

7 MISTAKES

TRADIES MAKE WHEN VISITING CUSTOMER'S HOMES.

HOW NOT TO FALL VICTIM TO COMMON "TRADIE TRICKS"



A helpful guide to selecting a reputable company
with experienced, professional tradespeople.

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Have you been let down by tradies before?

Having worked in our industry for over 20 years, we've seen our fair share of tradespeople who don't do the right thing by their customers.

Frankly, it's annoying and embarrassing to have to fix up an issue which a so-called "tradesperson" has created or when we hear that tradies are still ripping off customers!

As a company who strives high standards of workmanship and customer service, we thought that it was about time that consumers said "enough is enough", to bad practices and tradie tricks.

Here's the top 7 mistakes tradies are making and how you can ensure you're letting a reputable tradie inside your home.

7 mistakes tradies make when in a client's home

- #1. Making a bad 1st impression
- #2. Communicating poorly with clients
- #3. Replacing rather than repairing
- #4. Not being fully licensed & insured
- #5. Overcharging for parts & services
- #6. Giving clients the "run around"
- #7. Not treating customers with respect & dignity

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Mistake #1 Making a bad 1st impression

Too many tradies are in it for themselves. They want to show up, cruise through their day, knock off early, go surfing or head for the pub.

Many tradies these days are just in it for the paycheck and they don't have their clients' needs and concerns front of mind.

Therefore they:

- forget to introduce themselves or use their manners
- walk around your home like they own the place
- talk to their mates on the phone, during the whole job
- forget to remove their boots or clean up after themselves
- basically act disinterested in being at work



At Jaric Air Conditioning, we feel that professional tradespeople should be proud of themselves, their company and their work.

They should arrive at the door and introduce themselves, wear a clean uniform, deodorant, a belt - (to hold up their trousers) and show some ID and their trade licence to you at the door.

First impressions do last, so they should their treat clients with the respect they deserve and make the whole experience a good one for the tradesperson and their client. It's just the right way to treat people.

Oh and we think that tradies should show up on time and use their mobile to call you if they've been delayed, it's just good manners after all.

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Mistake #2 Communicating poorly with customers

Too many tradies keep their customers in the dark. They wander around your home and tell you that "this looks difficult" or say things like "I don't have the parts, I'll have to come back later."

We've also found that some tradies charge more than was quoted, but we believe that as a customer, you should be kept in the loop during the whole process.



This guy wouldn't get at Jaric!



A Jaric Air Conditioning tradesperson will always:

- outline what they are onsite to do before they start
- investigate the issue and report back what they've found
- never proceed with the job until they've talked with you
- take photos and explain what's going on
- give you a fixed price with no nasty surprises

We know that you've called us in to help you to repair or install something on your property and we know that you're not an expert in our field.

However, we never keep you in the dark, and we always bring you up to speed with what's happening on the job at your place.

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Mistake #3 Replacing rather than repairing

In this "throw away" society in which we live, too many tradies opt for a swap and go mentality, where it's faster and easier for them to completely rip out the old and install the new.

This is particularly true of younger tradies who lack the experience in diagnosing issues quickly and efficiently, after all, they've grown up in an era where it's easier to "just buy a new one!"

Of course, there are times when things need replacing due to age, malfunction or in the quest for efficiency. Unfortunately, it's common practice to sell clients on the new without checking if the old could be repaired on-site or back at the workshop.

At Jaric Air Conditioning, we only employ seasoned qualified and experienced tradespeople to come to your home or place of business. Our team will inspect your air conditioning or electrical hardware and determine whether we can save you money with our service & repair option or whether in fact, we need to replace.

At all times we will do what's right for you and that's how we've grown a large database of regular clients and why much of our work comes to us via word of mouth.

Quite simply our focus is on developing lifelong clients rather than quick one off jobs.



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Mistake #4 Not being fully trained & licenced

Unfortunately, (in our opinion) gaining a trades qualification is far too easy these days. There are many "tradies" out there who have completed "fast tracked" courses, some of which can be completed in around 36 hours.



The rise of Registered Training Organisations (RTO's) giving qualifications through "online"

courses is alarming and just because you can learn lots on YouTube, doesn't mean that you're qualified in the field.

