



# HARDHAT *hedlines*

George Hedley - "The Profit Builder"

August 2002

George Hedley, business owner and successful entrepreneur, is the recognized authority on how to build a growing business into a company that consistently produces bottom line results. George Hedley founded and built his major commercial construction company, Hedley Construction, from \$0 to \$50 million dollars in only 7 years!

For his accomplishments, George received the nationally recognized award: "Entrepreneur of the Year" by Ernst & Young and Venture magazine.

Today, he is the CEO and owner of Hedley Construction, a \$75 million operation and owns HARDHAT Presentations presenting keynote speeches and workshops to companies and associations. He also holds in-depth 3 day "Profit-Builder" Circles for business owners every month.

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## GOT PROFIT?

### You Are INVITED To Become a 'PROFIT-BUILDER'

Join us! George Hedley holds 2-1/2 day, in depth 'Profit-Builder' Circles for up to 10 construction company owners in an interactive format every month

You are invited to learn the 'Profit-Builder System' including how to make a **profit**, build **equity & wealth**, win jobs at your price, motivate your people, install systems, create goals with action plans, and enjoy the benefits of owning a **profitable company**.

For more information, contact Debbie Schut @ 800-851-8553, Ext. 18  
or visit our website [www.hardhatpresentations.com](http://www.hardhatpresentations.com)

### "Let's Talk About Building Your Business"

George's programs help companies

- Build People
- Build Profits
- Build Customers
- Build Wealth

George is available to help you build your business!

## George Hedley's Speaking Calendar

07/16/02	Cover-All Building Systems	Saskatoon, SK
07/25/02	CEO Leadership Forum	Carmel, CA
08/16/2002	Harbour Homes	Salt Lake City, UT
09/26/02	Coin Laundry Association	San Francisco, CA
10/17/02	Entertainment Svc. & Tech. Assn.	Las Vegas, CA
11/08/02	National Tour Assn.	Los Angeles, CA
11/04/02	National Utility Contractors Assn.	Washington, DC
11/09/02	Timberline Software	Portland, OR
11/19/02	Moss Adams, LLP	Spokane, WA
11/20/02	Moss Adams, LLP	Portland, OR
11/21/02	Moss Adams, LLP	Boise, ID
01/13/03	National Utility Contractors Assn.	Washington, DC
02/03/03	World of Concrete	Las Vegas, NV
02/27/03	Timberline Software	Anaheim, CA
03/18/03	National Utility Contractors Assn.	San Antonio, TX
10/03/03	Building Service Contractors Assn.	Phoenix, AZ



## Will Owners Pay More?

By George Hedley

Can you imagine living in a world where construction project owners and developers pay more for quality work & excellent service? As

a commercial general contractor for over 25 years, I never dreamed this might come true...or has it?

My vast experience bidding and negotiating on 1,000's of projects **contradicts** the recent survey I took at a Construction Owners Association of America (COAA) Leadership Conference. COAA is comprised of organizations, institutions and companies that regularly engage in building construction projects as the owner or developer. The members include public entities, universities, federal and state agencies as well as private companies and major developers.

As part of my presentation entitled: "Leading the Future in the Construction Industry", I asked the attendees to tell me how much quality and service matters when selecting contractors, subcontractors and suppliers. The results amazed me and gave me hope as a contractor who emphasizes quality and value over the lowest price.

### Quality and Service Matters!

**95%** of those surveyed stated that **quality and service matters** when selecting contractors, subcontractors and suppliers. Many owners use pre-qualification and selection procedures that weed out the troublesome or problem contractors early on in their selection process.

**89%** stated construction owners and developers will **pay more for quality and service!** I found this astonishing. When I bid or propose on most projects, it always seems the award is primarily based on low price since the quality is determined by the project plans and specifications.

**How much more** will they **pay** for **QUALITY** workmanship, construction, contracting and materials?

36% will pay 1 – 4% *more*  
36% will pay 5% *more*  
18% will pay 10% *or more*  
and **ONLY 10% will NOT pay more!**

**How much more** will construction owners and developers **pay** for good **SERVICE** from contractors, subcontractors and suppliers?

