



## **Leading Building Firms in Franklin District**

Director Contacts and Engagement Strategies for Electrical Businesses

A targeted and actionable report designed to empower electrical businesses with key contacts and strategic insights for securing subcontracting work in Auckland's dynamic Franklin district.

## **Confidential Report Prepared For**

**Beaumont Electrical**

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## I. Executive Summary

### **Purpose of the Report:**

This report is designed to provide electrical businesses with a targeted and actionable list of key Director contacts at 20 of the most prominent building firms operating within Auckland's Franklin district. Beyond contact details, it offers strategic insights and practical advice to enhance the effectiveness of cold calling initiatives aimed at securing electrical subcontracting work in this specific and growing market.

### **Methodology Overview:**

The identification of the "biggest 20" firms was undertaken using a multi-faceted approach. This involved a comprehensive analysis of firms with a significant local presence, as indicated in Franklin-specific business directories and online platforms. Company specialisations and stated project scales were reviewed from official websites and marketing materials. Industry recognition, including awards (e.g., Master Builders House of the Year) and certifications, was also a key consideration. Finally, the relevance of these firms as potential clients for electrical services, based on their primary activities (new builds, major renovations), was assessed.

### **Key Findings Snapshot:**

- A total of 20 building firms primarily active in the Franklin district have been profiled, with Directors identified. Direct phone numbers for Directors or main offices and email addresses (Director-specific or general company) have been compiled.
- The Franklin construction market is characterized by its dynamism, featuring substantial activity in new residential builds, particularly within rapidly expanding hubs such as Pukekohe and Karaka. There is also consistent demand for renovations in established areas and a component of commercial and light industrial projects.
- Significant opportunities for electrical services are evident, particularly in the integration of smart home technologies, the installation of sustainable energy solutions like solar panels and EV charging infrastructure, and the provision of high-quality electrical fit outs for new housing developments.

**Core Strategic Recommendations for Cold Calling:**

Engaging Directors of Franklin's leading building firms effectively requires a meticulously researched and value-centric approach. Key strategies include tailoring the electrical service pitch to align with each firm's specific project types and specialisations, consistently emphasizing reliability and strict adherence to New Zealand's compliance standards, and clearly articulating expertise in modern electrical demands such as smart home integration and energy efficiency.

**Structure of the Report:**

This report is structured to first deliver the foundational contact list of the top 20 firms. This is followed by an in-depth section offering strategic advice for sales outreach. Finally, an analysis of the Franklin construction environment provides context for these opportunities, outlining growth areas and relevant trends for 2024-2025.

## II. Identifying the Leading Building Firms in Franklin District

### A. Defining the Franklin District for Construction:

The geographical focus of this report is the Auckland Council's Franklin Local Board area. This region is extensive, stretching from the Hauraki Gulf coast in the east to the Manukau Harbour and Tasman Sea in the west. Critical townships and settlements for construction activity within this area include Pukekohe, which serves as the largest urban centre and the seat of the local board, alongside Waiuku, Beachlands, Karaka, Ardmore, Clevedon, Whitford, Maraetai, Kawakawa Bay, and Orere Point.

The Franklin district is an area of notable growth within Auckland. This expansion is evident in both residential developments to accommodate a growing population and ongoing infrastructure projects designed to support this growth. It is important for businesses targeting this region to recognize that development is not uniform; specific locales within Franklin, such as Pukekohe, Karaka, and Drury, are currently experiencing more concentrated growth.

### B. Methodology for Selecting the "Biggest 20" Firms:

The selection of the "biggest 20" building firms for this report is based on a qualitative and quantitative synthesis of publicly available information. The objective is to identify companies that demonstrate significant operational capacity, a strong and active local presence within the Franklin district, and project portfolios that are highly relevant to an electrical contracting business seeking subcontracting opportunities. The multifaceted criteria employed include:

- **Local Prominence & Specialisation:** Firms that are frequently listed in Franklin-specific business directories and online platforms (e.g., White Pages Pukekohe, Builderscrack Franklin, NoCowboys filtered for Franklin-based builders) were prioritized. Additionally, companies with physical offices within Franklin (e.g., Jennian Homes Franklin in Pukekohe; TDM Construction in Pukekohe; Callander Construction based in Pukekohe) or those with a demonstrably strong and consistent project history within the district were given greater weight.
- **Project Scale & Type:** Evidence of involvement in larger residential developments (e.g., participation in major subdivisions like Paerata Rise or Park Green in Karaka), substantial renovation projects (indicative of ongoing work with existing housing stock,

e.g., Refresh Renovations Franklin), or significant commercial/light industrial construction (e.g., Pukekohe Builders Ltd) was a key factor. This information was primarily inferred from company websites, project galleries, and local development news.

- **Industry Recognition & Affiliations:** Membership in respected industry bodies such as Registered Master Builders or New Zealand Certified Builders, along with recipients of industry accolades (e.g., Jennian Homes Franklin's consistent success in the Master Builders House of the Year awards), were considered indicators of established quality and market standing. The presence of major national franchises (e.g., Jennian, Signature, Landmark, Refresh Renovations, Design Builders) often signifies larger operational structures, standardized processes, and potentially more consistent project pipelines.
- **Relevance to Electrical Services:** A primary filter was the nature of the firms' core activities. Companies primarily engaged in new constructions, major alterations, and commercial fitouts inherently require comprehensive electrical subcontracting services and were therefore prioritized.

**\*\*Limitations:\*\*** It is important to note that this selection is based on publicly accessible data. Detailed private financial records, precise annual project volumes, or specific revenue figures for these firms are not available. Therefore, the term "biggest" represents an estimation of market presence, activity level, and relevance to the user's electrical business, rather than a definitive ranking based on private financial metrics.

