

Building, business, babies and being on the same wavelength

[Quadracon Building](#) in Byron Bay is an exciting new business with big ideas and bigger aspirations. But when it comes down to it, Quadracon's Jennie Freedman considers the new business as her baby. As a busy mum of four, the business is in very good hands!

Formerly working in a corporate role, husband and Director David could see the potential to offer something better and took the bold step to do something about it.

But they weren't alone. When Jennie heard good things about [Collins Hume](#) and [Peter Fowler](#), they soon changed up their accountants to a firm who was on their wavelength. With local support and humble beginnings, the idea of Quadracon germinated with careful thought and preparation.

"I'm fairly conservative when it comes to taking risks, so won't jump without proper planning," says Jennie. "We needed an accountant who shared our values, which Peter is. He is quite dynamic; we find him supportive, especially when it came to starting a business."

At [Quadracon Building](#) Jennie and David strive to take the unnecessary stress out of build projects. Their strategy is simple; cost competitive, delivering results without compromise to safety, quality or the environment.

When it came to starting their own business, they sought the same approach to minimising stress from Collins Hume. Part of the planning process was to set up the company and a trust for their new business and then put in place solid measures for asset protection, [tax planning](#) and wealth creation.

"We needed a broad outlook when it came to superannuation, investing, wealth creation, diversity, and asset protection," says Jennie. "When Peter recommended that we read *Who Ate My Cheese* it really set us on a path to establishing business practices that were pivotal to our decision making."

Managing such a diverse range of building projects across aged care, health, local council, state government, retail and private education sectors, Quadracon needs to stay on the front foot. They do that by using Collins Hume as their Chief Financial Officer – called a 'Virtual CFO' – to help plan quarterly targets, financial and non-financial key performance indicators (KPIs), devise their business scorecard, their one-page performance strategy and hold accountable all parties till the next quarter comes around.

The whole Virtual CFO relationship was highlighted by a strategic planning workshop recently facilitated by Peter. Whilst David focuses on his client facing and project management activities, working with Collins Hume has emphasised the need for Jennie to engage her own corporate talents by streamlining the backend, formally documenting policies and procedures and giving overall structure to their venture.

Future planning is never far from sight.

"Initial talk of [succession planning](#) was a bit overwhelming when we just wanted to generate revenue by getting the first contract under our belts," says Jennie.

"We were better positioned once the first contract got underway. So when tax planning came around this year, it made much more sense to discuss succession then."

"We also set up our self-managed super fund thanks to Collins Hume, and got their help obtaining finance to buy a commercial office warehouse within our SMSF, [which we can rent to our business](#)."

"As well as having a property asset for the future, it means we are employing more options now which are benefiting us for the future," says Jennie. "It gives us diversity and room to grow."

From the time they met Peter Fowler to starting their own business from scratch, Jennie and David have accomplished a great deal.

"It's been a blur – extremely busy and fast-paced to say the least, so it's good to have Collins Hume on hand. Now that we're established it's a matter of getting our systems properly embedded over the next few years. Our first six months in business were especially full on and now that Quadracon is rock solid, we want to keep it slow cooking for a while."

"Without Collins Hume's input, we're not sure we would've set up our new business to optimise opportunities and ensure that any potential risk was in hand."

More at <http://www.quadracon.com.au/>.