

3

**COSTLY  
MISTAKES  
BRICKIES MAKE  
WHEN BUYING TOOLS**

*(And How to Avoid Them)*

# **A guide to help you get the right tools... while saving time**

Are you driving 15 minutes or more to buy your tools?

Are quality tools sometimes hard to find in your area?

Have tools ever let you down on the job?

Did they waste your time, and cost you more money and effort than the tool was worth?

A diamond blade perhaps, that wore out only after a few small jobs...

Maybe you've needed tools but just didn't have time to go to the store.

**At one point you might realise that when you're shopping for tools, you are not earning money...**

If you are like most Brickies, you just want



ACCESS TO RELIABLE TOOLS IN ONE SPOT



AT AN AFFORDABLE PRICE



SPENDING AS LITTLE EFFORT AND TIME  
POSSIBLE

so you can get on with the job  
...and earn more

I'm Zoe and CDBS Construction Centre is my family business. Each month we help professionals get their job finished quicker and save money on tools and blades.

How do we do this?

We know tools. We give recommendations on which types and brands to choose based on specific jobs.

The tools we sell are specially selected to last through tough jobs.

Avoid the next  
3 mistakes  
by following the simple  
3 steps at the end...



# Mistake 1

## Shopping for tools during “money making” hours.

Have you ever felt like there's just not enough hours in a day?

Maybe you've wanted to finish a job off but distractions kept getting in the way.

What if you had one less distraction stopping you from making money?

First off, what do we mean by distractions? They are tasks that use your time but don't need your expertise.

Some likely culprits are: phone calls where the person on the other end talks ON AND ON, the constant text messages... and social media



and you bet

JOBS LIKE TOOL  
SHOPPING.

SO, what are these  
distractions costing  
you?

**Since you are the expert ...  
it makes sense that you should be prioritising  
TWO things:**

**1**

laying bricks or managing the job.

Also known as

"earning my crust"

**2**

focusing on "revenue generating tasks"

Also known as

"working smarter, not harder"

## **For example, my mate “Bob the Brickie” owns his own business and his goals are:**

- working out ways to operate better and faster
- looking for more work, and
- learning what he can do to grow his business



Adapted from Bob the Builder  
by Keith Chapman

## **If Bob achieves his goals he will be:**

- finishing jobs faster - that's more jobs done with the same wages cost,
- getting more job opportunities so he can choose what he wants to do, and
- making more money so he won't have to work as hard or as much.

**But if he gets pulled away by little distractions all the time, poor old Bob never gets time to work towards his goals.**

# Have you heard of the 80/20 rule?

Statistics show that 80% of people's focus makes very little impact to their income and happiness.

This means that only 20% of each day's focus is actually making a difference.

The remaining 80% of focus is absorbed by procrastination, distractions, or working inefficiently by doing activities that provide very little benefit or satisfaction.

## What is your weakness?

Have a think about what takes up your time...

I can't offer to make you a super driven bricklaying machine that never gets distracted and always does things the most efficient way....

C'mon, I'm a tool shop owner, not a councillor...

**But maybe this will get you thinking about your time differently...**

**So, what do you do inefficiently?**

**Do you sometimes do things that would be better off done by someone else?**

# But I think I can help a bit...

## Think about it...

Even a 15 minute drive to the tool shop will cost |  
**AT LEAST** an hour of a work day.

By the time you get your car, drive, shop, wait at the checkout, pay, drive, park. Not to mention, what could go wrong on the job site while you are away.

In that time, **you could have been focussing on more valuable activities that contribute to your income and happiness.**

Is driving to a tool shop the best way to get tools these days?

Are there other options to get tools without wasting your valuable time?

# Mistake 2

## Making do with inferior tools as that's all you can get locally

Have you ever been frustrated about not having good tools available near by?

Have you had to shop at the general hardware store and settle for less? How did that work for you?

You might have waited for enough reasons to drive into town.

You might be lucky and there's a guy in a van going to jobsites selling tools.

He has the right gear...  
but range is limited...  
you have to wait until he comes past and...  
you wonder if his prices are competitive.

# That old saying

**“buy cheap, buy twice”**

**is very true.**

Inferior tools cost more in the long run as you buy more replacements. They also can slow you down on the job.