### **C. Overview of the Franklin Construction Landscape:**

- The Franklin district's construction sector is predominantly driven by residential building. This includes a significant volume of new detached housing, an increasing trend towards intensification with townhouses and other multi-unit dwellings, and a consistent market for renovations and additions to the existing housing stock.
- The competitive landscape features a combination of large, nationally recognized franchise builders (such as Jennian Homes, Signature Homes, Landmark Homes, Refresh Renovations, and Design Builders) and well-established local independent firms that have a strong historical presence in the Franklin area (e.g., TDM Construction, S.A.S Builders, Callander Construction, Pukekohe Builders Ltd).
- Identified growth corridors and development hotspots within Franklin, including Pukekohe, Karaka, Drury, Waiuku, Patumahoe, and Clarks Beach, signal sustained demand for building services. This, in turn, creates ongoing opportunities for electrical contractors.

- The trend towards higher-density housing, such as townhouses and multi-unit developments, which accounted for 68% of all dwellings consented in Auckland in 2023/2024, is increasingly relevant in Franklin's growth areas. This shift has specific implications for electrical contractors. The electrical requirements for such projects often involve multi-unit wiring configurations, shared electrical infrastructure (e.g., common area lighting, main switchboards), and potentially more standardized fit outs compared to bespoke single-family dwellings. This necessitates an ability to quote accurately for volume work and manage phased installations efficiently.
- The significant presence of national franchises with strong brand recognition and often centralized procurement systems (e.g., Jennian, Signature, Landmark) presents a dual scenario for local electrical businesses. On one hand, these franchises can offer larger, more regular project opportunities. On the other, they may have established preferred supplier agreements or more stringent pre-qualification criteria. New electrical subcontractors looking to engage with these larger players may need to highlight national-level accreditations, demonstrate robust systems, or emphasize unique selling propositions like exceptional local responsiveness and highly tailored service to differentiate themselves from potentially larger, incumbent electrical subcontractors.



### III. Profiles of Top 20 Building Firms in Franklin District

This section provides detailed profiles for 20 building firms identified as significant players in the Franklin district, based on the methodology outlined in Section II.B. These profiles are designed to furnish your electrical business with key contact information and pertinent details to inform your outreach strategy.

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
Jennian Homes Franklin Limited	Vincent John Costello, Michelle Fiona Costello	09 238 6156 (Main Office/Vincent & Michelle)	michelle.costello@jennian.co.nz, enquiries@jennian.co.nz	New Residential Builds, House & Land Packages, Design & Build, Renovations & Extensions	Paerata Rise, Kahawai Point (Glenbrook), Booker Estate (Tuakau), Reynolds Green (Pukekohe), Conmara Estate (Clevedon)	High demand for full electrical fitouts for new homes. Opportunity to discuss smart home pre-wiring, EV charger installations.  <b>Angle:</b> Congratulate on national awards, align with their quality focus.
Garland Builders Limited (T/A Signature Homes Papakura & Franklin)	Benjamin Haven Wheeler, Kerry Ann Wheeler	Ben Wheeler: 027 490 3381, Main Office: 09 238 9590	benwheeler@signature.co.nz, kerrywh@signature.co.nz	New Residential Builds, House & Land Packages, Custom Designs, Knock-down & Rebuild, Subdivide	Pukekohe Office. Showhomes in Paerata Rise and Park Green (Karakā). Operates across South Auckland including Franklin.	Focus on new builds indicates need for complete electrical installations. Smart Collection plans suggest openness to smart tech.  <b>Angle:</b> Discuss their fixed-price guarantee and how reliable electrical work contributes to budget certainty.
Mattlynn Construction Limited (T/A)	Michael Keith Walters,	Michael Walters: 021 374 004; Colleen Walters:	colleen.walters@landmarkhomes.co.nz	Coastal & Rural Lifestyle Properties, Architecturally Designed Homes, Ready to Build, Custom Design & Build, House & Land	Pukekohe Office. Showhome in Paerata Rise. Projects in Big	Specialise in higher-end lifestyle properties; strong potential for

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
Landmark Homes Auckland South & Franklin)	Colleen Ann Walters	027 208 4004; Main Office: 0800 477 110/09 294 6411			Bay (Awhitu), Maraetai, Clevedon.	advanced electrical systems, custom lighting, off-grid solutions and smart home tech.  <b>Angle:</b> Leverage their expertise in rural/coastal builds, discuss specific needs for these environments.
DW Homes Limited	Damian Andrew Walworth	09 236 5150 (Main Office); Damian Walworth: 021 515 633	emma@dwhomes.co.nz (Sales/Marketing), info@dwhomes.co.nz	Premium Modern Home Designs, Custom Builds, House & Land Packages (Urban, Lifestyle Pavilion, Elevate Collections)	Pukekohe, Patumahoe, Karaka, Waiuku, Awhitu. Patumahoe House & Land packages.	Focus on 'premium, modern home designs' suggests demand for quality electrical fit-outs, potentially including smart home features and energy-efficient solutions.  <b>Angle:</b> Discuss their fixed-price promise and how efficient electrical work supports this.
TDM Construction Limited	Todd Michael Black, Dean Michael Black, Marc Thomas Black, Annette Therese Black, Robert Stuart Baxter	Todd Black: 027 541 4219; Main Office: 09 2949 33	admin@tdmconstruction.co.nz	Drainage and Civil Construction Specialists, Infrastructure, Subdivisions, Trucking	Pukekohe Office. Operates in Auckland and Waikato regions.	Civil construction focus implies needs for site power, temporary installations, infrastructure-related electrical (e.g., pump stations, street lighting connections for subdivisions).  <b>Angle:</b> Emphasise reliability for large-

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
						scale civil projects and understanding of site complexities.

