

Things for builders to consider regarding the HomeBuilder package

The federal government has rolled out \$25,000 grants can be used to buy, build or renovate homes until December 2020 with additional terms and conditions attached to the support package.

If you build for clients who are likely to utilise the HomeBuilder package, you need to become an expert on how to effectively utilise or integrate the additional \$25k in new or existing projects on behalf of your clients. Marketing now is a great idea to motivate prospective clients to start the process as quickly as possible since six months is not a lot of time to change existing plans, obtain council approval and lock in the additional work with your construction schedule.

The \$25k may motivate people to bring forward their construction, renovation or extension plans and you they will need to engage with builders asap. Making it easy for these people to find your business and for you to portray yourself as a knowledgeable, professional and experienced builder needs to happen immediately to capture these opportunities. Consumers usually look for the following things when deciding on which builder to use so you need to make sure you communicate your situation effectively:

- That you are licensed to undertake domestic building works
- That your insurances are up to date and can undertake the dollar amount of work required
- Testimonials from recent clients and from trades you use
- That you specialise in the type of work required. This avoids creating the perception you are a 'jack-of-all -trades' and 'master of none'.
- You behave and present as a professional organisation, not just a 'one-man band' , and that you have processes in place to complete projects on time and on budget
- You have sufficient funds and lines of credit to undergo the upcoming projects.

Your marketing should also capture the type of work you are targeting. In other words, to be able to provide suggestions and solutions for using the additional \$25k.

Examples could be:

- Upgrading kitchen appliances
- Enhancing bathroom fixtures and fittings
- Extending outdoor areas
- Tweaking floor plans to make them more functional

Note: this information is general in nature and not to be considered specific advice. Chocolate Money holds an Australian Credit License 387277



- Increasing cupboard or storage places throughout the home
- Including work or study nooks
- Improving overall energy efficiency

The easier and less complex upgrades and enhancements would suggest quicker turn-around times from architects, council and your own quoting.

It's not often the government gifts homeowners \$25k to help build, improve homes or investment properties so consider taking advantage of this grant.

Once you undergo your marketing revamp to capture these opportunities, the most important thing is to ensure you do not waste your time with clients who cannot access the funds. To save days of client contact and endless quoting, refer your prospective clients to Chocolate Money for a loan approval with their existing or new bank or lender.

Builders can use this service for their clients to ensure they have the best chance of obtaining finance and thereby engaging you to build or renovate their next project.

Ask them to contact Chocolate Money on 1300 137 539 or email me directly on harry@chocolatemoney.com.au.

This is the perfect time for you to conduct a home and business loans check to ensure you are receiving all discounts you are eligible for as well as to speak to Harry Pontikis about your business management requirements. Contact Harry on 0411 258 058 or harry@chocolatemoney.com.au for an obligation free discussion on setting your business up to succeed in the new financial year.