Your Biggest Workplace Risk: The Sun
/Page 4

Launching Into Loyalty
/Page 10

Becoming Mentally Strong
/Page 12

Dan & Jodie Murray
Green Planet Plumbing - VIP Diamond Member
1. Tell Us A Little About Your Business, Life And Family.
My wife Jodie and I own and run a small maintenance plumbing business called Green Planet Plumbing in Lake Macquarie, NSW. We mainly service residential clients, small commercial operations, Clubs and child care centres. We employ 4 tradesmen plus myself, 2 apprentices and 3 office staff. We have 2 beautiful kids Lachlan 7, and Asha 6.

2. What Do You Love Most About What You Do?
We love the challenges and the continued self-education that is required to grow and run our business. When starting out our main focus was to simply keep the doors open and find a solution to a problem or challenge as it presented itself. Over time, with experience and continual education, the progress we have made is exponential. Looking back we can’t believe how far we have come in 2.5 years.

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 were billing at hourly rate and working for anyone who called. We had just been through a very bad business separation with my ex business partner, and things were looking pretty grim. I was working 16 hour days just trying to keep the money coming in and the doors open. I had been following Lifestyle Tradie online for a while, so after the dust settled on the business separation the first call I made was to Andy. He and Ange set us on a path to rebuild the business. Joining Lifestyle
Tradie has also given Jodie the confidence and resources to completely change her career path and come on board with the business full time, which she loves!

4. What Specific Results Have You Achieved Since Joining Lifestyle Tradie?

In 3 years we have grown from myself and 1 wayward apprentice to employing 4 full time tradesman, 2 apprentices, 1 full time and 2 part time office staff. We have consistently increased our turnover each month for the last 2 years and have changed the type of work we offer, targeting maintenance plumbing along with a heavy presence in blocked drains, relining of pipe work and sewers, and hot water. Instead of working in the business on the tools I can now spend more time working on the business, which allows me more time with my family.

5. Where Do You See Your Business In 5 Years?

We would like our business to be well established with a solid list of repeat customers. We will have the systems in place so it can be largely run at arm’s length (from my boat lol) or under management, so we can take regular holidays. We do love what we do so we will still be heavily involved. Diversifying into other trades is also something we are planning in the near future.

6. What Are The Top 3 Things You Have Learnt About Business That You Would Recommend To Other Tradies And Why?

Tip 1: Look after your clients! Having the systems in place and training our staff to provide reliable, professional and friendly service along with great workmanship ensures repeat work and positive word of mouth. Our business has grown substantially from word of mouth, and the Lifestyle Tradie referral program we have implemented has been a big success for us.

Tip 2: Hire the right people! We are really proud of our staff. Every day they represent us extremely well and our business would not function and grow without them. It’s really difficult to hire great employees, but making sure they are the right fit has been crucial for us. If they are not the right fit cut them loose straight away.

Tip 3: Embrace the tech and keep learning! It will be a headache to start with but investing the time to implement and learn the systems will make your life so much easier. There will never be a point that we will say we know all we need to. Self-education through Podcasts, books, training and of course everything that Lifestyle Tradie has to offer will keep you at the forefront of your business and industry.

7. Tell Us Something Quirky About Yourself That Your Buddies Don’t Know?

Apparently Jodz is the worst ten pin bowler in history! Well except for Jess lol

8. If We Were Sitting Here One Year From Now Celebrating What A Great Year It’s Been, What Have You Achieved? (Business/Life).

Our business will have grown but more importantly will have become much more efficient and profitable. Our daily metrics will be locked down 100%, stock management will be running correctly and I will be 100% off the tools. We will have looked into bringing other trades under our business system/model to provide a wider service base and increased efficiencies. Personally we will have had more holidays, more time on the boat, and more time with the kids.