### III. Profiles of Top 20 Building Firms in Franklin District (Cont.)

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
S.A.S Builders Limited	Shaun Allan Spillane	0210372106/027 267 3194	admin@sasbuilders.co.nz; accounts@sasbuilders.co.nz	Residential Design & Build, New Architectural Builds, Renovations (Full, Villa), Decks, Bathrooms, Kitchens, Passive House. Residential & Commercial Building, Renovations, Property Development, Light Commercial	Pukekohe based, servicing Auckland & Waikato including Clarks Beach, Clevedon, Karaka, Patumahoe, Whitford. Pukekohe kitchen reno 2023.	Interest in Passive House indicates a need for specialised electrical planning for energy efficiency and airtightness. Renovations require upgrade expertise.  <b>Angle:</b> Discuss experience with energy-efficient builds and Passive House electrical requirements. Highlight Professional Builder's Award.
Callander Construction Limited	Shane Callander	027 555 0582/09 238 2912	shane@callanderconstruction.co.nz; admin@callanderconstruction.co.nz	Residential & Commercial Building, Renovations, Property Development, Light Commercial	Pukekohe based, wider South Auckland & North Waikato. Notable Pukekohe projects: Harcourts offices, The Monarch Cafe upgrade Tuakau, Hotel upgrade.	Mix of commercial and residential suggests diverse electrical needs, from commercial fit-outs to new home wiring and renovation upgrade.  <b>Angle:</b> Highlight versatility and experience with both commercial and residential electrical standards. Mention their local supplier focus.
Pukekohe Builders Limited	Michael John Lieshout	09 238 7758 (Main Office)	reception@pukekohebuilders.co.nz	Residential, Commercial, Industrial, Institutional. New Builds & Refurbishments.	Pukekohe Office (70 John St). Works in Waikato & greater Auckland. Projects: Marae, Churches, Warehouses, Supermarkets, Schools.	Broad project scope means varied electrical demands, from standard residential to complex commercial/industrial systems. ISO 9001 & ISO 45001 certified.  <b>Angle:</b> Emphasise experience with diverse project types and

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
KLR Construction Limited (T/A Refresh Renovations Franklin)	Kim Catherine Reiche	0800 004 600 (Main Office) / Kim Reiche: +64 21 978990	kim@designtorenovate.co.nz, info@refreshrenovations.co.nz	Home Renovations (Bathrooms, Kitchens, Extensions, Complex Renovations, Re-cladding, Re-roofs), Full Design & Delivery	Waiuku Office (22 Brookesmith Drive). Services Franklin region widely including Pukekohe, Karaka, Waiuku, Papakura, Clevedon. Garage conversion Franklin.	<p>adherence to high quality/safety standards (ISO). Specialises in renovations; high demand for electrical upgrades, safety checks, integrating modern tech into older homes, kitchen/bathroom electrical.</p> <p><b>Angle:</b> Highlight expertise in renovation electrical challenges, problem-solving, and working within existing structures. Mention their award-winning projects.</p>
Design Builders (Auckland - Central, East, South, Franklin)	Olivia Mael (Sales Executive / Key Contact for Franklin)	Olivia Mael: 027 667 7557; Office: 0800 456 456	Olivia.Mael@designbuilders.co.nz	Bespoke Architecturally Designed Homes, Design & Build, Master Builders	Pukekohe Office (Unit 3/245 King Street). Covers South Auckland to Meremere, Hauraki Gulf Islands. Mid-century modern project in progress.	<p>Focus on unique, architecturally designed homes implies need for high-end electrical installations, custom lighting, advanced smart home integration, and collaboration with architects. Sustainable Award noted.</p> <p><b>Angle:</b> Emphasise experience with architectural plans, high-spec fittings, and sustainable/smart solutions.</p>

### III. Profiles of Top 20 Building Firms in Franklin District (Cont.)

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
Nick Bosanac Builders Limited	Nicholas Michael Bosanac III	09 239 3858 (Main Office)	Sayhi@bosanacbuilders.co.nz	Bespoke Custom Homes, Renovations, Design & Build, Character Homes	Based in Tuakau/Papakura, strong focus on Karaka and Paerata Rise. Projects: 'Country Retreat Home,' 'Industrial Black Barn,' 'Black on Black Home' Karaka (2021).	Specialises in unique, character-filled homes. Demand for custom electrical layouts, feature lighting, and high-quality installations.  <b>Angle:</b> Highlight ability to work on bespoke designs and deliver high-end finishes. Mention their experience in Karaka.
Heineke Builders Limited	Chris & Catherine Heineke (Owners)	09 237 8075 (Main Office)	info@heinekebuilders.co.nz (Website contact)	Residential New Builds (Architecturally Designed), Large Renovations, Villa Renovations	Bombay based PO Box. Services Auckland City, Manukau, Papakura, Pukekohe, Waiuku. Projects in Papakura, South Auckland.	Focus on architecturally designed new builds and large/villa renovations suggests need for skilled electricians capable of complex wiring, heritage work, and high-spec installations.  <b>Angle:</b> Emphasise experience with architectural plans and high-quality renovation work.
G. Phillips Builder Limited	Graeme Ross Phillips	+64 299 2111	Not listed (NZCO record)	Building, House Construction (General)	Registered Office: 22 Towai Road, Rd 1, Papakura. Operates in Drury area. SH1 Papakura to Drury project vicinity.	General house construction. Likely needs standard residential electrical installations. Proximity to major SH1 upgrades might present opportunities for related work if they diversify.  <b>Angle:</b> Offer reliable, compliant electrical services for new housing.
Total Building Solutions Limited	Grant Alex Mackay	Grant Mackay: 0274 780047; Office: (09) 232 0006	sales@totalbuild.co.nz	House & Land Packages, New Builds, Renovations. Focus on quality and affordability.	Clarks Beach (Torkar Road office). House & Land packages in Clarks Beach.	House & Land packages suggest need for standardized yet quality electrical fit-outs.  <b>Angle:</b> Emphasise efficiency and quality for new home packages in Clarks Beach. Mention their high standard of finish.

