



# 11 WAYS CONTRACTORS CAN SAVE TIME AND MONEY



# INTRODUCTION

You focus your time and energy on your company, clients, and families.

When it comes to your business, you want it to run efficiently and effectively while providing the best service possible.

**Because you don't just get the job done—you do it right.**

That's why happy customers keep your phones ringing off the hook, because they need a contractor they can trust to do consistent AND solid work.

Wasting time on the wrong things in your business decreases your ability to serve more people and make more money.

In our 11 tips below, you'll learn how to streamline processes, improve operations, and get the best tools for the job. You'll know how to set yourself up for success, thus accelerating your business.

Follow the 11-step guide below, filled with tips you can implement into your business this week, saving your time and money and making you more available to do the work you enjoy.

Less stress starts here and now. Let's get started.

# **SCHEDULE TOOL RENTALS / PURCHASE PICK UP IN ADVANCE**

You've heard the saying, "time is money." When standing in long lines or trying to flag down employees to help pull a tool, hours of your work day gets wasted. And if you have a crew who is shopping / picking up for you, that's your money out of your pocket.

Skip the hassle and order in advance.

K&K has a convenient rental process to support contractors:

1. Call and reserve your equipment over the phone
2. Bring a credit card and driver's license to pick up the equipment; deposit must be made on a major credit card—not a debit card—and is 3x the rental rate
3. Check-in at the counter to get a ticket for the equipment and take the ticket to the warehouse
4. Our expert team will train and answer any questions about operating the machinery
5. Our team will help load the equipment
6. When you return the equipment, take it to where you picked it up
7. Get your deposit back

The buying process can also be handled in advance to ensure a smooth pick up. Save the hassle and be efficient when picking up tools and machines.

# 2 **MAKE SMART HIRING CHOICES**

**If your business is booming and expanding, consider bringing more contractors to your team.**

When you do, you should be clear on what responsibilities you want a new team member to own. Get clear on expectations from the get go.

In an industry where “wearing many hats” has become common, creating a clear job description will act as a guidepost for:

1. the interview process
2. the candidates to understand if this position is a good fit

The more clarity you can provide, the better outcomes you’ll get.

In addition to work experience, make sure you have clarity around the ideal candidate’s personality traits and work ethic that would best align with your team.

Finally, consider your company culture. It’s important for the candidate and company to align in values.

We all have good days and better days, and a united mission will encourage your team when the work gets dirty and challenging.

# 3 **KEEP TRACK OF YOUR APPOINTMENTS**

**Picture this, you're working at a rehab, getting the final touches of paint on the wall, when suddenly your phone rings.**

You chat with a potential client about a new project and promise to follow up with a quote. But since your hands are covered in paint, you tell yourself you'll do it later.

Later comes, and now you're on the roof, fixing a leak.

We get it.

When working with your hands, being on top of your phone can be challenging. But it's important to have a system to keep track of appointments.

Ideally, you should add new appointments and meetings into a calendar when you make the appointment, but if not, at the very least enter them at the end of each day.

Google, Yahoo, and Apple calendars are free, customizable, and come preinstalled with your phone's operating system so that you can get notifications in advance about upcoming commitments.

You can even use an old-school calendar (we love handwritten things!).

Whatever works for you—just get into a habit of writing down appointments, follow-ups, etc. and establish specific points per day where you will check so you don't forget things.

Stay organized to maintain professionalism while taking advantage of potential opportunities to win bids and earn more business.

# **FOLLOW UP AND STAY IN TOUCH WITH CURRENT CLIENTS**

**Did you know much of small business profits come from retained customers and referrals from their existing customer base?**

*That's why staying in touch with current clients is so important.*

**Here's the deal.**

A client comes to you (the expert) to solve a problem (plumbing, electric, etc.). Most people don't know they need a contractor until that problem, usually urgent, occurs.

Because of the time-sensitiveness of the issue, they often don't have time to do a lot of research, so they ask around. Or they call someone they've worked with before.

Sending a newsletter / check-in email to past clients at least quarterly to stay fresh in their minds is powerful. Because when they're down to the wire, they will think of their great experience with YOU. That's instant business.

And guess what?

Because you reassured and saved them from their messy situation, they'll proudly share the good news with their friends.

When you reach out on a monthly or quarterly basis, you're top of mind.

It's also a good way to remind them of seasonal jobs like spring cleaning out gutters or power-washing decks before the summer. Your client should do a new paint job on their rental properties BEFORE the big snowfall/harsh winter coming up.

**Remind them!**

People live busy lives and don't always remember what they need. You can help prevent last-minute occurrences by reminding them about necessary maintenance care items.

# 5 REPUTATION MANAGEMENT

If new business comes from somewhere other than referrals, the next most popular source is a quick search online. In these cases, having strong positive reviews on Google / Yelp will be essential for a competitive edge.

