





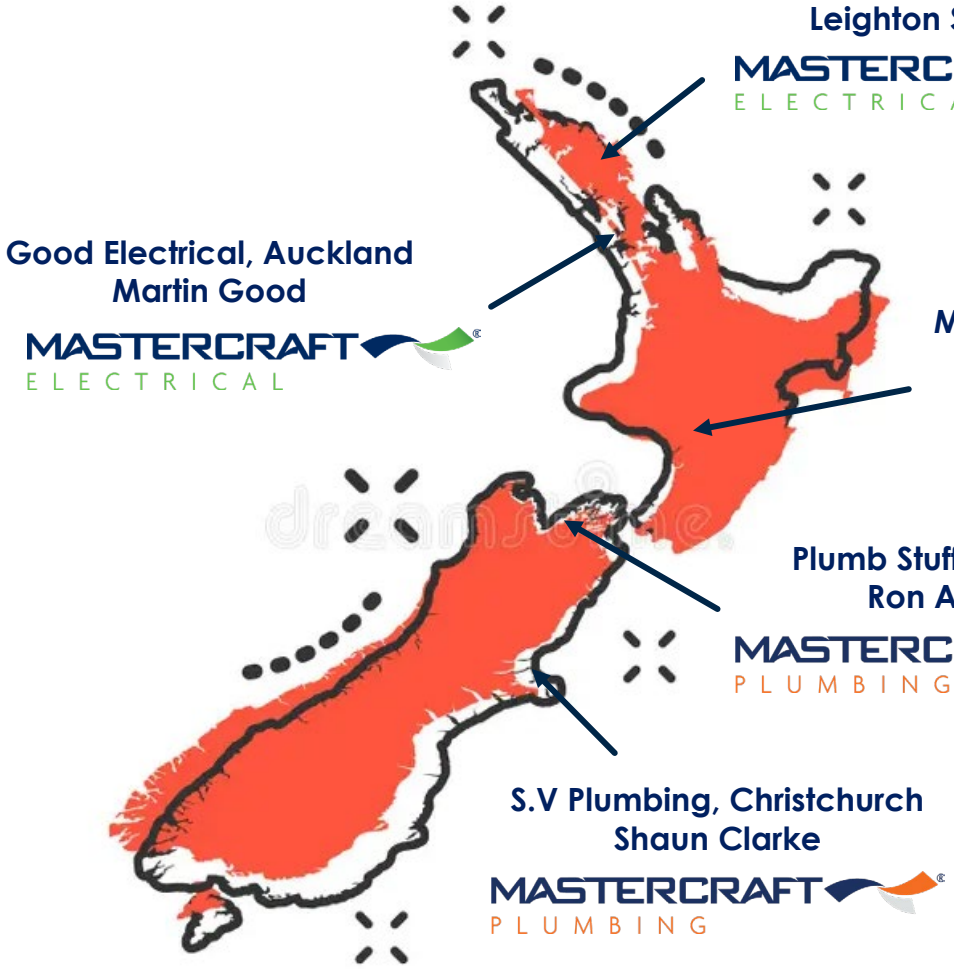
MASTERCRAFT®
ELECTRICAL



MCE/MCP Group Discussion



Around The Regions



Leighton Electrical, Keri Keri
Leighton Scott
MASTERCRAFT ELECTRICAL

Good Electrical, Auckland
Martin Good
MASTERCRAFT ELECTRICAL

McNae Group, Palmerston Nth
Clayton McNae
MASTERCRAFT ELECTRICAL

Plumb Stuff NZ, Nelson
Ron Addidle
MASTERCRAFT PLUMBING

S.V Plumbing, Christchurch
Shaun Clarke
MASTERCRAFT PLUMBING

MASTERCRAFT PLAYING TO WIN

Group Growth Fund

(April 25 – March 25 Actual)