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
Build Holmes Limited	Liam Gavin Holmes	027 628 6252	Not listed (website has contact form)	Residential Builds, Commercial, Renovations, Houses, Off-Grid Builds, Decks & Fences Shed	Registered Office: Pukekohe. Serves Waiuku. Projects: Playhouse build Auckland.	<p>Diverse services including off-grid builds create specific electrical needs (solar, battery systems, specialized wiring).</p> <p><b>Angle:</b> Highlight expertise in off-grid and sustainable electrical solutions, alongside general residential/commercial.</p>

### III. Profiles of Top 20 Building Firms in Franklin District (Cont.)

COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
Dennis & Leo Brady Construction Limited	Leo James Brady	Not listed directly (White Pages lists Patumahoe Auckland)	Not listed (NZCO record)	General Building Construction	Patumahoe, Auckland. Legal notice address c/o Pukekohe law firm.	<p>Long-established firm. Likely involved in a range of local residential and potentially rural builds.</p> <p><b>Angle:</b> Offer reliable, experienced electrical services for various project types in the Patumahoe area.</p>
Bloomfield Builders	Brian Bloomfield (CEO of US entity)	Pukekohe listing in White Pages, but website points to US firm. NZ contact not verified.	N/A for NZ entity.	Luxury Home Building, Remodeling (US focus). NZ specialisation unclear.	Pukekohe listed in White Pages. Actual Franklin projects unconfirmed.	<p>Caution: Listed in Pukekohe directory but primary online presence is US-based. Verify NZ operations and directorship before extensive outreach. If active in NZ, potential for high-end residential.</p> <p><b>Angle:</b> If NZ entity confirmed, focus on high-spec electrical for luxury homes.</p>
Mark Oates Builder Limited	Mark William Oates	Pukekohe listing in White Pages, phone not shown directly.	Not listed (NZCO/Yellow)	General Builders	Pukekohe.	<p>General building work in Pukekohe. Likely requires standard residential electrical installations.</p> <p><b>Angle:</b> Offer reliable and compliant electrical services for local Pukekohe projects.</p>
WLK Holdings Limited (T/A Wayne & Lesley Kidd - Builders)	Wayne Kidd (Director of removed company)	09 292 7699 (NZCB Listing)	Email via NZCB profile	Labour Only, Pre-purchase building inspections (as per NZCB)	Karaka, Papakura, Pukekohe, Waiuku via NZCB.	<p>Caution: WLK Holdings is 'Removed'. Wayne &amp; Lesley Kidd Builders listed on NZCB as 'Labour Only'. Clarify current operational status and service offerings. If active as labour-only, may hire out their own building skills rather than subcontracting electrical.</p> <p><b>Angle:</b> Offer reliable and compliant electrical work for local Pukekohe projects.</p>



COMPANY NAME	DIRECTOR(S) NAME(S)	PHONE	EMAIL	SPECIALISATION	KEY FRANKLIN OPERATING AREAS/PROJECTS	INITIAL ELECTRICAL NEEDS ASSESSMENT & COLD CALL ANGLES
Allan Norton Builder Limited	Allan Norton	+64 27 971518	anortonbuilder@xtra.co.nz	Building completion services all trades subcontracted (NZCO classification). General Builders.	Waiuku (Cooper Rd address).	<p>Classification suggests they manage projects and subcontract trades. This is a direct opportunity for an electrical subcontractor.</p> <p><b>Angle:</b> Position as a reliable electrical trade partner for their managed projects in Waiuku.</p>

**Note:** The remaining firms to complete the "Top 20" list will be drawn from further analysis of local directories, NZCB, and cross-referenced with NZ Companies Office data for active status, director verification, and Franklin-centric operations. The table above exemplifies the detail to be provided for each of the 20 firms. Due to the nature of publicly available data, direct email addresses and phone numbers for all directors may not be available; in such cases, main office contact details are provided.

Many smaller or local builders, particularly those found in general directories like White Pages or Builderscrack, may not have individual Director email addresses or direct phone lines readily published. In these instances, the most effective approach is to call the main company line and politely ask to be connected with the Director or the person responsible for engaging subcontractors. This proactive step is often necessary to reach the key decision-maker.

It is crucial to cross-reference company names gathered from various sources (such as industry association lists, online directories, and company websites) with official data from the New Zealand Companies Office. This step is vital for verifying the current operational status of a company (e.g., "Registered" versus "Removed") and confirming the names of its active directors. For example, company records show PROLIFIC LIMITED as "Removed" from the register, making it an unsuitable target, whereas Jennian Homes Franklin Limited is "Registered" and actively trading. This verification ensures that outreach efforts are directed towards legitimate and operational entities. Similarly, WLK Holdings Limited (trading as Wayne & Lesley Kidd Builders) is listed as "Removed", which necessitates caution and verification of their current trading status, possibly under a different entity if they are still active as per their NZCB listing.

## IV. Strategic Insights for Cold Calling Building Firm Directors

### A. Understanding the Builder's Perspective & Needs:

Successful engagement with building firm directors requires a clear understanding of their operational priorities and common challenges, particularly concerning subcontractors.

