



Lifestyle Tradie

the freedom to choose...

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**Signs You're
Playing It Too
Small** /page 4

**Snail Mail
You Say**
/page 16

**Step Away From
The Phone**
/page 12



SEAN
Sean Hersee
SAGE Painting
VIP Platinum Member

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Andy and Ange helped me understand how to read my numbers...
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Proudly Australian

Cool iPhone
Apps for
Tradies

The 7
Traits Of
Success

Lifestyle Tradie Member Profile

Sean Hersee

SAGE Painting VIP Platinum Member



I. Tell us a little about your business, life and family.

After leaving school in year 12 I was unsure about what I wanted to do. My family has had a tradition of painting as it goes back four generations before me. Although I said I would never follow the tradition, I decided to start an apprenticeship with my father's commercial painting business and my journey as a painter began.

During my 4 year apprenticeship, I competed in the World Skills Competitions winning regional and state and then going onto be 4th in Australia.

After my apprenticeship, I then moved through the ranks of the business until I couldn't go any further as Dad wasn't going anywhere soon. So, I decided after 10 years of service it was time to part ways. I saved up money for tools and borrowed money against our home to buy my first van. Sean Hersee Painting was established.

The first year was tough, learning the ins and outs of what it actually takes to run a business. I put myself through a small business course and started learning the words started to gain a vision of one day being a successful entrepreneur.

After a year working on my own it was time for the next leap and take on my first employee. I used my brother as the guinea pig. This is where work started taking off as we were really starting to build a name for ourselves delivering a high class quality finish on our clients homes. Soon after it was time to employ another person, and another and another as our reputation for quality work was growing rapidly.

Once we got to six painters I was starting to get run off my feet, sorting the crew in the morning, on the tools during the day, quoting in the afternoons and doing paperwork at night. Something had to change.

How could I continue transforming homes and continue to grow my business? So, I set a new plan to increase the workload, get off the tools and employ a couple more painters to cover my extra costs.

Standing back and seeing our team starting to really take off, I made the decision that it was no longer Sean Hersee Painting. It was a team effort and it was time to take my name out of it and create a new a brand. By researching the dictionary and thesaurus under words like 'master' and 'expert' we kept seeing the word SAGE.



Then I noticed the meaning, “someone venerated for the possession of wisdom and experience” - “Master of the trade”. We were now SAGE Painting.

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

Working on my own, my passion was transforming homes and seeing the client’s faces knowing it was my hard work that created the smile. Now, today with a team of 21, my passion is still transforming homes but let’s just say I get a lot more smiles.

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?)

Before for I joined LTG, I was marketing my business to go bankrupt. We always had a lot of work but I just didn’t know my numbers. I was getting to the accountant once every 12 months and he was telling me to stop growing and go back to being on your own. Andy and Ange helped me understand how to read my numbers which changed our quoting process, we knew what our employees cost us and how much we had to charge to cover our overheads. Since then we are now hitting our targets regularly.

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

At SAGE Painting we are currently trying to get to a business model where we can implement the same thing in a different area. We have also thought of starting the SAGE brand in other trades.

5. What are the top tips you have learnt about business that you would recommend to other tradies and WHY?

1. Self-education would be my top tip, my first course was on excel spreadsheets and I now continue to do courses to self-educate myself to forever grow.
2. Take risks - I’m a big believer about say yes now and work out how to do it on the way. I would never of hired anyone or taken on some 6 figure jobs without this attitude.
6. Tell us something quirky about yourself that your buddies don’t know?

I used to be the goal shooter in my school’s male netball team even though I was the shortest player! :-)

7. If we were sitting here one year from now celebrating what a great year it’s been, what have you achieved.

SAGE Painting would be running like clockwork without too much input from myself, we would have another 1-2 investment properties and we would be away on a family holiday living, loving, life!



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