

Lifestyle Tradie Member Profile



Jade Wortmann & Josh Bone

Bone Wortmann Electrical

VIP Platinum Members

1. Tell us a little about your business, life and family. (If your partner is in the business, include when she joined and how she helps.)

We have been operating as Bone & Wortmann Electrical (BWE) for 12 years.

We both moved to the Gold Coast from country Victoria. We are both married to teachers and have young families.

BWE focuses variously on shop fitting, maintenance and renovations. This has been good because it diversifies our income streams.

We've had some major clients since the business started which is testimony to having provided them with good service. A high percentage of our work is also referred to us from within the building trade.

We have 5 trucks and 1 office staff. We have some key field staff that have been with us for years because they have a good attitude and are easy to work with – both for us, clients and colleagues.

2. What do you love most about what you do?

We love the varied types of work. One day we could be working on a major school refit, the next day hanging chandeliers for a high-end renovation.

We also love the flexibility of owning a business. Since joining LT we've equipped ourselves better to take holidays and step away from the business.

It's really important to keep that lifestyle balance.

3. Tell us a little about your life before joining Lifestyle Tradie? (What wasn't working, what was holding you back or was in your way?)

We had no idea about our numbers. We would be unorganised and not know what was happening day to day but we would be flat out.

It felt as though the business had a momentum that was running us and it was hard to keep up.

The business still has a huge momentum but now we manage it.

4. What specific results have you achieved since joining Lifestyle Tradie?

Since joining we have really dug deep into the numbers and planning. We have learnt that knowing your numbers inside out is a huge advantage to the health of the business. Since getting our head around our numbers our profits are up more than 78%

We've also just launched Impress Elec, a new business that we will run in parallel to the longstanding BWE brand.

In the past we have turned up our nose at taking on residential work. However, Impress Elec will deal exclusively with this market segment and have different systems, processes and pricing structures to the rest of the business.

The whole Impress Elec business model has been entirely planned prior to launch through different things we have learnt from LT.

5. Where do you see your business in 5 years?

In 5 years we see the business running itself. We will continue to invest in systems so we can achieve this.

Our role will be checking the numbers, working with some reliable team members to plan and control the business and networking.

6. What are the top 3 things you have learnt about business that you would recommend to other tradies and WHY?

Tip 1: Know your numbers. Why? Because you might think you are flying but you really are not.

Tip 2: The power of technology in business is huge.

Why? It cuts time and saves money.

Tip 3: Enjoy yourself. Why? If you are enjoying your work your attitude will rub off on clients. That will make them easier to deal with. It will rub off on staff. That will make them easier to deal with. It will rub off on suppliers and everyone enjoys their day better.

7. Some say working with your partner is a challenge! How has being a member of Lifestyle Tradie helped with your relationship?

We don't work with our partners. However, it feels like you have a second wife with a business partner! The biggest thing is you have to work to each others' strengths. Joining LT has helped us work out who should be doing what and when and it helps keep each other accountable.

8. Tell us something quirky about yourself that your buddies don't know?

Josh: Deep down loves the nick name Blinky Bill

9. If we were sitting here one year from now celebrating what a great year it's been, what have you achieved (together)? (business/life).

We would hope we have had a full year of Impress Elec and it is ticking over nicely.

We would also have our systems for both Impress Elec and BWE set up and documented. This will reduce the time to induct new staff, enable us to expand the team easily and ensure that consistent processes and standards are maintained.

The next 12 months will get us closer to our 5 year goal.



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