Professional tools, provide better performance and last longer.

Often they have more comfortable grips to support repetitive use, and better safety features stopping you from hurting yourself.

If you (and any employees) work faster because of good tools, well that's more money in your pocket. It can add up pretty quick!

**If jobs take longer because you  
don't have the best tools - you are  
making less money**

**So think about it...**

**what is the real cost of  
"making do"  
with what you've got?**



# Mistake 3

Not looking for easier and  
more efficient ways to buy tools

Imagine...

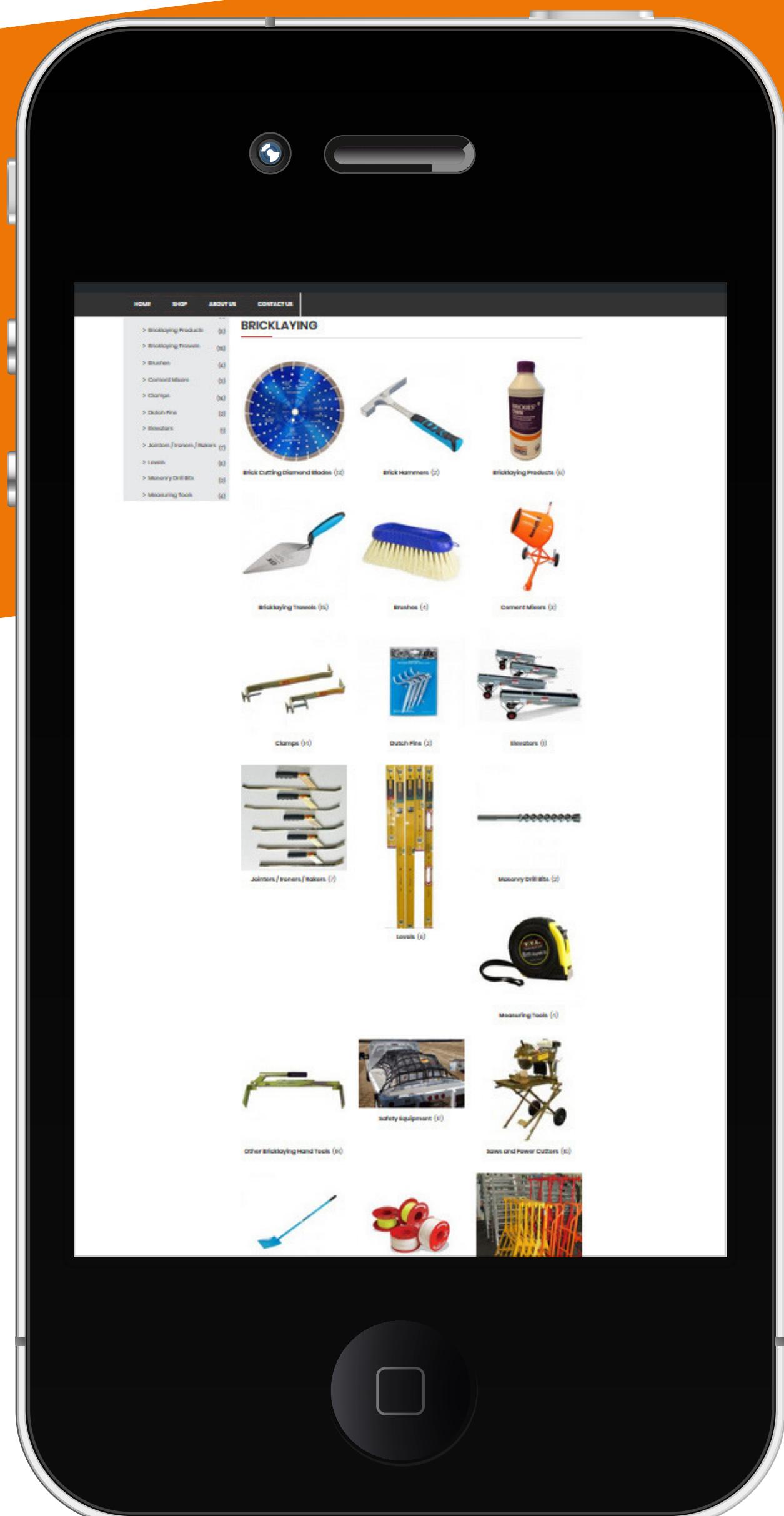
- if you had easy access to professional brickies tools, in one spot, and you could order when ever you want
- if you could focus on your job and have someone else bring these tools directly to you?

