



# Lifestyle Tradie

*the freedom to choose...*

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## Jack Dixon GC Pest Control VIP Platinum Member

**"I love the challenges and creativity of business and being able to have the flexibility with my work hours. I also enjoy meeting new clients every day"**



### Lifestyle Tradie

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Proudly Australian

**Cool iPhone Apps for Tradies**

**The IKEA Approach**

## Lifestyle Tradie Member Profile

# Jack Dixon

## GC Pest Control VIP Platinum Member



**“I love the challenges and creativity of business and being able to have the flexibility with my work hours. I also enjoy meeting new clients every day”**

### **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.)**

*I started GC Pest Control by myself 5 years ago. We now have 3 full time technicians, 1 full time office girl and 1 casual office girl, and then me. At home, I have a beautiful and very supportive wife Mel and a very cheeky 2 year old Hazel. We are also expecting a little boy in July.*

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

*I love the challenges and creativity of business and being able to have the flexibility with my work hours. I also enjoy meeting new clients every day.*

### **3. Tell us a little about your life before joining Lifestyle Tradie?**

*Before Lifestyle Tradie I was always working ‘in’ the business and never had enough time to work ‘on’ the business. Overdue invoices and our annual reminders were building up because I was spending too much time on the tools. We were really busy but not profitable or efficient.*

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

*Since joining Lifestyle Tradie we have made a lot of changes and improvements. We have a new accountant, who had found about \$10k worth of mistakes from our previous two financial years, which is now back in our pocket. I have learnt to delegate (mostly). We have moved from sub-contractors to employees and have just put on our 3rd technician. We have increased our pricing. Signed up with Employsure, which has been invaluable. Reduced our A/R by 50%. I have more time to work on the business and spend time with family.*

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

We would have a fleet of 12-15 vans servicing south east Queensland. We would have another one or two arms to our business. Eg. plumbing and electrical as our target market (avatar) is very similar. I will have nothing to do with the day to day running of the business, just continuing to look at how to improve, optimise and expand.



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

### Tip 1: & why

#### **Automation**

We have automated our annual reminders, follow-ups, debt collection, reporting and more. This has saved us countless hours of admin time and wages. I would strongly recommend spending the time to set up automation sooner rather than later. Get creative with Workato and Zapier.

### Tip 2: & why

#### **Know Your Numbers & Get a Great Accountant**

We all hear Andy bang on about this, and to be honest, we still don't know our numbers enough. But the work we have done on this with our accountant has made a huge difference. It has given us more knowledge on where we sit and forces us to brainstorm ideas on how to improve. Our accountant charges a lot more than our previous one, but is worth every cent.

### Tip 3: & why

#### **Staff Management**

I think it is important to go above and beyond for your

staff and make sure they feel as they are 'a part of the team'. In the past, we have had a problem with high staff turnover, which costs a lot of time, effort and money, more than I had realised. We now take the time to hire the 'right' person, not just anyone qualified, we get everyone in for brain storming sessions and use them to help make decisions about some aspects of the business, especially procedures. I also try to bring any issues up straight away, before they develop into something more.

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

My business would be fully systemised with all procedures documented. We would have a 4th technician on the road with all 4 vehicles being new vans. I would be working 25-30 hours a week but only on the business, not in it.