There's been many stories in the news lately about RTO's who give tick "n" flick qualification and the government has been forced to close down many of these "colleges" in recent times.

There are those of us, (like the experienced team at Jaric Air Conditioning) who can't understand how those with very limited experience can be let loose into people's homes. Without serving long apprenticeships and on the job learning, supervised under seasoned tradespeople, these workers just don't have the experience to solve your problems or to look for alternatives which can save you a lot of money.

We believe that every tradesperson who arrives at your door should be proud to show their credentials and their licences. It's important to only let qualified & experienced tradespeople into your home, after all, the safety of your family is what's most important.



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Mistake #5 Overcharging for parts & service

When we surveyed a large number of householders, the number 1 concern that people had when it came to tradies was "being ripped off". Unfortunately, we still have people in our industry who do the wrong thing for a fast buck, and that concerns us too.

5 things tradies should never do

1. Ask for cash

We all need to pay our taxes & you need a receipt to protect you.

2. Write an unitemised invoice

You need to see & understand what you're paying for.

3. Use the bosses van & tools for private work

You need to pay the company, not a tradie directly (i.e. no cash jobs at the weekend!)

4. Treat you differently based on gender, age or race

Unfortunately, some tradies still think it's ok to be sexist, ageist or racist... **but it's not!**

5. Drive you to the ATM to get their payment

Don't let anyone demand cash or force you to do anything strange for payment. Organise a fixed price beforehand.

6. Act in a way that is aggressive or intimidating

If something feels "off" call someone to help you. Never let anyone intimidate you.



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Mistake #6 Giving clients the "run around"

Don't you hate it when a tradie gives you the "run around"?

They don't turn up when they say, they go "missing in action" during a job or they say that "I'll be there between 7am and 5pm", then they cancel. (leaving you home all day)

The fact is that not everything does go according to plan when you're dealing in our industry.

Sometimes a job runs over, traffic is bad (we live in Brisbane!) or a product does not get shipped by the supplier on time.

But that wouldn't stop a Jaric Air Conditioning tradesperson!

We pride ourselves on the fact that each of our team does their job in a professional manner. If there is a delay or a product is temporarily unavailable our customer service team will contact you in plenty of time to help you change your plans.

We understand that "getting the run around" is really annoying and we hate when it happens to us, so we'll do our best for you.

As for the phone, we always welcome your calls and comments, after all, we would like you to be our clients for a lifetime.



Another tradie who's "too flat out" to come around today



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Mistake #7 Not treating clients with respect

How did your last tradie make you feel?

Did they treat you with respect?

Act courteously?

Were they professional?

Did they arrive on time?

Explain what they were doing?

Charge a fair fee?

Clean up before they left?

Would you recommend them to your mum?



If you can answer all of these questions with a resounding yes, then the chances are that you've found a quality company who places a priority on picking & training their staff to the highest standards.

If you had to answer NO on any of these questions, then we would recommend that you put our team to the test.

At Jaric Air Conditioning, we've built a successful company that's large enough to provide for all of your air conditioning & electrical needs. However, we've made sure that we have kept the personal & professional standards of a family run enterprise.

This is because all of our team are made of the "right stuff". We only pick people who show a genuine passion for their industry, take pride in their appearance and their craftsmanship.

Above all, we understand that our customers choose us because we put them first by providing a friendly, professional service that delivers value for money.

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Put Jaric Air Conditioning to the test...

We would love the opportunity to complete some air conditioning or electrical work at your place, so that you can see and experience the Jaric Air Conditioning difference for yourself.

Not only will you meet one of our licenced & experienced tradespeople but you will also get your job done professionally for a fixed, upfront fee with no nasty surprises.

Call now and ask about our \$40 off the install fee on domestic air conditioning*

ph 1300 452 752

*mention that you read this guide to qualify for the discount



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Contact our team who specialise in the supply, service and installation of :

Split & Ducted Air Conditioning Systems

phone 1300 452 742

We service all south Brisbane areas including:

- Redlands Bay
- Victoria Point
- Thornlands
- Cleveland
- Capalaba
- Mt Gravatt
- Sunnybank
- Inala
- Forestlake
- Rocklea
- Springwood
- Daisyhill
- Slacks Creek
- Shalier Park
- Loganholm



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