It goes like this:

A rehabber needs a “general contractor” for a new home. He searches for general contractors on Google. He’ll likely search the first page, maybe the second. Then he’ll narrow down his choices based on positive reviews. After this process, he may call three out of the entire Google list.

Having a presence online and asking past clients if they can share a positive review will set you above the rest.

Remember, it’s important to monitor and respond to reviews to make sure your business is being represented the way it deserves.

Future clients have most likely been burned and are concerned they’ll shell out money to someone who won’t show up or do sub-par work.

Make it easy for customers to find and hire you!

If you need help, hit reply to this email and ask us for our Marketing Agency



# 6 GET THE RIGHT TOOL FOR THE JOB

When trimming your budget, you may be tempted “just do it yourself” vs. renting a tool to support you. Although this may save money in the short-term, it will cost more effort, labor, and money in the long-term.

Some of our most popular tools include **skid steers**, **mini skid steers**, **excavators**, **stump grinders**, and **chippers**.

Why?

Because they do the heavy lifting so you don't have to, and they do it quicker than you ever could.

You don't want just any tool either. You want the correct tool for the job. So if you're unsure what you need, ask our exoteric team members. You can even get the details over the phone to save you time in the store.

Quality is essential.

Renting from K&K will set you up for success on the job and help you produce remarkable results while meeting your required deadlines.

Our rental fleet is one of the largest in St. Louis. With over 1,000 pieces of diverse and exceptional equipment, **we set the standard for quality, reliability, and customer satisfaction.**

Always make sure you rent / purchase from a trusted source.



# 7 SHOP AROUND FOR THE BEST PRICES

Although it may seem like supply prices are fixed, that's not always the case. We have an on-going **promotions section** on the website where we run our sales.

And just for signing up for this guide, you'll automatically receive a 10% coupon off your next rental!

There are opportunities to save if you look for them.

If you work on specific projects seasonally, you could pick up supplies cheaper in the off-season.

Additionally, if you plan your projects in advance, you know what you're looking for and can pick up items in bulk or on sale.

Being prepared pays off!

# 8 **STAND OUT FROM THE COMPETITION**

**You don't just build houses. You convert your clients' dreams into reliable homes and spaces for their families to live.**

You don't do electrical work. You're the #1 go-to person to help bring power back to people in risky situations.

It's okay to brag about what you do well in your marketing materials and be specific about where you thrive. The more details, the better.

Why?

Because it shows confidence in what you do.

Customers don't want someone who sort of knows how to fix something. Customers want to hire contractors who can confidently complete the task and put them at ease.

Chick-fil-A is an excellent example of showcasing what they do well. Their logistical operations is second to none.

They also pride themselves on giving the consumer a fantastic experience.

Whenever anyone says "Thank you," their entire team responds with "my pleasure." They ensure their employees know, understand, and implement their company values.

Chick-fil-A found what it did well and honed in on this, becoming a leader in their category.

There's so much we can learn from their streamlined operations. Get ready to be blown away, there's more to come in the near future on this subject.

# 9 **PLAN AHEAD**

**One small mistake can cause you to order the wrong supplies, leading to delays during the project and setting you back days or weeks (primarily if the stores are sold out of supplies).**

A mistake can also cause you to spend time and money returning items you don't need or on the labor you already paid for until you realize you have a problem.

Always make sure to create a system for accuracy. Tag in a colleague if you want to compare notes and have another set of eyes double-check your work.

Slow and steady wins the race.

# 10 **COMMUNICATE CLEARLY**

**Sometimes things can get lost in translation, literally.**

That's why taking the time upfront to communicate precisely what you expect from your team is essential.

Additionally, you want to discuss details with your client to ensure

1. you understand their wants and
2. they understand the results you will provide

We recommend providing a detailed scope of work for your projects so the client can sign off.

We also recommend team project management tools, such as Zoho or Monday.

These tools will assist in tracking moving parts for large projects and allow team members to make notes or ask a question for managers to review, keeping project deadlines.

When in doubt, take the time to ask questions and always be clear before starting!

# 11 **INVEST IN LEARNING NEW SKILLS**

The last thing you may want to hear is the idea of taking extra time to learn new skills, but gaining more certifications could save you in the long run.

It will allow you to expand, take on new projects / responsibilities, and scale your company.

You'll have more to bring to a competitive market and may not have to outsource projects.

Also, educating and training your team correctly is always a win-win.

It allows your team to understand your work standards and protocols. Consider including a policy for questions / on-the-job training so you can guide them through any glitches that may occur.

The next time they take on a task, you'll have complete trust they know how to operate correctly and safely.

We hope this guide has inspired you to save time and money with your business so you can positively impact your team, your customers, and your family.

As always, we're behind you 100%, ready to support you in any we can.

Now get out there and crush it.

