

KWIK KERB: Helping Customers and Business Owners for 20 Years!

Although the landscape garden edging business is growing at an extraordinary rate, this Kwik Kerb business owner is taking advantage of the demand for commercial work.

Kwik Kerb is the premier supplier of concrete curbing and decorative landscape edging in the world. Laid by machine, Kwik Kerb is well known and respected, providing a wide range of concrete curbing.

Tony Bolognesi, at 43 years of age, owns a Sydney-based Kwik Kerb business that he bought in mid-1999: "I'm a spray-painter by trade. Before I got into this I was in real estate for about seven years, selling residential homes. I used to see nice, beautiful sunny days and think 'I hate being in this office – I'd like to be out there!'"

Tony researched other businesses before deciding on Kwik Kerb. Initially, he assumed Kwik Kerb was a franchise: "When I asked them, they said 'there are no franchise fees' and I thought 'you beauty!'" Another advantage, says Tony, was not paying outgoings on a premises, "It's not as if I've got to pay rent or electricity."

Other incentives include flexibility in working hours and no geographic limitations, says Tony: "I could work in any area I wanted to - I wasn't restricted and there were no ongoing fees - that really sealed the deal for me. Plus

it's a lifestyle change: if I want to have a long weekend I can. There's also variety because I'm in a different area every week or every day."

Employing a regular staff member, Tony has access to other labourers if required. He points out that another Kwik Kerb business owner in Sydney assists him with larger jobs, "He usually comes out and contracts for me and he brings a team." Tony says it's a reciprocal arrangement: "We sort of share the work."

Tony works all across Sydney: "I cover a big area. I do a lot of work for builders and wherever they go, I follow them." For the last four to five years, his business has thrived on referrals from other tradespeople. Tony explains: "It's mostly word of mouth and mainly from builders, concreters and landscapers. Ninety per cent of my business is commercial work: factories, parks and townhouse developments.

"Every now and then I do domestic work, but it's not something I choose to focus on and we're really busy, booked out five weeks in advance."

Unlike most of Australia, Tony has actually

benefited from drought conditions: "The only downfall is that when we get the rain, we don't work – so that's our only dilemma. We've had it good for so long – I can't really complain!"

As a financially viable and flexible business, Tony definitely recommends Kwik Kerb: "Once you get up and running you can make \$1,000 a day – that is achievable – especially with the big jobs. If you only wanted to work half a day, you could quite comfortably make up to \$600 for four hours of work. Whatever you want to do: if you want to work six or seven days a week, you can. I choose to work between four and five."

Working in real estate, Tony said his friends would tell him to get a job that allowed him to spend more quality time with his young family: "I've got three kids and usually spend my Saturdays watching them play soccer. I used to work seven days a week – making money for my boss! It's not worth it in the end." ❖

For further information about Kwik Kerb visit www.kwikkerb.com.au