#### Common Expectations for Electrical Subcontractors:

- **Reliability and Timeliness:** Builders operate under significant pressure to meet project deadlines. Delays caused by subcontractors can have cascading financial and reputational consequences. Therefore, an electrical subcontractor's ability to adhere to schedules and complete work punctually is highly valued.
- **Compliance and Safety:** Strict adherence to New Zealand's electrical safety standards (such as NZECP 34), the New Zealand Building Code (particularly Clause G9 relating to electricity), and robust on-site health and safety protocols are non-negotiable. Builders are ultimately responsible for overall site safety and regulatory compliance. Highlighting certifications like Site Safe membership or familiarity with HazardCo systems can be advantageous.
- **Quality of Workmanship:** The quality of electrical installations directly impacts the builder's final product and reputation. Defects or call-backs due to poor electrical work can be costly and damage client relationships. Membership with bodies like Master Electricians, which often includes workmanship guarantees, can signal a commitment to quality.
- **Good Communication:** Clear, consistent, and proactive communication is essential. Builders need to be kept informed about progress, potential issues, and any necessary variations to the plan.
- **Problem-Solving Ability:** The capacity to effectively troubleshoot unforeseen electrical issues on-site and propose viable solutions is a valuable asset in a subcontractor.
- **Cost-Effectiveness and Transparency:** While not solely about being the cheapest, providing good value for money, transparent quoting, and adherence to agreed budgets are critical, especially in an environment of fluctuating material costs and economic pressures.

### **Common Pain Points with Subcontractors (and how an electrical business can be the solution):**

- **Unreliability/Delays:** Position your business as one that meticulously plans and executes to meet agreed timelines.
- **Poor Quality Work/Call-backs:** Emphasize your team's qualifications, experience, quality assurance processes, and any guarantees offered (e.g., Master Electricians \$20,000 workmanship guarantee).
- **Lack of Communication:** Highlight your commitment to regular updates and maintaining open lines of communication throughout a project.
- **Safety Breaches:** Showcase your robust safety protocols, training, and excellent safety record.
- **Contractual Issues/Scope Creep:** Stress your use of clear, fair contracts (awareness of prohibited clauses like "pay-when-paid" as per the Construction Contracts Act 2002 is important) and transparent processes for managing variations.

### **B. Tailoring Your Electrical Business's Value Proposition:**

To effectively capture the attention of building firm directors, your electrical business must clearly articulate its value in a way that resonates with their specific needs and project types.

#### **Align with Firm Specialisation:**

- **New Residential Builds (e.g., Jennian Homes, DW Homes, Signature Homes, Landmark Homes):** Your pitch should focus on expertise in complete domestic wiring solutions, modern and energy-efficient lighting installations, pre-wiring and full installation of smart home automation systems, infrastructure for electric vehicle (EV) charging stations, and readiness for solar power integration.
- **Renovations (e.g., Refresh Renovations, S.A.S Builders):** Emphasize skills in upgrading outdated wiring systems to meet current standards, seamlessly integrating new technologies into existing building structures, diagnosing and resolving electrical issues in older homes, and specialized electrical fit-outs for kitchen and bathroom renovations.
- **Commercial/Light Industrial (e.g., Pukekohe Builders Ltd, TDM Construction):** Showcase experience with larger-scale electrical systems, compliance with specific commercial and industrial electrical codes, data cabling and network infrastructure, security system installations (CCTV, access control), and emergency lighting systems.

- **Architectural/Bespoke Homes (e.g., Design Builders, Nick Bosanac Builders):** Highlight your ability to work collaboratively with architects on complex designs, install high-end and custom electrical fittings, implement sophisticated lighting control systems, and integrate advanced home automation features.

#### **Highlight Key Differentiators:**

- **Expertise in Emerging Technologies:** Demonstrate proficiency in smart home systems, energy-efficient solutions (LED lighting, energy management systems), and renewable energy integration such as solar PV systems and EV charging infrastructure.
- **Certifications & Memberships:** Prominently feature relevant industry accreditations such as Master Electricians, Electrical Contractors Association of New Zealand (ECANZ) affiliation, and Licensed Building Practitioner (LBP) status for relevant staff.
- **Local Franklin Experience:** If applicable, mention specific projects successfully completed within the Franklin district or a strong familiarity with local council requirements, inspection processes, and regional supply chains.
- **Safety Record & Compliance:** Reiterate your unwavering commitment to WorkSafe NZ guidelines and all New Zealand Electrical Codes and Standards.
- **Proven Efficiency & Reliability:** Provide evidence or testimonials (if possible) demonstrating your ability to consistently meet project deadlines and adhere to budgets.

## IV. Strategic Insights for Cold Calling Building Firm Directors (Cont.)

### C. Effective Cold Calling Strategies:

A structured and informed approach to cold calling can significantly increase the likelihood of a positive reception.

- **Preparation is Key:** Before making any call, thoroughly research the specific building firm and the Director you intend to contact. Familiarize yourself with their recent projects (information often found on their websites, social media, or through local news articles) and consider how your electrical services align with their portfolio and specialisations.
- **Clear and Confident Opening:** Begin the call by clearly stating your name, your company's name, and the specific reason for your call. For example: "Good morning, my name is [Your Name] from [Your Company]. We specialize in electrical solutions for new residential developments, and I was particularly impressed with your recent work on the development in Franklin..."
- **Concise and Relevant Pitch:** Focus on one or two key value propositions that are most relevant to that specific builder, drawing from the tailored points in section IV.B. Avoid a generic, lengthy sales pitch.
- **Engage with Questions:** Turn the call into a conversation by asking insightful questions. For instance: "What are some of the key electrical challenges you're encountering in your current Franklin projects?" or "Are you seeing increased demand for smart home capabilities or EV charging in your new builds?"
- **The Goal of the Call:** The primary objective of an initial cold call is rarely to secure a contract immediately. Instead, aim to secure a brief meeting (virtual or in-person) to discuss their upcoming project needs and your capabilities in more detail.
- **Handling Objections Gracefully:** Be prepared for common objections, such as "We already have preferred electricians we work with." Respond professionally by offering to serve as a reliable backup, highlighting a unique specialization they may not currently have access to (e.g., advanced smart home integration, certified Passive House electrical work), or simply requesting permission to keep them informed of your services for future consideration.
- **Professional Follow-up:** After the call, promptly send a concise thank-you email. This email should reiterate your key value proposition and confirm any agreed-upon next steps (e.g., meeting details). If no immediate opportunity arises, ask for permission to add them to a non-intrusive mailing list for occasional updates on your services or relevant industry developments.

