



**Drew Blackman 00:00**

The KRGS Doors show proudly brought to you by KRGS Doors for all your shopfront Roller Shutters, roller grilles, folding closures and bifold doors, visit [www.KRGSdoors.com.au](http://www.KRGSdoors.com.au) Welcome to the KRGS Doors podcast. I'm your host Drew Blackman. The aim of our podcast is to talk to cool people with cool stories, whether it be our suppliers, customers, staff, other business owners or people from different walks of life and get to know them a bit better. If you're interested in coming on, drop us a line or email or connect with us via Facebook and we can have a chat to see what we can do. On today's podcast. We're joined by KRGS Doors Managing Director Clayton Blackman and another Managing Director Jeremy Dyer from Total Fitouts today's podcast is breaking new ground for us here as we're hooked up via Skype. based in Brisbane Total Fitouts offer a concept to completion fit out service throughout Australia and New Zealand. Although not your standard shopfitter total fitouts have 21 franchises. So no matter your location, they have an international offering with local service. Please welcome to the podcast Mr. Jeremy Dyer. Thank you for joining us on the podcast. Jeremy. You're based up there in Brisbane. How's the weather?

**Jeremy Dyer 01:16**

Mate Thank you for having me. Great to be here and the weather is fabulous as the say BrisVegas pulls it off every time this time of year. It's lovely. I think probably sitting at about 25 degrees a few clouds and a hell of a lot better than Melbourne or Sydney just quietly

**Drew Blackman 01:31**

Yeah, Sydney. We've had a little bit of rain this morning and overnight so it's chilly in the morning and then hit sort of mid 20s during the day and the

**Clayton Blackman 01:38**

temperatures dropping now we have gone a finished Daylight Saving you back on the normal time which you blokes have caught up with us. It's about time.

**Drew Blackman 01:49**

What is the Jeremy Dyer story?

**Jeremy Dyer 01:51**

Oh Jeremy Dyer story where to start? Look, actually we'll start with I mean, one of one of the things you mentioned you said Well tell me a bit about you know, you're married or whatnot. Obviously, with this whole Coronavirus thing going on, we're actually set to get married next month on the second that got cancelled. We were having a big thing down in the Hunter Valley. And that also got cancelled quite spot and a great spot, great spot, I would have loved to have done it down there. But we we basically decided that, okay, we're just gonna go get married at the registry. And then the registry said, Well, you can have 12 people because of all this, then they emailed back and said, you can have five people. Then they emailed back and said, Look, we've actually cancelled the wedding. So we went, Wow.

**Clayton Blackman 02:35**

Did you did you get the deposit back?

**Jeremy Dyer 02:37**

Yeah, got the deposit back. I don't know if I should have just taken it as a sign. So we, two weeks ago, we were sitting at home having a glass of wine and on a Thursday afternoon and I said, why don't we just get married this weekend for it all just turns, you know, turns nasty. Why don't we just get married? And she said yet again. And anyway, I called a local celebrant and said, Is there any way you can come marry us? And he said, Yeah, I can do it. Come come do it on your balcony if you want, you know, you're allowed to witnesses and he said, Great. Let's do it. And we end up doing a little bit differently when he got a hotel room and Mooloolaba on the Sunshine Coast. Just went north about an hour and 20 minutes and a tie the knot Saturday two weeks ago.

**Clayton Blackman 03:24**

Congratulations, Mate.

**Jeremy Dyer 03:26**

So ring there and I'm locked and loaded.

**Clayton Blackman 03:30**

So in two weeks, you've lost you hair Tony here in two weeks.

**Jeremy Dyer 03:39**

That's from working at home together.

**Drew Blackman 03:41**

I was gonna say what a great way to start a marriage. 14 days in lockdown. Yeah.

**Jeremy Dyer 03:46**

Right. It's, it's testing. So you know, we've both been working, working from home and we literally got married or wait for a night came back and our honeymoon was working again. Business as usual. I'm just glad we that work in the same business. Yes. Business as usual. So don't get a honeymoon at some point. Yeah. Well done. No kids live in the city and Brisbane and Fortatune Valley, where all the action is love it.

**Drew Blackman** 04:18

Very nice. So how did you start in the shop fitting industry?