Mastercraft Electrical Marketing Actual April 24 - March 25

	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sept-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25		Total	
Revenue - Excl GST															
Licensee Contribution	$ 2,900.00	$ 2,900.00	$ 2,900.00	$ 2,900.00	$ 3,000.00	$ 3,000.00	$ 3,000.00	$ 3,000.00	$ 3,000.00	$ 3,000.00	$ 3,200.00	$ 2,900.00		$ 35,700.00	
Expenses - Excl GST															
Marketing Corodinator Salary Contribution	$ 435.69	$ -	$ 328.14	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50		$ 4,701.33	
Group Marketing Funds Accounts Coordination	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00		$ 1,200.00	
Software Subscriptions - Office 365/Web Hosting	$ 381.50	$ 352.40	$ 352.40	$ 352.40	$ 391.20	$ 391.20	$ 391.20	$ 352.70	$ 252.20	$ 252.20	$ 252.20	$ 274.10		$ 3,995.70	51%
CRM	$ 1,797.12			$ 1,829.84				$ 1,838.67		$ 1,837.64				$ 7,303.27	
Nexus	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00		$ 1,200.00	
Google Adwords Marketing	$ 869.57	$ 3,263.23	$ 697.60	$ 482.44	$ 525.10	$ 484.24	$ 464.80	$ 475.98	$ 413.93	$ 384.44	$ 473.83	$ 470.03		$ 9,005.19	
Social Media Advertising (Meta)	$ 400.00	$ 370.98	$ 388.44	$ 214.54	$ 86.71		$ 68.19	$ 98.59	$ 51.17					$ 1,678.62	49%
Printing	$ 1,797.12			$ 1,829.84				$ 1,838.67		$ 1,837.64				$ 7,303.27	
Total Expenses	$ 5,881.00	$ 4,186.61	$ 1,966.58	$ 5,346.56	$ 1,640.51	$ 1,512.94	$ 1,561.69	$ 5,242.11	$ 1,354.80	$ 4,949.42	$ 1,363.53	$ 1,381.63		$ 36,387.38	
Monthly Balance	-$ 2,981.00	-$ 1,286.61	$ 933.42	-$ 2,446.56	$ 1,359.49	$ 1,487.06	$ 1,438.31	-$ 2,242.11	$ 1,645.20	-$ 1,949.42	$ 1,836.47	$ 1,518.37	$ -	-$ 687.38	

- Income $35,700.00
- Expenditure $36,387.00
  - Fixed costs 51% (fixed costs will be a higher % of a smaller revenue income)
  - Marketing 49%

Group Growth Fund

(Based on existing contribution levels)

Mastercraft Electrical Marketing Budget April 25 - March 26 (Based on Existing Contribution Rates & Marketing Expenses)

	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26		Total	
Revenue - Excl GST															
Licensee Contribution	$ 2,900.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00		$ 33,700.00	
New Licensee Contribution (x10 @$200 each)					$ 200.00	$ 400.00	$ 800.00	$ 1,200.00	$ 1,600.00	$ 1,600.00	$ 2,000.00	$ 2,000.00		$ 9,800.00	
Total Revenue	$ 2,900.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 3,000.00	$ 3,200.00	$ 3,600.00	$ 4,000.00	$ 4,400.00	$ 4,400.00	$ 4,800.00	$ 4,800.00		$ 43,500.00	
Expenses - Excl GST															
Marketing Corodinator Salary Contribution	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75	$ 391.75		$ 4,701.00	
Group Marketing Funds Accounts Coordination	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00		$ 1,200.00	
Software Subscriptions - Office 365/Web Hosting	$ 335.00	$ 335.00	$ 335.00	$ 335.00	$ 345.00	$ 355.00	$ 375.00	$ 395.00	$ 415.00	$ 415.00	$ 455.00	$ 455.00		$ 4,550.00	52%
CRM	$ 608.00	$ 608.00	$ 608.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00	$ 650.00		$ 7,674.00	
Nexus	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00		$ 1,200.00	
Google Adwords Marketing	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00	$ 750.00		$ 9,000.00	
Social Media Advertising (Meta)	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00	$ 140.00		$ 1,680.00	
Printing	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00	$ 608.00		$ 7,296.00	48%
Total Expenses	$ 3,032.75	$ 3,032.75	$ 3,032.75	$ 3,074.75	$ 3,084.75	$ 3,094.75	$ 3,114.75	$ 3,134.75	$ 3,154.75	$ 3,154.75	$ 3,194.75	$ 3,194.75		$ 37,301.00	
Monthly Balance	-$ 132.75	-$ 232.75	-$ 232.75	-$ 274.75	-$ 84.75	$ 105.25	$ 485.25	$ 865.25	$ 1,245.25	$ 1,245.25	$ 1,605.25	$ 1,605.25	$ -	$ 6,199.00	

