

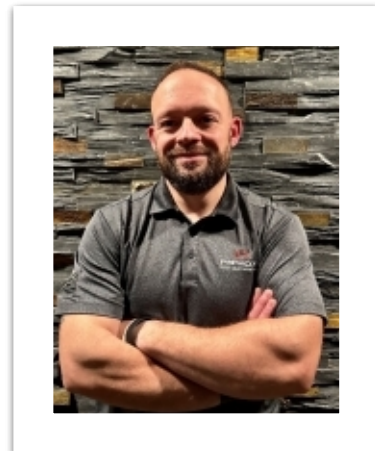
Small Contractor Success Stories

Navigating Challenges and Opportunities

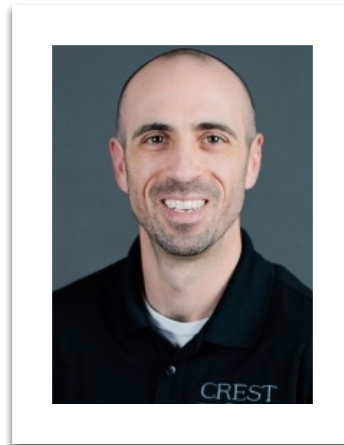
Moderator



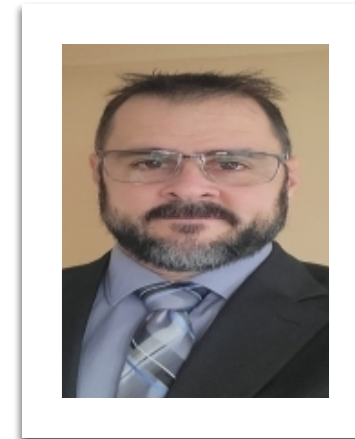
Bart Bettiga
Executive Director
National Tile Contractors
Association



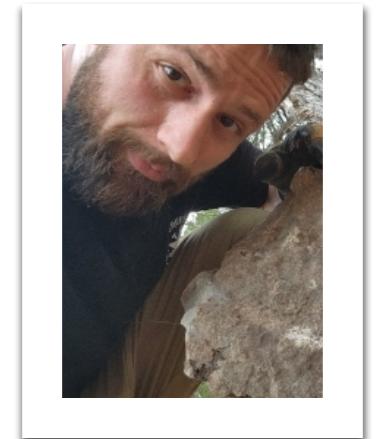
Matthew Blood, CTI
Owner
Paragon Tile



Chris Resti
Owner/Installer
Crest Tile and Mosaic Inc.



Stephen Belyea, CTI
Owner/Installer
JSG Tile and Stone LLC



Josh Vassallo
Owner
Vassallo Tile & Stone Inc.

Panelists

NTCA Engagement

- Emerging Leaders Program
- Artisan Tile Training 2023
- Methods and Standards
- Board of Directors
- Ambassadors







Challenges and Opportunities

Growing Your Business

- Finding reliable help
- Hiring experienced vs help vs untrained
- Taking the time to train
- Going solo best option
- Identifying long term goals



Networking as an Opportunity

- Social media
- NTCA events
- Manufacturer training
- Taking time out of schedule to invest in yourself



Time Management

- Expectations of clients
- Work schedule and commitments
- Time to work on your business
- Personal time and commitments

Running Your Business

- Pricing and estimating
- Contracts and receivables
- Vendor management
- Accounting and taxes
- Managing profit and loss
- Investments



Building Your Business

New Business Strategy

- Builders, Remodelers, Consumers Etc.
- Marketing in your community
- Working your vendors to help with leads and new business

Scheduling estimating, bidding and field measuring etc.

Filling your backlog and meeting expectations of clients on their schedule and timeline vs your capability

Being transparent about their expectations

Identifying Your Market

- Consumers and word of mouth
- New construction
- Remodeling
- Type of work you want to do





Examples of Work



Stephen
Belyea



Matt
Blood



**Josh
Vasallo**



Chris
Resti

Health and Wellness

- Tile installation is physically challenging
- Back and knees
- Skin and eyes and PPE
- Safety in workplace
- Managing stress
- Staying physically fit



Keeping Pace With Technology

Tools and installation methods

Installation systems

Warranties vs Hybrid Systems

New tile products like GPTP
and 2cm and pedestals

Industry methods and standards
knowledge



Managing For Profit

Embrace technical challenges



Understand your value and being paid for it



Upsell your skills to meet client's expectations



Embrace the artistic elements of tile installation



The Art of Saying No

- Pre-qualify clients before bidding or estimating
- Hold to estimate and profit needs vs being pressured to drop your pricing due to other bids
- Sell your skills and expertise
- Be proud of your work and your fair price structure



Know Your Numbers

- Take the time to understand financial aspects of your business
- Use CPA or accountant as a partner to help you learn
- Understand profit and loss
- Develop relationship with a banker
- Consider financial investment or broker



Enjoying Life!



Questions or Comments

THANK YOU FOR COMING!