**Jeremy Dyer** 04:22

Yeah, right. So back when I was 21 Actually, I bought things I was at a 21st birthday party and this guy came up to me and he was the father in law of The Girls Party. We were at and had a chat to remind you I'm through you know, my media is my dad's name. Sorry about my dad and and he said what are you doing with yourself and I was a BDM at the time I was working in the veterinary industry and he said we'll make you should you should sell fit outs. So I said well, I've always wanted to you know, get the construction. That was something I'd always planned as a as a kid to do I just never ended up doing an apprenticeship or anything like that and I thought that would actually be really good, no experience, but I had to be good. And he goes, I'll take you under my wing. And so when I worked for them, we did medical, predominantly. So we're based on the Sunshine Coast, but we're a national business. And I was there for a couple of years and just learned learned the ropes from a BDM perspective, through there. And then they finished with them, took a bit of a break, went into commercial banking for a year, and then decided that I really love the fit out industry and wanted to do my own thing. So I looked at an option to do a mature age apprenticeship, you know, wasn't really a great option going from, you know, commercial banking money to on the tools, your age apprenticeship. So I said, Okay, there's got to be another way around this. I'm really good at what I do on the front end, I love business. I love people. You know, I think my skills, they would probably be a little bit wasted just on the tools and said, Okay, well, there's got to be another way around this. I don't want to do the apprenticeship. I found a builder and I said, Okay, mate, I've got the front end. I know the business side, I've still got a whole bunch of contacts. You've got the builder's licence, you're great builder, would you like to run a business together? Go 50/50. And we started our own thing. I was 24 at the time and started our own fitout business on the Sunshine Coast. And we did predominantly medical from North Queensland down to Victoria. So that was a lot of fun, a lot of learning a lot of challenges. And we my business partner was about twice my age at the time. And he was sort of wanting to slow down and I'm, you know, as a young black wanting to take over the world. But I had plenty, ramp it up had plenty here at that time, we split ways. And I went to one of my mentors, and he is actually the CEO of GJ Gardner Homes worldwide. And I used to catch up with him every month for brekkie and take him out in the sunlight like I need to. I'm looking at me in this partnership. You know, for all good reasons. There's nothing wrong with the person but just I could see we're going in different directions. And well, what are you doing? I said, we've got an idea and pitched him the idea of Total Fitouts. So GJ Gardeners are obviously very well known. I'm building business across Australia and New Zealand and America, their franchise systems, so get local builders and take similar model to we do him and Greg Gardner came back to me within 24 hours and said we love it. So we started Total Fitouts

**Clayton Blackman** 07:16

So you took the GJ Gardner model and blended it into the shop fitout side of things.

**Jeremy Dyer** 07:23

Yeah, correct.

**Clayton Blackman 07:23**

And when was that Jeremy, when did that kick off?

**Jeremy Dyer 07:26**

I says 2013 We registered the business November 2013. I think we went to market in June 2014. With our first franchise up on the Sunshine Coast. You know, we then grew pretty quickly. I think we're in New Zealand and 2015. Within that year, we hit New South Wales Victoria pretty quick in the moment, you know, we're sitting at 21 offices across Australia and 21 Well, that's fantastic. We've grown it's obviously had its challenges, but you know, as our businesses do, but we've got an amazing bunch of bunch of people and you know, the growth trajectory has just been strong and will continue to be especially when we can get back to business fully after this Coronavirus,

**Clayton Blackman 08:02**

for sure and obviously I've had a little bit of firsthand experience with Total Fitouts because like I mentioned in our last podcast just recently was in February, Total Fitouts had the conference, a yearly conference Kingscliff and we were lucky enough to participate and come along and meet with the franchisees and also Jeremy's team. It was really good man. It was one of the most professional conferences that I've been to and been involved with. Had some fantastic speakers. I really enjoyed the speaker that you had on the I think it was Thursday. Thursday, the American guy. Yeah, yeah. Chris Yeah, Chris. My he was, he was really really good. I got got some things out of he's used one of his stories about Neiman Marcus. And I've still remember that from that actually, I've got I've got the emblem there brand Neiman Marcus on my desk, just as a reminder every day,

**Jeremy Dyer 08:16**

well, I'll shoot you a I'll shoot you a little bill in the mail. So you should get that the next week.