- Income $43,600.00 – includes recruitment of 10 new licencees
- Expenditure $37,301.00
  - Fixed costs 52% (fixed costs will be a higher % of a smaller revenue income)
  - Marketing 48%

Group Growth Fund

(based on proposed new contribution rates)

Mastercraft Electrical Marketing Budget April 25 - March 26 (Based on Proposed Revised Contribution Rates & Marketing Expenses)

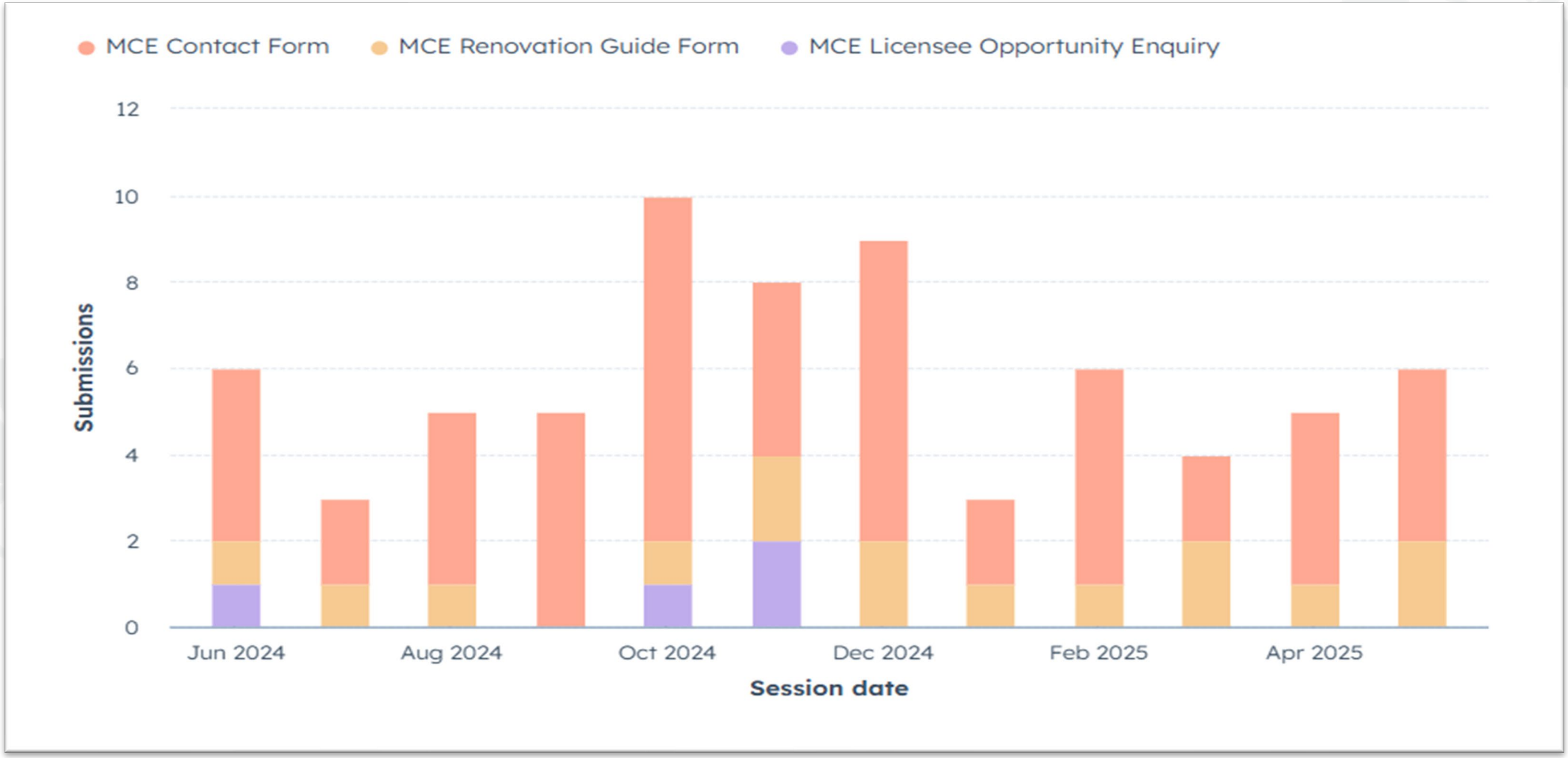
	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26		Total	
Revenue - Excl GST															
Current Licensee Contribution MCE	$ 2,900.00	$ 2,800.00	$ 2,800.00	$ 5,700.00	$ 5,700.00	$ 5,700.00	$ 5,700.00	$ 5,700.00	$ 5,700.00	$ 5,700.00	$ 5,700.00	$ 5,700.00		$ 59,800.00	
New Licensee Contribution (x10 @ $300 each)					$ 300.00	$ 600.00	$ 1,200.00	$ 1,800.00	$ 2,400.00	$ 2,400.00	$ 3,000.00	$ 3,000.00		$ 14,700.00	
Total Revenue	$ 2,900.00	$ 2,800.00	$ 2,800.00	$ 5,700.00	$ 6,000.00	$ 6,300.00	$ 6,900.00	$ 7,500.00	$ 8,100.00	$ 8,100.00	$ 8,700.00	$ 8,700.00		$ 74,500.00	
Expenses - Excl GST															
Marketing Corodinator Salary Contribution	$ 391.75	$ 391.75	$ 391.75	$ 505.00	$ 505.00	$ 505.00	$ 505.00	$ 505.00	$ 505.00	$ 505.00	$ 505.00	$ 505.00		$ 5,720.25	
Group Marketing Funds Accounts Coordination	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00		$ 1,200.00	30%
