

MCAA 25



Small Projects in Plumbing Have a Big Impact in Your Business

James Lowder & Kevin Walsh



**Tuesday, March 4th
11:30a.m. – 12:30p.m.**

Please let us know what you thought of this session



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MCAA25

Small Projects in Plumbing Have a Big Impact in Your Business



James Lowder



Kevin Walsh



WHY?

TARGET NEW MARKET SECTORS

- Broaden your client base
- Healthcare
- Tenant fit-out
- Housing
- Service & Maintenance
- Drain Cleaning
- Public Work
- Owner Direct

How do I start?

Identify a structure for your Special Projects Division

- This is a separate department
- Create a separate Profit & Loss statement
- Create a separate LLC



What are the Benefits?

- Potential Profit Growth
- Company and Client diversification
- Diversified services... be the “one stop shop”
- Sustainable new revenue stream

Building the Team

Identify a leader

- Promote from within
 - Do you have that individual working for you that is ready for the next step
- Hire from outside your company
 - Can you hire somebody that is already working in your target market
 - Do you utilize a reliable Headhunter?



Round Table Discussion

- Does your company have a Special Projects Group?
- Describe the individual that runs your Special Projects Group?
- If you have a Special Projects Group
 - Is it successful? What makes it successful?
 - Is it struggling? What are the challenges you've faced?
 - Can you describe the direction your group is heading in?
- If you don't have a Special Projects Group
 - What obstacles are preventing you from diving in?
 - Do you need a mentor or industry peer for support?

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Plumbing Service Conference
May 19-21, 2025
St. Louis, MO

Registration now open!!