**Clayton Blackman 09:06**

But um, that was that was really good to see what you're doing and the way those franchisees come together. And obviously, having those helps us as a supplier like obviously trying to bargaining with those franchisees as because you've sort of got 21 shop fitters all under the one banner. So yeah, that's that's the thing that impressed me

**Jeremy Dyer 09:33**

They're really important events for us. You know, we've been doing them you know, pretty much every year since we started you know, we go we go all over the spot from Brisbane to Melbourne to Sydney, Queenstown. Kingscliff. And, and we find, you know, our business is wholly and solely about relationship. And we find those events in the thing that like the speakers are great. You know, the business sessions are great. The time with suppliers is amazing, the biggest thing we find our guys take away from those events is the ability to build relationships with their peers.

**Clayton Blackman 10:09**

Well, that was probably one of the things I noticed too, mate was the way the each each owner of Total fitout. So each each franchisee, they, they can talk, they're talking the same language. Yeah. And they're in different states. So they're not trying to knock each other's work off type off thing, they're in different areas. But they're all They're all on the same page.

**Jeremy Dyer 10:30**

And the amazing thing about it is, and this is probably what I'm most proud of in the business is the culture of the business and the culture of the team. And it's taken as it's taken us years to get there, and you have some bad eggs. And yeah, we've had to move some bad eggs on it. It's something that sometimes they're the hardest decisions and sometimes the top performance you have to move on. But it is so important to me to have that the culture right in the business. And you look at the guys, and you would have experienced firsthand how much they share they give to each other. Like they're so open with each other. They send each other work.

**Clayton Blackman 11:05**

they've got respect for each other. There's there's no one. There's no one owner There. That's better than the next one. I've seen. What your new guy from Wollonong.

**Jeremy Dyer 11:15**

Yeah, Greg

**Clayton Blackman 11:15**

Greg came in. And they took him in with open arms, you know what I mean? They didn't, they respected him. So you'd only been in the job five minutes. But they respected him and brought him into that level straightaway. It was really, really good to see.

**Jeremy Dyer 11:28**

It's an amazing, it's an amazing thing to see. And yeah, like I said, I'm so proud of our teams and who we've got in the business now. And it's quite funny. You know, we I've been saying probably for about five years now. We obviously have agreements with each of our guys. And so the simplest way to an excuse my French here, but the simplest way to explain this agreement is it's a no dickhead policy.

**Clayton Blackman 11:50**

Yeah, that's what I was gonna say.

**Jeremy Dyer 11:53**

You're a dickhead we'll find out and move you on because it really can ruin your business, we've had them in the business. And I think this goes for any business isn't just us you know, people will either make or break your business, from a cultural perspectives, um, feel very lucky, very, very lucky to have that an amazing crew. And, you know, we're even to the point where our staff members from corporate office mates with a number of the guys and you know, I could genuinely say I would sit down and have a beer or wine with any of my, my crew on a weekend.

**Clayton Blackman 12:26**

You can you can see it, mate, it's fantastic. well done to everyone

**Drew Blackman 12:29**

Can you just explain how the Total fitout model is different to the stock standard shop fitting company, with franchisees and head offices and things like that?