Software Subscriptions - Office 365/Web Hosting	$ 335.00	$ 335.00	$ 335.00	$ 335.00	$ 345.00	$ 355.00	$ 375.00	$ 415.00	$ 435.00	$ 435.00	$ 455.00	$ 455.00		$ 4,610.00	
CRM	$ 608.00	$ 608.00	$ 608.00	$ 625.00	$ 625.00	$ 625.00	$ 625.00	$ 625.00	$ 625.00	$ 625.00	$ 625.00	$ 625.00		$ 7,449.00	
Nexus	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00		$ 1,200.00	
Google Adwords Marketing	$ 750.00	$ 750.00	$ 750.00	$ 2,915.00	$ 2,915.00	$ 2,915.00	$ 2,915.00	$ 2,915.00	$ 2,915.00	$ 2,915.00	$ 2,915.00	$ 2,915.00		$ 28,485.00	
Social Media Advertising (Meta)	$ 140.00	$ 140.00	$ 140.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00		$ 2,670.00	70%
Printing	$ 608.00	$ 608.00	$ 608.00	$ 480.00	$ 480.00	$ 480.00	$ 480.00	$ 480.00	$ 480.00	$ 480.00	$ 480.00	$ 480.00		$ 6,144.00	
Discretionary Marketing				$ 1,042.00	$ 1,042.00	$ 1,042.00	$ 1,042.00	$ 1,042.00	$ 1,042.00	$ 1,042.00	$ 1,042.00	$ 1,042.00		$ 9,378.00	
Total Expenses	$ 3,032.75	$ 3,032.75	$ 3,032.75	$ 6,352.00	$ 6,362.00	$ 6,372.00	$ 6,392.00	$ 6,432.00	$ 6,452.00	$ 6,452.00	$ 6,472.00	$ 6,472.00		$ 66,856.25	
Monthly Balance	-$ 132.75	-$ 232.75	-$ 232.75	-$ 652.00	-$ 362.00	-$ 72.00	$ 508.00	$ 1,068.00	$ 1,648.00	$ 1,648.00	$ 2,228.00	$ 2,228.00	$ -	$ 7,643.75	

