 'skinny profit' jobs), while mastering #1 could add **hours** to your day (what could you do with **an extra day out of every week?**).

## So How Can This Help You?

The fact is, **if the average builder or renovator spent just a few of hours a week focusing on the above** (that is, the strategic, long-term health of their business) instead of *all* their time on the day-to-day, just-get-through-it short-term requirements of their business, **they could see dramatic results within months.** (How would you like your individual problems and challenges to change significantly in the next two or three months...or sooner?)

This is why I developed the **Successful Home Builders' Coaching Program**...to help builders and renovators tackle the common challenges keeping them from having the business, and the life, they want.

## ...And I Guarantee It – TWICE!

To help builders decide the value of my program for themselves, **I offer two risk-free guarantees:**

### #1 A Risk-Free Introductory Session

You can try the program before even spending a dime...period. You get the first session **risk-free** and, if you don't get any value whatsoever, you walk away and you don't pay...period!

### #2 A Hassle-Free Guarantee on Each and Every Session

Even when you *do* decide to continue you're *still* in control! If at any time you don't get value from any session, **I'll refund the cost of that session, hassle-free.** It's that simple – I should help you move your business ahead, or you shouldn't have to pay.

## So How Does this Work?

This **completely guaranteed** one-on-one program is designed so builders and renovators can learn *and* implement the strategies and ideas that allows them to increase their profits and save hours of their time...all while being guided by a professional coach and consultant *solely* focused on the building industry.

The program is delivered over the phone at a time convenient to you and:

- **focuses on your business and your challenges** (this is *not* a one-sided lecture)
- has **no formal time limit** (most sessions are 35 – 45 mins, but I don't schedule clients back-to-back, so I don't cut you off at a pre-set time)
- is **completely guaranteed**...if you don't get value from *any* session, you don't pay for that session
- has **no long term commitment** – continue as long as you like...take a break...or stop and start back up
- has **no set frequency or schedule**...set your sessions weekly, bi-weekly, or whatever fits your schedule.

I charge \$500 for each series of three sessions...but for those builders and renovators who've never used a coaching program to rocket their business ahead, **I'm offering you to try my program at no charge...risk-free.** If you don't get any value from the introductory session, you simply walk away...as I only invoice *after* the first session, and *only* if you're interested in continuing, you aren't on the hook for anything – *I am.*

**So call or email today and decide the value for yourself** but, if you're interested, I suggest you contact me **today**. I only offer a handful of introductory sessions in any one market area, as I only take on a small number of clients in any one area (2 – 5...depending on the market size). For more information you can go to my Coaching webpage, [www.SuccessfulHomeBuilders.com/Coaching](http://www.SuccessfulHomeBuilders.com/Coaching) or call me directly at **(613) 255-0747** – I'm in most business days, and I return *all* my phone calls within one business day.

So **contact me today** to schedule your introductory session and here's to *your* profitable results!

### **Brett Martinson**

Brett Martinson is a **professional coach and consultant solely focused on helping North American builders and renovators** increase their profits and decrease the time their business takes from them. His articles are being published in national and regional trade magazines, including *Home BUILDER Magazine* and *Ontario Home Builder*.

P.S. Remember, **you can try this program without paying a dime**, and without any risk. If you don't want to continue, you simply walk away...**you'll still end up with some great ideas and strategies** on how to increase your profits and reduce the time you spend in your business.