**Jeremy Dyer 12:41**

Yeah, cool. So you would have seen, I mean, you guys, you know, work in this space yourselves. And often, you'll work with a shopper that say, based in Brisbane, and you know, they're doing work from, you know, up north WA, wherever they retail or wherever, right, wherever that retailer takes on, you know, with that I think we all know, one of that stress, you know, a big, big part of when I had my own business, it was very hard at the time to be around, you know, my partner at something like I was travelling every other week, you know, we're trying to manage jobs in Victoria, from the Sunshine Coast with trades I've never used in my life before. We're working in northern Queensland, where, you know, it's just completely different to, you know, working in a city environment, you know, you're flying trades, you know, I used to fly a lot of my trades across the country to get these jobs done. Now, what that does is, it's clear that I had, you know, time away from family, all these guys. And I think, you know, family, like we talk about our business and culture, and we are a family, I think it's really important to have that family balance right at time as well. So we weren't able to achieve that doing that style of business. Plus, then it was also adding a huge amount of cost out for the client, you know, realistically, it's a 15 by 15 to 20% add on of cost. For a client, if you're flying a whole team, you're travelling away, you're putting people up in accommodation. I just read this this is this doesn't make sense. So I've got two ways to scale this business. First way is to scale it either by putting head offices in different states, which is expensive all over the place. Yep. Which is odd, because then you still gotta manage, you know, start in state. Or we take the model like JJ Gardner did local businesses and local areas and this is where we really stand apart with what we do. Each of our offices are owned by a local business person, they work in that area. So you know, we talk about Brisbane, you know, the moment we've got across Brisbane before different for different offices across Brisbane looking after different areas now, they're back then are found to do work just in that little Brisbane area. They can do it anywhere in Queensland, however they're big pushes to spend all their time marketing locally or what we call local area marketing. To build the relationships, build a network of, you know, staff, build a network of trades, manage and suppliers locally so that when they deliver a job, they're just construction, right stuff goes wrong. So the issue you find with a lot of these big companies is, you know, something goes wrong in an area that they're not based in, they're trying to deal get trades go out the fix of the never used before, they can't be there, you know, 10 minutes later, you really lose that, that local side of it. So our model is just been so amazing in terms of being to offer an international service across Australia and New Zealand. But do that locally, like we've built with, from one client, we were building, I think, five or six sites form at one time, across three states in Australia, plus New Zealand with different teams, but all I got to speak, they share, we were able to share all our quoting system with each other guys mentor each other, we put brand champions for a company in each state. So then brand champions all share information and mentor each other to make sure the job gets done, right. So it's an all in approach, and then you know, where stuff needs to get escalated, we've got corporate office there, you know, our role there really is, is a support team. And if we're looking at a chain of command, make where we're on the

bottom, you know, our job really is to support guys on the ground, to do their job, yeah, to do their job amazingly, and give a great service, provide them with great marketing, systems support, you know, systems, processes, contracts, all that kind of things are giving them the back end on for the big business. But whilst being a local business and becoming as we say, you know, we want you to become the big fish in a small pond

**Clayton Blackman** 16:37

And your team behind the scenes do a tremendous job for those individual franchisees to mate.

**Jeremy Dyer** 16:45

Thank you

**Drew Blackman** 16:46

how many staff are based in corporate office there

**Jeremy Dyer** 16:50

five at a corporate office, don't worry, we've grown to about coming on another one. We've just held off on that for a couple of months, but got that person ready to go who's actually a ex franchisee, which is great. So he's very, very experienced in what he does. And his whole job is literally there to support our growth. And so his job is a growth specialist. His whole job is to go around and spend time with each of our guys and help them in multiple areas of their business and his pure focus is you help them grow you help them become more successful.

**Drew Blackman** 17:20

That's tremendous too because he'd have that knowledge of being one of them he's been at the frontline he's been on that side of it.

**Jeremy Dyer** 17:26

Yeah, and particularly from the sell side as well. So that's one thing you know, we we recognise a lot of builders our sales people put a big push in the business about would have been eight months ago and stuff for Steve I suppose of hey, it's time to get BDM's you know, if you want to grow, you can't do this yourself. You know, you're great at building and we very simply write the business three key areas, sales, estimating, delivery, and as I've stated, you guys, which one are you you can't be all three, three, you can be average at two of them, you can be really, really good at one of them. So you know, pick what you want to be and get someone great in those other areas. And you've got a speaker great business

**Drew Blackman** 17:57

so similar to when you first started out you realised Hey, me on the tools isn't the best idea. I'm a good BDM

**Jeremy Dyer** 18:10

Yeah, you do not want me to build you anything.



**Advertising 18:16**

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**Drew Blackman 18:52**

Just on that what's the biggest challenges you face in business? And how do you experience all overcome them?

**Jeremy Dyer 19:00**

Yeah, look, I think early on, like most businesses, and you know, I think we've all been here, you know, cash flow early on is obviously a big one. And you know, particularly when you see guys and I just felt so sorry for a lot of businesses that just started out during this time. Yeah, as well. Yeah, it is a tough, tough position to be and you know, stress up.