#### **D. Leveraging Local Knowledge & Trends:**

Demonstrating an understanding of the local Franklin context can build rapport and credibility.

- Mention familiarity with specific Franklin development areas like Paerata Rise, the various Pukekohe housing projects, or the growth in Karaka. This shows you are focused on their operational area.
- Discuss how your electrical services can help builders meet the growing market demand for sustainable building practices (e.g., solar readiness, energy-efficient lighting) and smart home features, which are increasingly expected by homebuyers.

Builders in New Zealand, including those in Franklin, are currently navigating a challenging economic environment characterized by rising material and operational costs, as well as potential project delays due to supply chain issues or financing constraints. In this climate, an electrical subcontractor who can clearly demonstrate efficiency in their work processes, unwavering reliability in meeting schedules, and proactive problem-solving capabilities will be a highly attractive partner. Articulating how your business helps mitigate these common builder anxieties should be a central theme in your communications.

Furthermore, the increasing complexity of project approvals and noted council processing delays mean that builders require subcontractors who are not only technically proficient but also meticulous with compliance and documentation. An electrical business that can demonstrate a thorough understanding of New Zealand electrical codes, a commitment to "right first time" installations, and an ability to work flexibly around potentially shifting project timelines will be viewed very favourably. This reduces the administrative and compliance burden on the main contractor, adding significant value beyond the physical installation work.

## V. The Franklin District Construction Environment (2024-2025 Outlook)

### A. Key Growth Areas & Major Development Projects:

The Franklin district is poised for continued growth, with several key areas and major projects indicating ongoing demand for construction and associated electrical services into 2024-2025 and beyond.

- **Pukekohe:** As Franklin's largest urban centre, Pukekohe is a focal point for development. Notable projects include the Pukekohe Town Square upgrade aimed at revitalizing public space, and significant housing developments such as the Pukekohe East-Central Precinct, which received approval in February 2025 for approximately 450 new dwellings. Kāinga Ora has also been active, completing 56 new social homes in Franklin over the past year, with an additional 25-home apartment block in Pukekohe (corner Victoria and Seddon Streets) due for occupancy around March 2025, and a continued pipeline of projects. Auckland Council also has plans for the development of Ray Fausett Reserve. The town's population is projected to exceed 50,000 within the next two decades, underpinning long-term construction demand.
- **Drury:** This area is set for substantial growth, supported by major infrastructure investment. Auckland Council plans include the development of neighbourhood parks in Bremner Drive and Ngakaroa Reserve. Crucially, the SH1 Papakura to Drury motorway improvement project is ongoing, enhancing connectivity and enabling further development. Complementing this are new rail stations planned for Drury, Ngākōroa (west of Drury), and Paerātā, with expected completion between 2025 and 2026, which will significantly improve public transport accessibility.
- **Karaka:** Karaka continues to attract high-quality residential development. The Park Green development is a significant project, with builders like Signature Homes establishing showhomes there. DW Homes also offers custom builds in Karaka, and Nick Bosanac Builders is active in creating bespoke homes in and around the Karaka area, including Paerata Rise.
- **Waiuku:** DW Homes includes Waiuku in its service area for custom builds. A major infrastructure project is the Watercare wastewater treatment plant upgrade and the construction of a new outfall, scheduled for completion by June 2026, with significant tunnelling work commencing around May 2025. This project is essential for supporting current and future population growth in the area.
- **Other Franklin Areas:** Auckland Council has outlined plans for neighbourhood park developments in Glenbrook, Patumahoe, and Clarks Beach. General residential building activity is noted across the wider Franklin region by various building companies, including Jennian Homes, Callander Construction, and Refresh Renovations.

- **Broader Auckland Trends:** While overall dwelling consents in Auckland saw a 27% decrease in the 2023/2024 reporting year (to 13,855 dwellings), 13% of these consents were in future urban areas, and 82% within the existing urban fabric. Significantly, townhouses and other attached units accounted for 68% of all dwellings consented, indicating a strong trend towards intensification. This shift towards higher density living has direct implications for electrical design and installation, often requiring solutions for multi-unit wiring, shared services, and potentially more compact installations.

## **B. Emerging Trends Relevant to Electrical Services:**

Several evolving trends in the construction industry present specific opportunities for electrical contractors.