**How valuable would such a service be?**

**What if this service already  
exists BUT you just  
never realised...**



We are here to help you save time  
so you can focus on more  
important things...



You can order the best tools from our  
brickie friendly online store- and it can  
take just 5 minutes!

YOU CAN ENJOY THE ULTIMATE  
TOOL BUYING CONVENIENCE WITH:

**fast** online ordering whenever you need it

**convenient**  
deliveries straight to your home or job site

**easy access**  
to a top quality range of blades, tools and machines

**confidence**  
that the tools have been tested on worksites

**online site security**  
and secure checkout

**support and advice**  
from our experienced staff

**30 day change of mind policy**  
as long as the tools haven't been used

# but, delivery costs I hear you say...

## well, we have even fixed that for you!

Even though delivery charges are usually pretty good value (for the convenience they provide) - seriously, they are a tax deduction for business.

We have worked hard to set some great delivery deals so you have no reason not to give us a go:

- free delivery on tools or blades orders over \$200 or
- only \$13.99 delivery on tools or blades under \$200

And no, we don't have any magical way of getting postage cheaper than other people. We are making a loss on your delivery charges as **we want the ultimate experience for you.**



For orders over \$200\*

Only  
\$13.99

For orders less than \$200\*

\*T&Cs apply

**And today,  
we have a special limited offer available for the  
first 50 customers...**

Since you have shown you are serious about making a change to old habits, we are prepared to reward new customers for giving us a go...

We have 50 of the premium Paragon 14 inch Dynamo Bricksaw Blades available for a ridiculously cheap price.



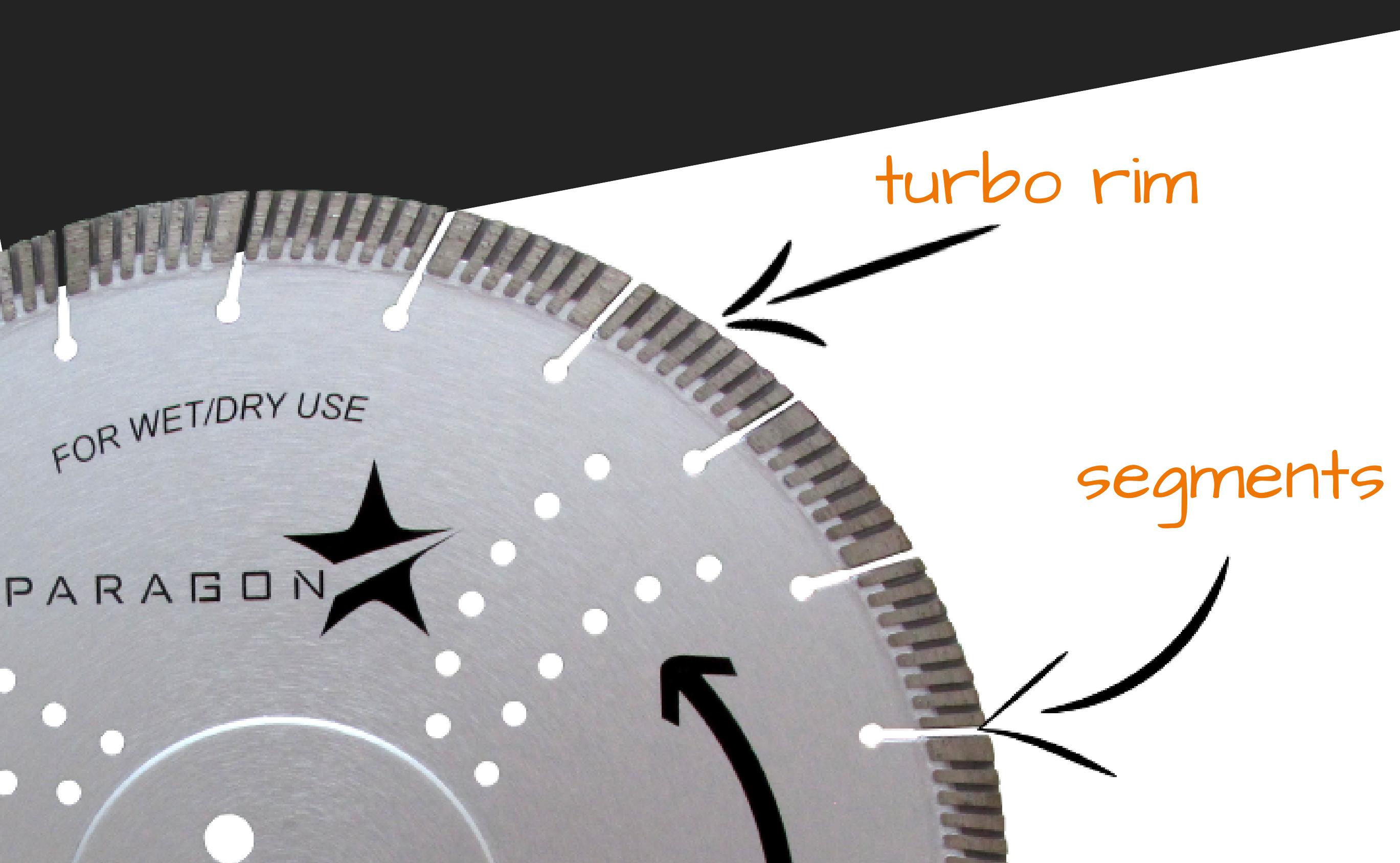
# So what makes this blade special?