**Clayton Blackman 19:20**

We started in June 2007. Right, just when GFC was about if you're ever going to kick off. Yeah, and survive, come out the other end, like 13 years later, here we are

**Jeremy Dyer 19:34**

mate and I think you know, this, people say these, these are really scary times, and they really can be but I see them as great time to opportunity and we've all seen it you know, in the downturn, I've my business similar time coming out the GFC. And, you know, after a bust comes a boom. And you know, I'm actually really excited for what that'll bring, you know, people have been on hold in my view people have been on hold for the last 18 months. You know, we had elections and all that last year. They've been on hold From really making any big decisions, felt like we're just starting to get some traction. And this happened. So all of a sudden, people can't stop forever.

**Clayton Blackman 20:07**

Well, we noticed that we noticed that Jeremy, particularly after the elections, because here in New South Wales, obviously, we had a state election in May in March, and then a federal election in May, May, the day after the federal election kicked off, it was over. It was just a different the orders just rolled in. I mean, it was just completely different. And he's like you say, that's only 8-9 months ago, nine months ago. But on the same as you might, I think after this after we get back, my retail is just gonna go ABS my though will be like here in Parramatta Westfield, around Christmas time, open up for 24 hours a day and they do some of them up in Brisbane as well. I think you'll see some of these Westfield's they'll go back to open up 24 hours a day, like for a couple of days in a row just because the stores have all got stock, full retail. And like they can't send it back to the factories because the factories have got next season's fashions to come in. And the retailers have gotta unload it somehow. Yeah. So my boom.



**Jeremy Dyer 21:17**

Mate, I really think there is you know, and there's, if people are taking this time, right, this is a great time to reset build your foundations get your system structures, right. And prepare for growth. Yeah, I think this is people that sit back and go, Oh, look, we were shot, we're doing that thing. You know, this is we're scared, you know, this is we can't do anything with business, I think they're the ones who probably aren't going to do a whole lot. But coming out of this, there's going to be huge opportunity, especially for those that have taken the time to plan and break trying and, and prepare for greatness. And yeah, and re trying to rethink and reinvent what they do. So think there's a world of opportunity coming, and I just can't wait till it gets here. But back, back to your point around. Challenges. You know, in business, I think obviously, early on that cash flow piece is obviously a hard one, you know, we've been lucky enough to come through that. And, you know, that gets tested in a time like this, when you have sort of preparing for, you know, we sort of did our worst case scenarios preparing for okay, if we've got zero income for three months, what's that look like if we got? So you know, where we're feeling lucky enough to come out of that. I think the government has done a great job around stimulus for businesses at the moment, I'm pretty excited on on a seminar, one o'clock today understanding how this new job keepers playing out. So I'm excited to see what legislation they've put in and around that. And I hope it helps new businesses as well, that can't compare to previous years. Yeah. But I think I think one of our biggest challenges that we you know, consistently faced, and I don't see this going away anytime soon, is the ability to bring on a new, and this is our conference, bring on different people from different backgrounds, different beliefs, cultures, get them all on the same page on the same level playing field and really having the same focus and drive forward, you know, trying to get everyone on the same team can be pretty challenging. And like I said, that's something we've really worked on, over the years getting that right fit. probably learned that, you know, the time to do that is at the very beginning, you know, when we look for a new franchise partner, the questions I'll probably ask now versus what I, you know, we're used to, yeah, a very different, you know, my, the way I see it is, you know, I can train and help people do the technical stuff, right. It's the end of the day, my, then, you know, no disrespect to builders, but I could put 1000 builders in the same room, who's going to build this the best, they're all going to put their hand up and say it'd be made ended they make, they can all build, they can Oh, you can hire somebody to build a great fit out what you can't hire as character and, and people skills. So way more so you know, focused around that now and challenges to keep the culture we've got even improve that and ensure we're inclusive of everyone and give everyone the opportunity to be great in their business. So

**Clayton Blackman 24:21**

I think it's something you learn with being in business for a long period of time, Jeremy is with the same note the questions that we ask any new staff that are coming on now compared to what we did 13 years ago, a completely different you know what I mean

**Jeremy Dyer 24:33**

100%

**Clayton Blackman 24:35**

you learn by that

**Drew Blackman** 24:35

that comes with experience.