Note
August to Jun are budgetted on current actuals calculated from last 12 month average

- Income $74,500.00
- Expenditure $66,856.00
  - Fixed costs 30%
  - Marketing 70% - increased available funds for marketing activity
- New contribution rates
  - 1 -3 Trades People $150.00 per month
  - 4+ Trades People $300.00 per month
  - New rates only bring up to same level of marketing investment from 10 years ago based on CPI
  - CPI adjustment needs to happen annually otherwise we go backwards on an already limited fund

MASTERCRAFT ELECTRICAL

Enquiry Stats



MASTERCRAFT PLAYING TO WIN

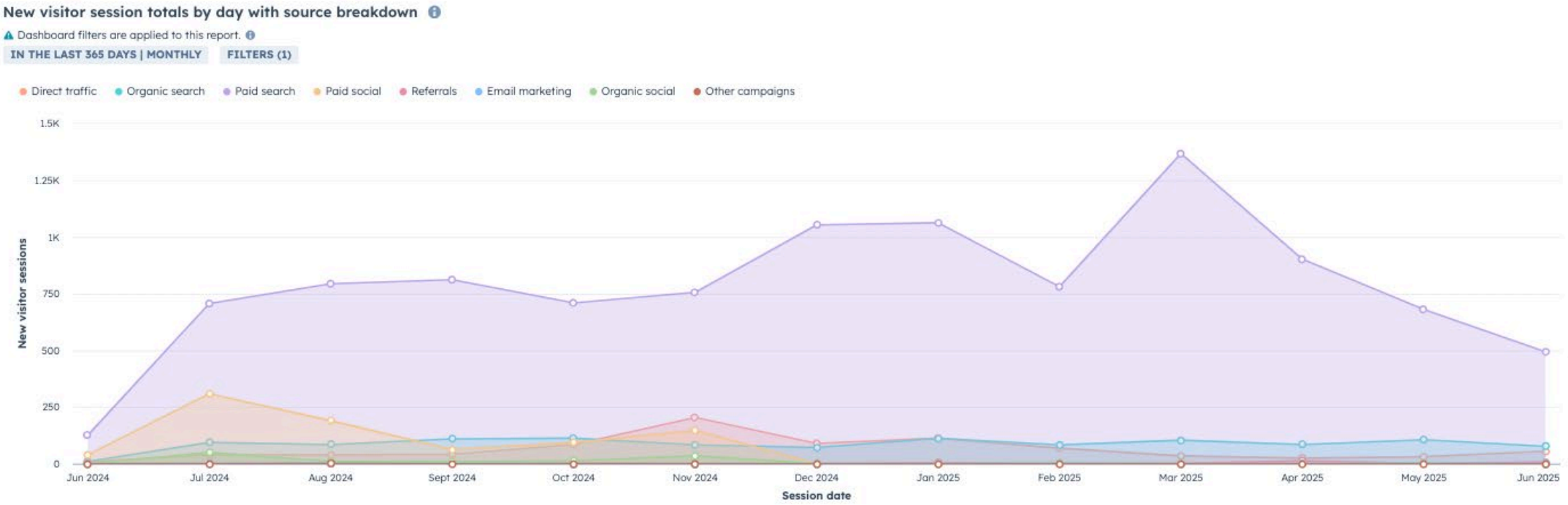
Recruitment Activity

Growing both Mastercraft Electrical and Mastercraft Plumbing enhances

- Market and brand presence
- Marketing opportunity through increased contributions
- Supplier opportunities as our group spend increases
- Value to each Licensees business as the brand becomes more prevalent