This blade is a segmented turbo blade especially designed for cutting through clay bricks on a brick saw.

The segments are designed to blow dust and slurry from the cut while also cooling the blade. This maintains the blade's cutting performance for a longer time.

The turbo rim gives this blade its extra cutting speed.

AND BEST OF ALL it is semi-silent - ahhhhh job site serenity!



The regular price for this blade is \$245 (inc GST), which is already great value for a premium blade.

But since you have joined our community you can get your hands on one for **only \$119 including postage\***

You won't see this deal again as we just can't afford to run it again!

Once these 50 are sold they will be going up to their regular price.

**\* Please note:**

To keep it fair for everyone, we can only sell one blade per customer at this price as we don't want others to miss out.

# What people are saying about us and our tools...

CDBS is well priced and competitive. Now they have built the online store it's great for me as I live on the other side of town and the delivery is easy. It's good that I don't have to drive in now. They have a great range for brickies which I have found good since a lot of tool shops don't have everything I need.

**Ben Doyle,**  
Doyle and Sands Bricklaying  
Jerrabomberra, NSW

Google



**CTR Pacific**

3 reviews

★★★★★ a year ago

The Paragon bricksaw blade is quick and long lasting. I think it lasted me around 900lm. I definitely recommend it.

I bought a BT brickgrab and a Technique Tools gauge tape. It was a simple process and I just ordered online.

Everything came in good time and it was great.

**Paul Garvey,** ACT Brick and Block  
Gungahlin, Canberra

**Daniel Summers,** Urban Bricklaying,  
Melton West, VIC

Thanks, it was very easy and I will buy again

**Mark Hindmarsh Bricklaying,**  
Picton, NSW



Kieran Mansfield reviewed CDBS Construction Centre — 5+

May 8, 2017 ·

...

Always get well looked after at CBDS whether I need tools a mixer a saw or whatever, and if I need my gear fixed or serviced the boys are pretty quick to get the job done .

# so how do I get started?

**1.**

## Give us a quick call...

If you want a recommendation on what tools to use based on your budget and job types.

If you know what you want already you can go to step 2.

**2.**

## Place an order

You can place an order over the phone or on our website - it takes only 5 minutes!

**USE COUPON: DYNAMO**

(only valid while promotion stock lasts)

**3.**

## Easy Delivery

Have your blades and tools delivered straight to your door.