**Jeremy Dyer** 24:37

It doesn't and you grow and change as a business as well. You know, what you are as a business five years ago is different to a business that you are now or you're gonna be in five years time so we grow and adapt and changing. So

**Drew Blackman** 24:50

it's interesting what you say there because as you said, you can teach you can teach anyone to build and things like that, but it comes to that character and we on a previous podcast, with our motor supply CW products. He said the same sort of scenario that your attitude, everything come with the right attitude, I can teach you the skills

**Jeremy Dyer** 25:07

100% I kind of agree with that more, it's amazing how many people think they'll come in with an ego. And that's actually to be honest, biggest thing we look for, as an attribute, in a person or a new franchise partner coming into the business or team member is lack of ego. Because ego ruins businesses, in my view, it's very hard to get someone with an ego to help other people and to really be on that really connected in a real way with other people. So yeah, that's the big one.

**Clayton Blackman** 25:38

That was one of Jack Gibson's famous, leave your scrapbook? Leave your scrapbook at the door.

**Drew Blackman** 25:43

Yeah, mate, you probably may have already answered this. And I think I do know the answer. But total fitouts has been in existence for seven years now. What do you put your success down to?

**Jeremy Dyer** 25:52

Yeah, 100% people, it really is, is our people. And that that goes from both my team and corporate office, but to my franchise partners, as well, to our to our master franchise partners, you know, we've got, we've just got some amazing people in the business that, you know, we go through our ups and downs, like every other business, but the ability to stick it through those ups and downs, you know, we don't always agree on everything. You know, you're trying to get all the corporate office team plus 21 offices, plus the in a couple of master franchises to all agree on something, you're never gonna get it. But the way we deal with that through the quality of our people and come to decisions, and all move forward, I think is really been a success to our businesses, people's willingness just to accept and to help and actually, again, excuse my French, but you know, people's willingness to give a shit about other people. Yeah, that really, that would be the key thing. I've seen our business our guys actually care.

**Drew Blackman** 26:45

Yeah, that's, that's a big thing. And we've mentioned it here as well that getting them to care about the job, and then also about the customer, because you want them customers to keep coming back.

**Jeremy Dyer** 26:56

You can be the best builder in the world. But if you don't have any customers, good luck to you. Yes, sir.

**Clayton Blackman** 27:00

Not only that franchise, or that fitout they're doing now you want them to you want to win the next fitout as well.

**Jeremy Dyer** 27:05

Yeah, they're the most exciting. It's funny, you know, when we measure, obviously, all our work, where our leads come from, and and the ones I get excited about aren't the ones that we get offline, or you know, how good our Google Marketing is, or we're not, it's our repeat customers. And it's our federal customers. You know, I had an example of one of our new franchise partners on the Sunshine Coast, actually Sunshine Coast North, he's now looking at so you did one cafe in Peregian, and this person has referred him three people in a matter of weeks, you know, and he's now looking at three separate jobs. He's won one, and I think he's about to win another one,

**Clayton Blackman** 27:38

obviously. So he's obviously impressed

**Jeremy Dyer** 27:41

Google can't do that.

**Drew Blackman** 27:42

And it makes a big difference. to as you mentioned before, you had one retailer that you're doing work for, in Victoria two in Brisbane, one in New Zealand, to have all those guys on the same page as well, to get that end result to make sure they come back for the next one.

**Jeremy Dyer** 27:56

And I think that's the sort of love about this business, you know, you don't just have accountability, these guys aren't just accountable to themselves, because they're all teammates. They're accountable to each other. So, you know, they do work for what we call a corporate client, you know, a national client, they feel obliged to ensure that the experience is good, because they know they stuff it up, they stuff it up for the guys over in New Zealand, Queensland, Victoria, so they're really driven to do a good job and look after the customer and give that same level of experience across the board, which is huge.

**Drew Blackman** 28:27

On a business front, who do you seek advice from?

