



Lifestyle Tradie

the freedom to choose...

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Dean & Gill Matthews DCM Plumbing VIP Platinum Members

“We more than doubled our turnover and hugely increased our profits mostly because we were actually billing for the time while were on site, correctly and by managing our inventory so much better.”

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Lifestyle Tradie Member Profile

Dean & Gill Matthews

DCM Plumbing VIP Platinum Members



1. Tell us a little about your business, life and family, include when partner joined and how she helps

We're a small Gold Coast plumbing business that has been in business for 12 years. Initially we only worked on new homes but as the GFC hit and new building came to a standstill, we diversified into maintenance. We started with just myself and an apprentice, and as the phones got busier, Gill stepped in full time to work in the office, now we have five plumbers and two admin staff.



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

I love being my own boss, when Gill lets me ;) and having the choice about the jobs we take. Being able to continually tweak and improve the business is great too.

3. Tell us a little about your life before joining LTG – what wasn't working, what was holding you back or was in your way

Before we joined LTG we were working from our garage at home and Gill always calls it the dark ages as it was not only a physically dark space to work but also with the amount of paper we produced and the less than streamline processes we had, it all felt like we were in the dark ages. The guys on site filled in time sheets and job sheets, then I would add to them and then Gill would manually type them up in MYOB. The scheduling was a notebook and hundreds of phone calls and not at all easy to manage. We both knew there must be a better way but with time always a factor with a young family and full working days we struggled to balance our time effectively.

4. What specific results have you achieved since joining LTG

Where to start, there's been lots!

The very first one after the initial wake up call when we started reading through the manuals that were sent through, actually came from a small article in one of your magazines talking about the benefits of Aroflo (then IMS). Gill jumped on for a 1 hour trial and we made the leap to get on board which moved our

scheduling, invoicing, inventory etc into the cloud. Just in the first year we implemented this, we more than doubled our turnover and hugely increased our profits mostly because we were actually billing for the time we were on site correctly and by managing our inventory so much better. So just the smallest mention in one of the LTG magazines took our entire business to a whole new level. The other major impact came from one of the workshops focussing on flow charts. Following the steps given, Gill was able to systemise a huge chunk of her jobs so that she could go to the World Club Crew Dragon Boat Championships in Italy that year and know that we could still have a functioning office whilst she was away.

5. Where do you see your business in 5 years

We will have increased our private customer base and reduced our real estate work. We will be running a second Blocked Drain King vehicle fully employed with a dedicated repairs division too. I will be 100% off the tools and have a leading hand overseeing the work in the way I currently do. Gill will be focussed on business development rather than any day-to-day operations in the days she works in the business.

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

Tip 1: Put the customers first so they rave about your business, word of mouth is a powerful advertising tool.

Tip 2: Automate and systemise as much as you possibly can to take the leg work out of basic tasks wherever possible so there's time and energy left to spend on the important tasks that can't be automated.

Tip 3: Always know your numbers, get a great

accountant that understands how a trade business works so you get ahead of tax planning and keep on top of your figures so if things are going array you know quickly and can act. Equally if things are booming you can make sure it doesn't all end up with the ATO!

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

I think working with your partner can be very difficult and intense at times but mostly we love having the business in common, we know what's happened in each other's days and can laugh or cry about it together. Decision making can be tricky when we don't agree but having the input from LTG and the other couples we've met through LTG has really helped us understand that we're not alone, it's all very normal and we can get through any problems that do pop up.

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

I love disco music so a light up squares dance floor is on my wish list!!

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've got our Blocked Drain King truck fully employed on drains and our private customer job ratio has gone up by 30%. In life we would like to have bought and renovated two more properties to add to our property portfolio and hopefully see the kids pass their driving tests and be settled into jobs & university



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