- **Sustainability & Green Building:** There is a clear and growing demand from both consumers and regulatory bodies for more energy-efficient homes and sustainable building practices. This encompasses the integration of solar photovoltaic (PV) installations, enhanced insulation standards (which require careful planning for electrical penetrations and heat management), and the selection of sustainable building materials.
  - **Relevance for Electrical Businesses:** This trend creates opportunities for electricians to specialize in energy-efficient lighting solutions (e.g., LED technology, smart lighting controls), solar PV system design and installation, wiring for energy recovery ventilation systems, and ensuring electrical safety in highly insulated building envelopes.
- **Smart Home Technology:** The integration of smart home technologies is rapidly becoming a standard expectation in new builds and major renovations. This includes smart lighting, automated climate control (HVAC), advanced security systems, and a wide array of Internet of Things (IoT) devices. Navigation Homes Franklin, for example, explicitly lists "smart technology" as a customisation option for their builds.
  - **Relevance for Electrical Businesses:** This necessitates electricians skilled in structured cabling for data and communication, network integration, and the installation and commissioning of diverse smart devices and control systems.
- **Electric Vehicle (EV) Infrastructure:** The increasing adoption of electric vehicles is driving demand for EV charging stations in both new and existing residential and commercial properties.
  - **Relevance for Electrical Businesses:** This presents a significant opportunity for electricians to specialize in the installation of EV chargers, which often requires dedicated circuits, switchboard upgrades, and an understanding of varying charger capacities and smart charging solutions.



- **Data-Driven Construction & Prefabrication:** The broader construction industry is seeing trends towards more efficient project management through the use of data analytics, Building Information Modeling (BIM), and an increasing use of prefabricated or modular components.
  - **Relevance for Electrical Businesses:** Electricians may need to adapt their workflows to integrate with digital project management platforms used by main contractors. Working with prefabricated building elements might also require adjustments to installation methods and coordination.

## V. The Franklin District Construction Environment (2024-2025 Outlook) (Cont.)

### C. Challenges & Opportunities for Electrical Businesses (2025):

The Franklin construction market, while offering growth, also presents challenges that electrical businesses must navigate.

#### Challenges:

- **Economic Pressures:** Persistent inflation, the high cost of building materials, and ongoing labour shortages are affecting builders' margins and project viability. This may lead to increased pressure on subcontractor pricing and demands for greater efficiency to maintain tight project schedules.
- **Insolvency Risks:** The construction sector has seen an increased risk of insolvencies among both builders and subcontractors due to financial pressures. This underscores the importance for electrical businesses to conduct due diligence, secure robust contracts, and manage their own cash flow prudently.
- **Project Approval Delays:** Builders report complexities and delays in obtaining council approvals, which can impact project commencement times and create uncertainty for subcontractors in scheduling their work.

#### Opportunities:

- **Sustained Demand:** Despite some slowdowns in new residential starts nationally, there remains strong underlying demand for electrical services, particularly from home improvements and repairs, as well as from the non-residential (commercial/industrial) sectors.
- **Infrastructure Investment:** Significant government and council investment in infrastructure projects in and around Franklin (e.g., rail electrification, roading upgrades, water and wastewater projects) will generate substantial and ongoing demand for specialized electrical services. These projects often require expertise beyond standard residential wiring, such as high-voltage work, complex control systems, and public lighting.
- **Niche Specialisation:** Opportunities abound for electrical businesses that can develop and market expertise in high-demand niche areas such as sustainable energy solutions (solar PV, battery storage, energy-efficient systems), comprehensive smart home installations, and EV charging infrastructure.

- **Structured Engagement:** For some utility-related projects, entities like Franklin PUD require pre-qualification for electrical work, indicating a formal and structured approach to contractor engagement which can provide clarity for subcontractors who meet the criteria.
- **Long-Term Electrification Trend:** The broader strategic push towards the "electrification of New Zealand's economy" to meet climate goals will underpin long-term demand for skilled electricians across all sectors, including construction.

**Table: Key Franklin Development Areas & Electrical Opportunities (2024-2025)**

DEVELOPMENT AREA/PROJECT	TYPE	SCALE/TIMELINE (APPROX.)	POTENTIAL ELECTRICAL SERVICE DEMAND
Pukekohe East-Central Precinct, Kāinga Ora Social Housing, Pukekohe	Residential New Build (Housing Development), Social Housing (Apartments & Homes)	Approx. 450 new dwellings. Approved Feb 2025. Construction likely phased over several years. 25-home apartment block (Victoria/Seddon St) opening March 2025. Ongoing pipeline of projects in Franklin.	Full residential electrical fitouts (wiring, lighting, switchboards, appliance connections) for 450 dwellings. Potential for smart home pre-wiring, EV charger readiness/installation, energy-efficient lighting packages. Street lighting and common area power for the subdivision. Electrical installations for multi-unit apartment buildings and standalone homes, compliant with social housing standards. Focus on durability, safety, and potentially energy efficiency. Common area lighting, security lighting, fire alarm systems.
Drury Rail Stations & Area Growth	Infrastructure (Transport) & Residential/Commercial Growth	New stations (Drury, Ngākōroa, Paerātā) completion 2025-2026. Supporting significant housing and employment growth.	Electrical systems for new rail stations (lighting, power, signalling interfaces, communication systems). Electrical infrastructure for new residential and commercial developments spurred by improved transport links (site power, building fit outs).
Waiuku Wastewater Treatment Plant Upgrade	Infrastructure (Utilities)	Upgrade to serve 6,000 people by 2030; new outfall for 30,000. Completion June 2026. Tunnelling from May 2025.	Complex industrial electrical work: motor control centres, instrumentation, SCADA systems, power supply for pumps and treatment processes, backup generation, site lighting. Specialized knowledge of hazardous area wiring may be required for parts of the plant.
Paerata Rise Development	Residential New Build (Master Planned Community)	Ongoing development with multiple builders (Jennian, Signature, Nick Bosanac etc.) active. Thousands of homes planned.	Consistent demand for new home electrical installations across various price points. Strong potential for smart home packages, EV charging, and solar installations as standard or upgrade options, given the modern nature of the development.
Park Green, Karaka Development	Residential New Build (Master Planned Community)	Ongoing development with builders like Signature Homes.	Similar to Paerata Rise: new home electrical fitouts, potential for higher-end smart home and energy solutions.
Franklin Neighbourhood Parks Development	Public Amenity / Recreation	Bremner Drive (Drury), Glenbrook, Patumahoe, Clarks Beach, Ngakarua Reserve (Drury), Ray Fausett Reserve (Pukekohe).	Electrical services for park lighting (pathways, sports fields if applicable), power supply for amenities (e.g., BBQ areas, toilets, event power).

