

ANOTHER MITEK ADVANTAGE

## VALUE ADDING

One of the ongoing challenges faced by fabricators, in an industry so dependent on new housing construction, is how to maintain sales, and more importantly profit, particularly in an unfavourable economic climate.

In these times, where the market is depressed, it is more important than ever for truss and frame fabricators to consider every possible avenue to extract additional sales from a job.

One way of approaching this task is to increase the range of ancillary items supplied therefore increasing the overall value of the project.

If the typical supply is just wall frames, floors and roof trusses, consider the opportunities to supply other products that supplement the core offering.

Nailplate supplier software supports the concept of quoting ancillaries or, put another way, products which are not engineered as an integral part of the wall, roof or floor.

Nailplate manufacturers can supply a variety of products in this category which can be easily delivered with regular orders of plates, bracing and brackets.

Opportunities should always be sought to up-sell to customers, so generating a win-win situation.

The customer has an easier time sourcing products, and the fabricator, greater sales per job and in turn an increase in profit.

There is a wealth of information available from nailplate software that can be used for the automatic take-off of ancillary products.

For example, everything about the roof plane can be found in the roof layout.

With a few simple clicks, take-off details for a multitude of products, including battens, ridge lines, valley lines, hip lines etc are at hand.

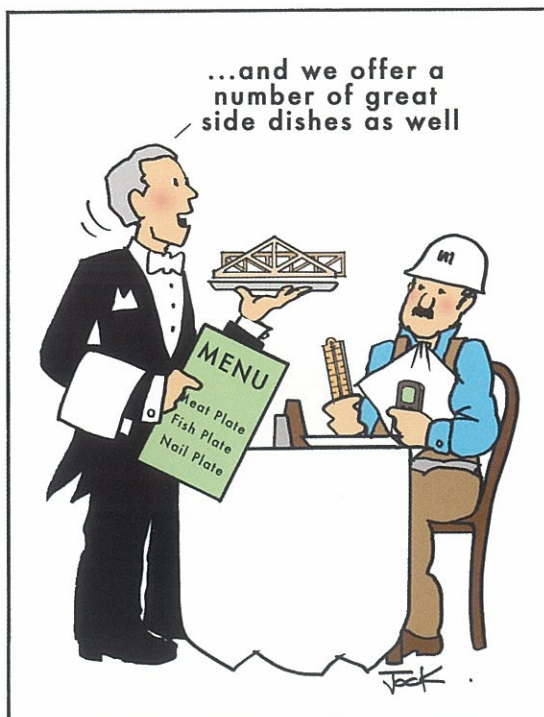
Software can also apply formulas, enabling allowance for things such as wastage.

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For example, with the supply roof battens an allowance may need to be made for a perimeter batten for each roof plane, together with a 'wastage' factor.

This can be easily done in a formula. These formulas can be saved and associated for future use, giving consistent results.



It is a fact that many builders prefer a 'one-stop shop' experience in obtaining building materials.

This leaves the market open for the fabricator to increase their offering to possibly include materials not normally associated with the building frame.

Some examples of this are fabricators who successfully sell fencing, landscaping products, decks, cladding, shingles, lining, mouldings, pergolas, kitchens, bench tops and finishing products.

These products are typically

associated in the customer's mind with the timber merchandising approach and have been adopted by some fabricators already.

Even products not normally associated with timber suppliers or fabricators, such as windows, solar systems, insulation products, metal fascias, and tiling products can offer potential for the fabricator.

A lot of the ideas for marketing of extra products can be obtained from the builder himself during the normal sales calls.

After a few questions it will soon become obvious where there are synergies in product lines, or where there are supply-line shortages.

With this knowledge, the decision to market some of the more profitable ancillary building product lines can easily be made.

It is recognised that the estimating of these extra products places an additional burden on the estimator in the fabricator's office.

Nailplate manufacturers have this well in mind, with quick input systems and auto-takeoff formulas.

As software sophistication increases and true whole-house software becomes available, even more information about the building will be present enabling easier take-off of materials.

There may also be a need for more general building and construction estimating software, which can also be obtained through your nailplate supplier.

All of this simplifies the fabricators ability to "up-sell" more items to their customers and create more profit.

By offering a broader range of products to the builder, fabricators can differentiate themselves in a competitive market and ensure they are 'easy to buy from'.

Builders, whose time is limited, are far more likely to take advantage of this level of service over others not prepared to make the added effort. **ITTI**

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