40% will pay 1 – 4% *more*  
30% will pay 5% *more*  
17% will pay 10% *or more*  
and **ONLY 17% will NOT pay more!**

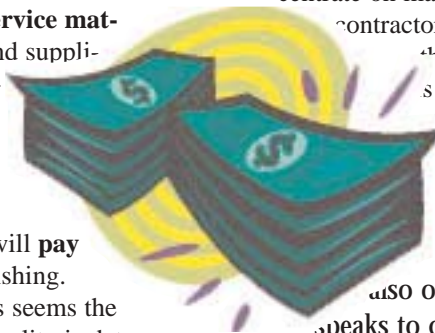
### Quality Vs. Service?

There is a compelling fact to consider from these results. Construction owners and developers will **pay more for quality** than service. This seems to contradict the ever increasing demand for perfect service and on-time completion in the customer focused business climate contractors operate in. The conclusion is that the finished product is more important to owners than how they get there. In other words, poor service and lots of headaches during construction are not as painful as a completed project with poor construction quality.

### Four out of five construction owners say they will pay more!

How much more depends on their needs, challenges and project goals. In order for contractors to cash in on this revelation, they must determine what their customers specifically want on each project they propose on. Focus on the important issues that make a difference to the owner and developer. Find out what matters most and is the top priority by asking before the proposal and addressing it in full detail.

Even though low price appears to be the deciding factor in selecting construction service providers, it is not the only factor. During the selection process, every member of the project team must focus on providing what their owners clearly want – service, quality or price. By asking probing questions, contractors can determine how to solve their customer's problems and concentrate on making the owner's project a success. When contractors give their owners exactly what they want, they will then get paid what they want. This is the only true "win-win".



George Hedley, owner of \$75 million construction and development company and recipient of the nationally recognized Entrepreneur of the Year award. He also owns HARDHAT Presentations and speaks to companies on building profitable businesses, leaders and loyal customers. For information or his free management e-newsletter, visit [www.hardhatpresentations.com](http://www.hardhatpresentations.com) or call (800) 851-8553.

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## Product Of The Month!

### How to Live Your Life On Purpose!

Finally! A book that clearly helps you discover your life purpose & align your goals towards a balanced life at **home & the office**. If you struggle with a lack of time, money or direction, you will benefit from this **life-changing book**. Be challenged to look beyond the pressures of your schedule and get to what really matters. Using practical steps and guidelines, you can learn how to **live your priorities** and enjoy an "On-Purpose" Life.

119 Page Book by George Hedley



### ARTICLES Available...

Management articles written by George Hedley are available for your organization's publication. For more information contact us at 1-800-851-8553 or email Debbie Schut, dschut@hardhatpresentations.com.

## ASK George

We would like to hear from you. Email George a question on building your business, customers or profits. **Email george at gh@hardhatpresentations.com**

## Product Specials

How to live your Life On Purpose!	\$15.00
The Business Success Blueprint SEMINAR	\$29.00
Construction field & Project Management Systems that work!	\$39.00
People Magic! Profit Driven Leadership!	\$39.00
Strategic Planning That Works!	\$19.00
<b>MANAGERS SUCCESS KIT - ALL PRODUCTS ABOVE</b>	<b>\$99.00</b>

How To Build A Construction Company That Always Makes A Profit!	\$59.00
Audio Tapes - set of 6 tapes - complete 6 hour seminar	\$59.00
Workbook - over 300 pages	\$59.00
Complete Package - 6 audio tapes & workbook	\$99.00
<b>CONTRACTORS SURVIVAL KIT - ALL PRODUCTS ABOVE</b>	<b>\$179.00</b>

Marketing & Sales Strategies That Work!	\$39.00
Estimating and Bidding Strategies That Work!	\$39.00
Super Sales Kit - Both Products above	\$59.00
<b>HARDHAT SUCCESS KIT - ALL PRODUCTS ABOVE</b>	<b>\$229.00</b>

TO ORDER CALL (800) 851-8553 OR VISIT [www.hardhatpresentations.com](http://www.hardhatpresentations.com)

## Easy FAX BACK FORM

☐ YES, Contact me about attending a "Profit-Builder" Circle.

☐ YES, Send me George's Speaking Materials, Video, Topics and Fees.

☐ YES, I am interested in your educational products.

☐ YES, Have George Call me.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Phone # (     ) \_\_\_\_\_

Fax # (     ) \_\_\_\_\_ Email: \_\_\_\_\_

Upcoming Meeting, Retreat or Convention: \_\_\_\_\_

Date of Program: \_\_\_\_\_

Location of Program: \_\_\_\_\_



*Making Your Meeting A Success*

Fax To: George Hedley  
@ 714-437-1125