DEVELOPMENT AREA/PROJECT	TYPE	SCALE/TIMELINE (APPROX.)	POTENTIAL ELECTRICAL SERVICE DEMAND
General Renovations Market Franklin Wide	Residential Renovations	Ongoing demand across established Franklin townships.	Electrical upgrades for older homes (rewiring, switchboard replacements), kitchen and bathroom electrical fitouts, installation of new lighting, integration of smart home devices, outdoor lighting, spa pool wiring.

The significant and sustained investment by both central and local government in Franklin's infrastructure-spanning rail electrification and new stations, major roading improvements, and upgrades to water and wastewater systems-will generate substantial and ongoing demand for specialized electrical services. This demand extends beyond typical residential or commercial building work, encompassing complex industrial electrical systems, sophisticated control panel installations, high-voltage expertise, and extensive public and infrastructure lighting. This creates a distinct market segment for electrical contractors who possess or are willing to develop these specialized skills, potentially through targeted training or strategic partnerships.

Despite a reported decrease in overall new dwelling consents across Auckland, the Franklin district is consistently identified as a key growth area. This is evidenced by the 13% of Auckland's consents occurring in designated future urban areas, much of which lies within Franklin, and the numerous active large-scale development projects. This suggests that Franklin's construction market may exhibit greater resilience or possess a more robust pipeline of work compared to other parts of the Auckland region. For an electrical business looking to expand, this makes Franklin a strategically sound target market, as the localized growth trajectory could offer more consistent opportunities even if the broader regional market experiences fluctuations.

## VI. Conclusion and Actionable Recommendations

The Franklin district of Auckland presents a vibrant and evolving construction market with tangible opportunities for proactive electrical businesses. The landscape is characterized by significant residential growth, both in new subdivisions and through intensification, alongside a steady demand for renovations and key infrastructure projects. Success in this market hinges on targeted outreach, a clear understanding of builder needs, and the ability to deliver high-quality, compliant, and reliable electrical services.

### Recap of Most Promising Firms & Contacts:

Based on their scale of operations, local presence, and types of projects undertaken, firms such as Jennian Homes Franklin, Signature Homes Papakura & Franklin (Garland Builders Ltd), Landmark Homes Auckland South & Franklin (Mattlynn Construction Limited), DW Homes Limited, and Pukekohe Builders Limited represent particularly strong prospects for establishing ongoing subcontracting relationships due to their focus on new residential builds and significant projects within Franklin. Additionally, renovation specialists like Refresh Renovations (KLR Construction Limited - Kim Reiche) and bespoke home builders like Design Builders (Olivia Mael) and Nick Bosanac Builders offer distinct opportunities for electricians with relevant niche expertise. The comprehensive list in Table 1 provides the necessary contact details for initiating engagement.

### Key Strategic Advice for Market Penetration:

- **Develop and Market Specialisations:** The Franklin market shows clear demand for modern electrical solutions. Electrical businesses should actively develop and promote expertise in high-growth areas such as smart home technology integration (pre-wiring, full system installation), sustainable energy solutions (solar PV design and installation, battery storage systems, energy-efficient lighting and controls), and EV charging infrastructure installation. These specialisations align with current building trends and consumer preferences.
- **Prioritize Relationship Building:** While cold calling can open doors, the construction industry thrives on established relationships. Focus on building long-term partnerships with reliable builders. Emphasize your business's commitment to reliability, quality workmanship, and proactive communication, as these are consistently highlighted as key builder expectations.
- **Implement Proactive and Targeted Engagement:** Utilize the director contacts and project information provided in this report to initiate informed and targeted outreach. Do not solely rely on reactive tendering; introduce your company's capabilities and

specific value propositions early in a builder's project planning cycle. Reference their specific projects or operational areas within Franklin to demonstrate tailored interest.

- **Maintain Impeccable Compliance & Professionalism:** Ensure all relevant certifications (e.g., Master Electricians membership, ECANZ affiliation if applicable, individual LBP status) are current and prominently featured in your marketing materials and communications. Consistently maintain the highest safety standards on all sites, adhering to WorkSafe NZ guidelines and all electrical codes. This professionalism is a key differentiator.
- **Engage in Local Networking:** Increase visibility and build connections within the Franklin business community. Consider joining or participating in events hosted by local business associations, such as the Pukekohe Business Association, or attending construction industry gatherings relevant to the Auckland region.

## Final Encouragement:

The Franklin district offers substantial opportunities for well-prepared, professional, and proactive electrical businesses. The combination of residential growth, infrastructure development, and evolving technological demands creates a fertile ground for securing valuable subcontracting work.

The success of any electrical business in this market will ultimately depend not just on possessing a list of contacts, but on implementing a persistent, value-driven engagement strategy. This strategy must directly address the specific needs and pressing challenges-such as cost control, timeline adherence, and quality assurance-faced by builders in the current economic climate. By positioning your services as a solution to these pain points, you can build trust and establish a reputation as a preferred electrical subcontractor.

Furthermore, the rapid evolution of smart home technologies, renewable energy systems, and building regulations necessitates a commitment to continuous learning and adaptation. Electrical contractors who invest in upskilling their teams and stay abreast of the latest technological advancements and compliance requirements will be best positioned to remain competitive and capitalize on emerging opportunities in the Franklin construction sector and beyond. This forward-looking approach is crucial for sustained growth and long-term success.