**Jeremy Dyer 28:31**

Yeah, well mentioned. Like, I've always been a huge fan of mentors for you know, anyone listening, if you do not have a mentor, I cannot tell you how important it is to have a mentor. And it's even just from someone to talk to, to, you know, throw ideas that pull you back to the ground to tell you being an idiot, you know, mentors are amazing. And so, like, that's how we started this business. I think I mentioned before, you know, one of my mentors at the time was Darren Wallace, who's now a business partner. So that's where that relationship started. Now, obviously, as a business partner, I've kind of gone, you know, obviously still learn from Darren, he's a very experienced guy, and from other business partners, but I've also gone externally to that as well. So I've got a great guy, Anthony Rosco who started a brand called Pizza Capers, and sold that see build that to about 120 stores and sold that, you know, spend some time with him and pick his brain. But I'm also involved in several groups. So you know, across different areas in franchising as well. It's important to learn from others that have been there and done that. So I'm involved in several different business groups. I've got a couple of guys personally, that I spent some time with and I think most importantly, is the people you surround yourself with as well. Like if I look at all my mates, a lot of my mates are in business for themselves. They've gone through that journey. They've got great people around them. So you know, the way I said is you surround yourself with great people. You generally turn out alright yourself. So a bit of a mixture.

**Drew Blackman 29:55**

Yeah, no, no, exactly. Right. There's a saying it's like the three threes that you're you're sort of wont to spend a third of your time with people that are not on your level below a third of your time that are on your level, and then a third of your time of people that are above you to look up to.

**Jeremy Dyer 30:09**

Yeah, I don't 100% agree with that. And I think it's really important to spread that mix it also give back. You know, that's one thing I think's very important for guys that have been there in business and is to help find people younger than the often often people scared to ask for help. So I think sometimes just throwing that, that handout as well, and you know, sharing what, you know, it's not always right, but it's experience right? Experience counts.

**Drew Blackman 30:33**

Yes. And what's worked and what hasn't worked is a big thing as well. So they can not make the same mistakes if they can avoid it. Yeah. Mate away from work? How do you relax?

**Jeremy Dyer 30:44**

Yeah, that's an interesting one actually. Just trying to think about I'm like, having your own business. Do you ever truly relaxed

**Drew Blackman 30:50**

never turn off?

**Jeremy Dyer** 30:52

But I look, I'm a big lover of wine. I'm actually studying wine at the moment. And

**Drew Blackman** 31:01

is that a course at uni or TAFE? Or something like that, that you can go to?

**Jeremy Dyer** 31:05

Yeah, it's called Wesak the based out of London, but they're worldwide qualification. So I'm studying that at the moment with another mate of mine studying viticulture, and it's a passion we're probably going to take a bit further in the coming years so other ones both so

**Clayton Blackman** 31:21

I'm going to feel might to be interested in studying in wine.

**Jeremy Dyer** 31:24

You're not just drinking one bit more behind that. It's funny. my now wife goes, you know, all these words are used to use you just sounded like a wanker. But she goes she goes now Now I understand is actually a real thing. So yeah, I've got a textbook to prove it. So that's, you know, for me, love. I'm a social butterfly. Yeah, I love being out drinking coffee, having wine being social with friends. When isolated like this. Yeah, we try to you know, do nice, nice long drives and make them a big big TV series. But so that's the one thing I find what it takes.

**Clayton Blackman** 32:04

What's your latest TV? Netflix?

**Jeremy Dyer** 32:08

Yeah, I'm watching the series on prime at the moment called Startup which is great but love built you know, billions Vikings. Anything that's got anything to do with business? Got a bit of violence action in it. Yeah. A bit of comedy. So love stand up comedy. So have a look at that startup. It's great series three seasons two so you can get a bit addicted to it. By pretty much anything to switch off

**Drew Blackman** 32:33

Now to end the podcast we ask all our guests our Fast Five questions. And they just a rapid fire just to get a thought to get to know you a little bit better. So the first one is what would be your last meal.

**Jeremy Dyer** 32:45

Right? It's a mix of two things and they don't necessarily go together well, but both amazing in their own right. So who poutine, do you know what poutine is?. So Poutine is Canadian specialty, I believe came out of Montreal originally, or Quebec. It's basically chips, gravy and cheese curds

**Clayton Blackman** 33:10

I've Quebec and Montreal, and I didn't have that when I was there.

**Jeremy Dyer 33:14**

You haven't lived?

**Clayton Blackman 33:15**

No.

**Drew Blackman 33:15**

Is that is that? Is that reasonably available in Brisbane?

**Jeremy Dyer 33:24**

Actually, it's got a bit of resurgence over here. So look out for it. You got to ask though. The key is asked is it cheese curds or do they just put normal cheese?

**Drew Blackman 33:32**

Okay. All right.

**Jeremy Dyer 33:35**

And the second one is a burrito. Can't go wrong with a burrito.

