

# Accounting for Concreters



“One thing we know, running a concreting business is hard work and there's certainly more to concreting than meets the eye. The skills of a concreter go far beyond the ability to mix, pour and apply concrete. Over the years we have mentored a number of concreters through the various stages of their business life cycle, from start up right through to sale and having an accountant who understands your trade has the potential to give you a serious competitive edge.”

*Len Eustice - Partner at Eustice & Co*

As the world's most used building material there are a multitude of different areas within the concreting industry. It's dirty and dangerous work on a job site that could be a building construction site, up on a bridge, underground or on the roads. Either way, it's taxing work mixing, laying, spreading or compacting concrete.

The physical demands don't stop there as you could be on your feet all day digging foundation trenches, mixing cement or pouring concrete then you could be on your knees levelling, cleaning or sealing the concrete. There's certainly more to concreting than meets the eye and you need to be versatile to do formwork and drive large vehicles fitted with industrial cement mixers or pump trucks. You also have to contend with heavy regulation, licensing, training and safety standards not to mention all the usual small business issues of bookkeeping, tax, PAYG, contractors, insurance and OH & S.

It's a very competitive industry and having an accountant who understands the trade can give you a serious competitive edge. One of our biggest points of difference compared to other accounting firms is our marketing expertise. We genuinely believe that marketing can be the difference between gloom and boom. If you want more customers, more sales and more profit then you simply can't just rely on referrals any more. That's why we help our concreters with their branding and show them how to harness the power of social media to win more referrals. Most importantly, we can help you create an affordable, responsive, lead generation website. We can assist you with your content, video production and even show you how to get more online reviews that in turn will help with your page rankings on Google.

In the competitive building trades you need to work smarter, not harder and these marketing tools and social media channels can accelerate your growth and success. If you're thinking of starting or buying a concreting business you can benefit from our experience. We have earned a reputation as business start-up specialists and can help you with every aspect of the business including your business structure, tax registrations, insurances, your commercial lease and your choice of accounting software. In addition, we can assist you with preparing a business plan and cash flow budget plus provide advice and assistance with finance applications for trucks, cars and machinery. No job is too big or too small for the team at Eustice & Co.

# Accounting for Concreters

"We are so much more than just tax Accountants. We are business and profit builders who genuinely care about your business success. We service the accounting, tax and financial needs of a number of concreters so we understand your industry and the challenges.

Marketing is also one of our strong suits and we offer you strategies to grow your business, your profits and your wealth."

*Len Eustice - Partner*



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Here at Eustice & Co we are different to most accounting firms because we view the tax return as the start of the client process, not the end. We want to help you minimise the time and cost associated with bookkeeping and tax 'compliance' work so together we can spend more time working ON your business and your marketing.

We are advocates for cloud accounting solutions and ultimately our mission is to help you fast track your business success with a range of tailored accounting, financial, tax and marketing solutions including:

- Start-Up Business Advice for Concreters
- Advice regarding the Purchase or Sale of your Concrete Business
- Tools including the Start-Up Expense Checklist and Templates for a Business Plan, Cash Flow Budget, Letterhead and Business Card
- Advice and Assistance with Your Business Structure
- Tax Registrations including ABN, TFN, GST, WorkCover etc.
- Business Plans, Cash Flow Forecasts & Profit Projections
- Accounting Software Selection and Training (Xero, MYOB etc.)
- Preparation and Analysis of Financial Statements
- Preparation of Finance Applications
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Marketing Assistance including your Branding, Brochures etc.
- Website Advice & Assistance - Development, Content and SEO
- Wealth Creation Strategies and Financial Planning Services
- Concreting Industry Benchmarking and KPI Management
- Truck, Vehicle & Equipment Finance (Chattel Mortgage & Lease)
- Payroll , HR Advice & Employee Relations and Workplace Laws
- Advice & Assistance with Pricing your Services
- Recession Survival Strategies
- Advice regarding Business & Risk Insurances
- Business Succession Planning

No task is too big or too small for the team here at Eustice and Co and if you're a committed and ambitious business owner we invite you to book a FREE, one hour introductory consultation to discuss your business tax, marketing and financial needs.

***Call us today on (03) 9583 9944 and let's get to work on your business so it's more profitable, valuable and saleable.***