

## Online Strategies for the Building Industry

# Who is this article intended for?

This article is for the Building Industry including (but not restricted to):

1. Building and construction companies
2. Electricians
3. Plumbers
4. Architects
5. Landscapers
6. Interior designers
7. Building insurers
8. Real Estate Agents
9. Demolitions Companies
10. Building Materials Suppliers
11. Carpenters
12. Painters and Decorators

Every one of these companies needs *online strategies for the building industry*. But where to begin? We'll start by having a look at some of the problems the industry faces.

# **Overview of the Australian Building Industry in 2020 amid the Covid Outbreak**

In 2019, almost 1.2 million people were employed in the construction and building industry – which is a massive contribution of almost ten percent of jobs in our country.

Prior to the Covid problem, a further 120,000 jobs were anticipated by May 2023. This means we were predicting a 10% rise in employment in construction.

The majority of workers in this industry cannot work from home (stating the obvious!), but the suspension of work will lead to a significant backlog and many projects will all start up at once, hungry for skilled workers and materials. Prices will doubtless rise in response to the shortages which could render many projects uneconomic unless they are renegotiated.

When the Covid-19 crisis passes us by as it surely will, these problems will return with a vengeance. Will your company be prepared? Will you have used this time to prepare yourself for the modified behaviors that your suppliers, customers and staff will display?

## **The economic contribution of the Australian building industry**

Construction annually generates over A\$360 billion dollars in revenue and generates almost ten percent of Australia's GDP. It is the third biggest economic contributor to Australia, surpassed only by medical care and retail.

## **Problems the industry experienced**

# before the Covid outbreak

Before the Covid outbreak and the decision to stop Australia(!), the construction industry already faced significant problems, some of which arose from the industry's growth trajectory – the 'nice to have' problems for any company! These problems included:

- Skilled labour shortages
- An aging workforce- as long ago as 2018 Australia, eight out of nine skills in the industry were in short supply.
- Cash flow
- Small profit margins
- On site theft and vandalism
- Communication
- Insurance costs
- Unreliable subcontractors
- Early exposure to new technologies – and adoption of those technologies
- Lack of unique brand and capability awareness.

These numbers and lists come from industry sources, and they he one HUGE GAP.

## The Problem of Information Flow

As the current pandemic has shown, things change *fast*. But not only with Black Swan events like this, but day to day demand for skilled people, materials and can suddenly undergo significant change.

One trusted and dynamic way to gain a continuous competitive advantage in speed of response to change is to know what's going on – by plugging in to the builders' grapevine. The industry needs an online space dedicated to the building industry; a place where builders, electricians and all the other players in the industry can place their business

profiles and *talk to each other* – privately or publicly.

*Using such a platform, networks can be built that will develop professional relationships, collaboration and fast response.*

And that's why we built [buildingleads.sydney](http://buildingleads.sydney)

## **Addressing problems in your company with online strategies for the building industry**

The communications channel we are talking about to address these issues is informal rather than formal, offering industry participants a place to spread their latest news about projects, to tell people your company is available to bid and to build a network of industry wide friends, collaborators and partners.

## **A place to talk and to be found**

Achieving this means having a place to do two things:


- List you company
- Talk publicly
- Talk privately

It also means being placed where the public can find you, even though that's a secondary benefit.

## **Building Leads Sydney – What we provide – free**

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For over 40 years Clarendon Homes has been building quality homes for Australian families. We like to think that a major part of our success is thanks to the emphasis we place on caring for our clients. It has resulted in families coming back time after time as well as referring us to friends and family.

We know how important building a new home is, and that's why one of our main objectives is our unwavering commitment to meeting the ever changing needs of new home buyers, making Clarendon Homes a consistent winner of awards for innovative new home designs.

We're passionate about what we do, and we know it's all worth the effort when we see your smile the day we hand you the keys to your new Clarendon home.

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## A LISTING ON SYDNEY BUSINESS WEB

Let me say first that Building leads Sydney is currently free and for those who sign up in 2020 it will remain free. After that, we will probably start charging a listing fee. This is what you get simply by signing up:

- A Superb, professional business listing into which you can post your company images, address, reviews and more.
- Your own chat forum where you can network with other members of your industry privately or publicly
- A public forum where you can start and participate in the key issues facing your industry

To start with, we have provided the following forums:

- CARPENTRY PROJECTS
- ELECTRICAL PROJECTS
- PLUMBING PROJECTS

- LANDSCAPING PROJECTS
- INTERIOR DESIGN PROJECTS
- DEMOLITION PROJECTS
- BUILDING PROJECTS

But that's just a beginning and you can add your own projects and threads.

## **Why we are involve din online strategies for the building industry?**

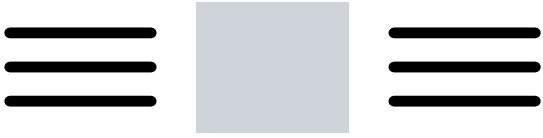
We are doing this simply because we want to become the number 1 supplier of web technology to the building industry in Australia – simple as that. To get something – you have to give something and this is our gift to you as a way of introducing pour company.

Of course – you never have to do business with us and you are perfectly welcome to list your business and participate in our forums forever – at no charge,

## **Online Strategies for the Building Industry: End Statement**

We hope you get real value from [Buildingleads.sydney](http://Buildingleads.sydney) and that it helps to grow your networks and your revenue. And if you ever need help with you company's online presence – websites, SEO, Social Media and apps – we're here for you.

Note: This is the second article we've written on the building industry. If you are interested i our article on connecting builders to architects, you can it out [here](#)



## **CONTACT SYDNEY BUSINESS WEB NOW!**

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