Recruitment	Proposals	Accepted	Declined	Active
MASTERCRAFT ELECTRICAL	6	1		5
MASTERCRAFT PLUMBING	15	1	1	13

Website Visits



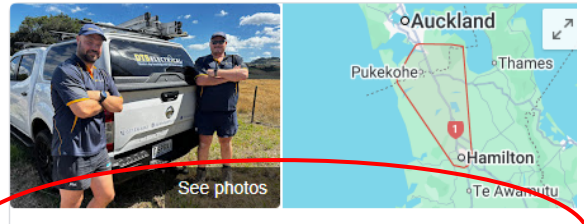
Total Page Visits – 13367

Average Visits per Month – 262

Total Visits via Paid Search – 10196 (76%)

MASTERCRAFT ELECTRICAL

Google My Business



DTS Electrical - Mastercraft Electrical Franklin

4.8 ★★★★★ 21 Google reviews

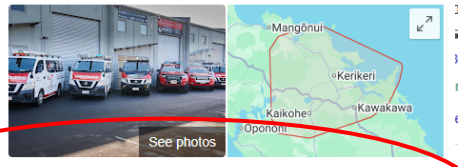
Website | Reviews | Call

Phone: 027 336 6363

Hours: Open 24 hours

Suggest an edit

Areas served: Pukekohe and nearby



Leighton Electrical, Mastercraft Electrical Kerikeri

5.0 ★★★★★ 228 Google reviews

Electrician

Website | Reviews | Save | Share | Call

Phone: 09 404 0044

Hours: Open 24 hours

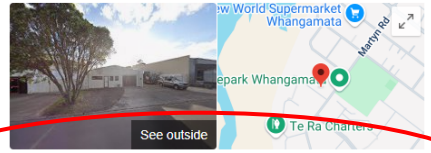
Suggest an edit

Updates from Leighton Electrical, Mastercraft Electri...

View previous updates on Google

Profiles

Facebook Instagram



Pitcher Electrical Ltd - Mastercraft Electrical Whangamata

4.9 ★★★★★ 10 Google reviews

Electrician in Whangamata

Website | Directions | Reviews | Save | Share | Call

)4 Wattle Place, Whangan

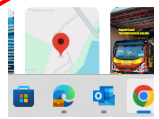
1 hr 24 mins

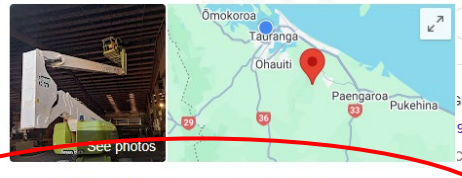
365 8848

n 24 hours

edit

so search for





Leading Phase Electrical - Mastercraft Electrical Tauranga

5.0 ★★★★★ 15 Google reviews

Electrician

Website | Reviews | Save | Share | Call

Phone: 0210 388 379

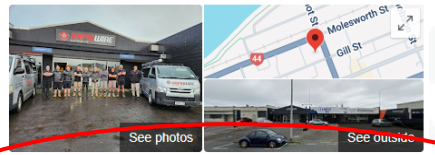
Hours: Open · Closes 5 pm

Suggest an edit

Areas served: Tauranga City and nearby areas

Leading Phase Electrical - Mastercraft Electrical Tauranga on Google





Rapid Wire Electrical - Mastercraft Electrical Taranaki

5.0 ★★★★★ 39 Google reviews

Electrician in New Plymouth

Website | Directions | Reviews | Save | Call

Gill Street, New Plymouth Central, New Plymouth 4312

9900

Closes 5 pm

Own this business?