**Drew Blackman 33:39**

Yes, that's Mexican food is I think it's on the up tough. Tough to beat. Tough to beat And you might have already answered this next one drink of choice.

**Jeremy Dyer 33:52**

Yeah, wine obviously, if I'm drinking red or go I love a burgundy. Burgundy is just way too expensive these days and over here, but saying cheaper on that Beaujolais, which is a poor cousin or I'm drinking white and nice like dry Alsace Riesling.

**Clayton Blackman 34:08**

you have done some study in this wine.

**Drew Blackman 34:11**

With your expertise, we might have to have another podcast or a wine time podcast and

**Clayton Blackman 34:16**

we just different different day.

**Jeremy Dyer 34:19**

Wait, wait till I pass the course. Okay.

**Clayton Blackman 34:23**

Does your diploma come back on a bottle or something? Is that how they

**Jeremy Dyer** 34:26

Yeah I hope so

**Drew Blackman** 34:31

what is the thing you're most afraid of?

**Jeremy Dyer** 34:33

That's a that is a really hard one. You know, I I'm not overly scared of a lot. You know, I'd consider myself a bit of a risk taker. So it's not something that jumps to mind. But I've thought about that and I reckon my ability or ever losing my ability to laugh.

**Clayton Blackman** 34:51

Yeah,

**Jeremy Dyer** 34:53

I don't take myself too seriously. I think the moment he takes up too seriously, like gets really really boring. So I can the ability to not be able to laugh? Yeah, good

**Drew Blackman** 35:02

one. Yeah, very right. What is your favourite TV channel?

**Jeremy Dyer** 35:06

I don't even know if TV channels exist these days apart from Netflix and prime. So their me

**Drew Blackman** 35:14

all streaming services

**Jeremy Dyer** 35:16

all streaming services they have

**Drew Blackman** 35:19

I have taken over the world and I think it's going to be the future of of television. If it's not already here that there won't be any channels. It'll be just everything's available and whatever time you want to watch.

**Clayton Blackman** 35:31

Just on demand.

**Jeremy Dyer** 35:32

Yep, exactly. The the only TV channel I think I've watched, you know, the last three years would be ABC News. But that's the streaming one as well. So

**Drew Blackman** 35:41

yeah. And finally, if heaven does exist, what would God say when you arrived at the pearly gates?



**Jeremy Dyer 35:48**

What would God say? Well, I thought about the two things that I would say, first of all, it'd be turns out, I was wrong. And secondly, I think, I think you have the wrong Jeremy Dyer. But what would God say? I think he probably go Yeah, I think I've got the wrong Jeremy.

**Drew Blackman 36:10**

Sending back, you're on your way back, send

**Jeremy Dyer 36:12**

it, send it back, send it back.

**Drew Blackman 36:14**

Well, that wraps up all the questions. I appreciate your time for joining us today on the podcast. Congratulations on your effort in the work with total fitouts mate because it is tremendous business story of what you've achieved there.

**Jeremy Dyer 36:29**

Yeah, thank you man. It's been an absolute pleasure catching up with you guys. And I look forward to being able to catch up in person soon and valued everything you guys do you got also got a great business and, you know, very, very clearly focused on people as well. So Been, nice working with you and I look forward to working more with you in the future

**Clayton Blackman 36:46**

its about the relationships mate

**Jeremy Dyer 36:48**

100%

**Clayton Blackman 36:49**

Thanks, Jeremy for your time being fantastic.

**Jeremy Dyer 36:53**

Cheers, guys.

**Clayton Blackman 36:54**

Take care.

**Drew Blackman 36:54**

That wraps up our chat with total fitouts managing director Jeremy Dyer. For more information on total fitouts visit [WWW.totalfitouts.com.au](http://WWW.totalfitouts.com.au). If you've missed any previous episodes of the KRGS Doors podcast, you can download them from our website [www.KRGSdoors.com.au/podcast](http://www.KRGSdoors.com.au/podcast) or on your favourite podcast player search KRGS Doors. Don't forget to hit the subscribe button so you don't miss any future episodes. This also boosts our ranking and by ego. As always, you can be anywhere in the world but you're here with us. Thanks till next time. The KRGS Doors show proudly brought to you by

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