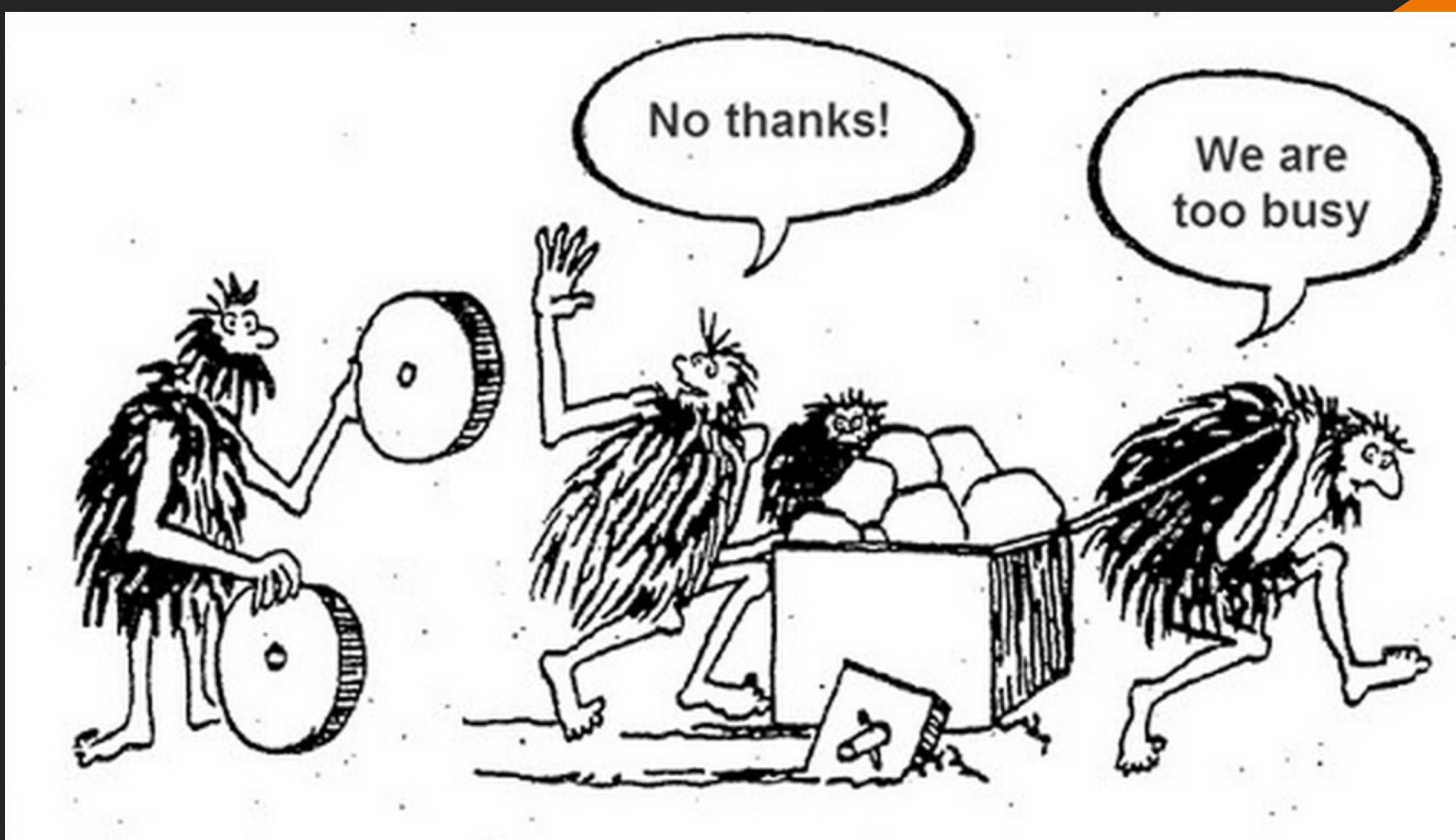
[Take me to the store](#)

**0262428996**



I know that working smarter  
(not harder) is your dream.

Keep looking for easy ways to  
achieve this bit by bit!



**USE COUPON: DYNAMO**  
(only valid while promotion stock lasts)

[Take me to your store](#)