Phone

Send

Wire Electrical - Mastercraft Electrical T...

astercraft Electrical Taranaki, has gained a reputation for trical work. Director Nathan Strachan has a eye for keen s work whether domestic or commercial projects. Rapid

Need for continued focus on updating Google My Business profile names to maximise benefits

PLAYING TO WIN

Local Marketing

- **Social Media**
- **Relationships**
- **Sponsorship**

MASTERCRAFT ELECTRICAL

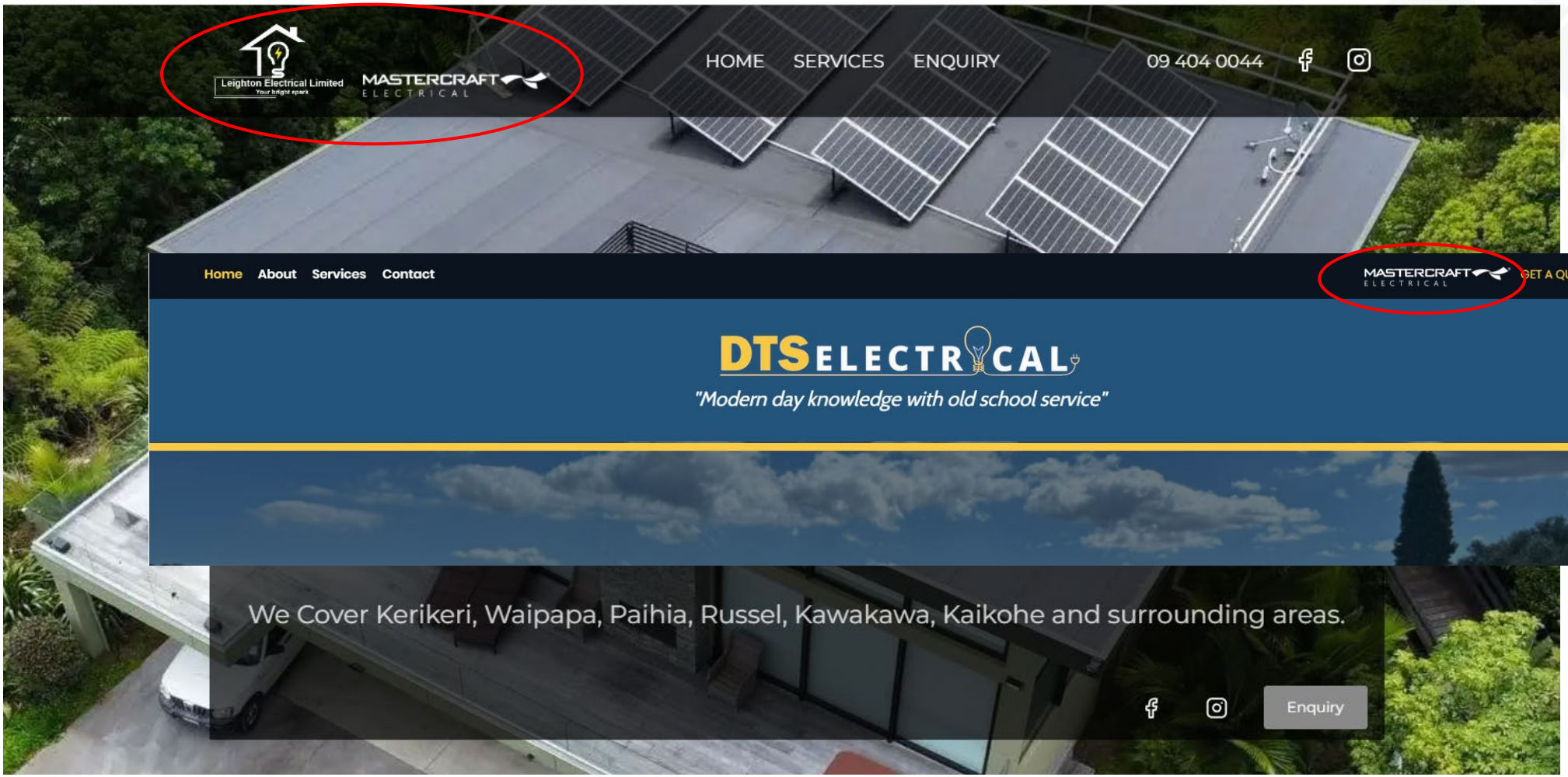
Signage







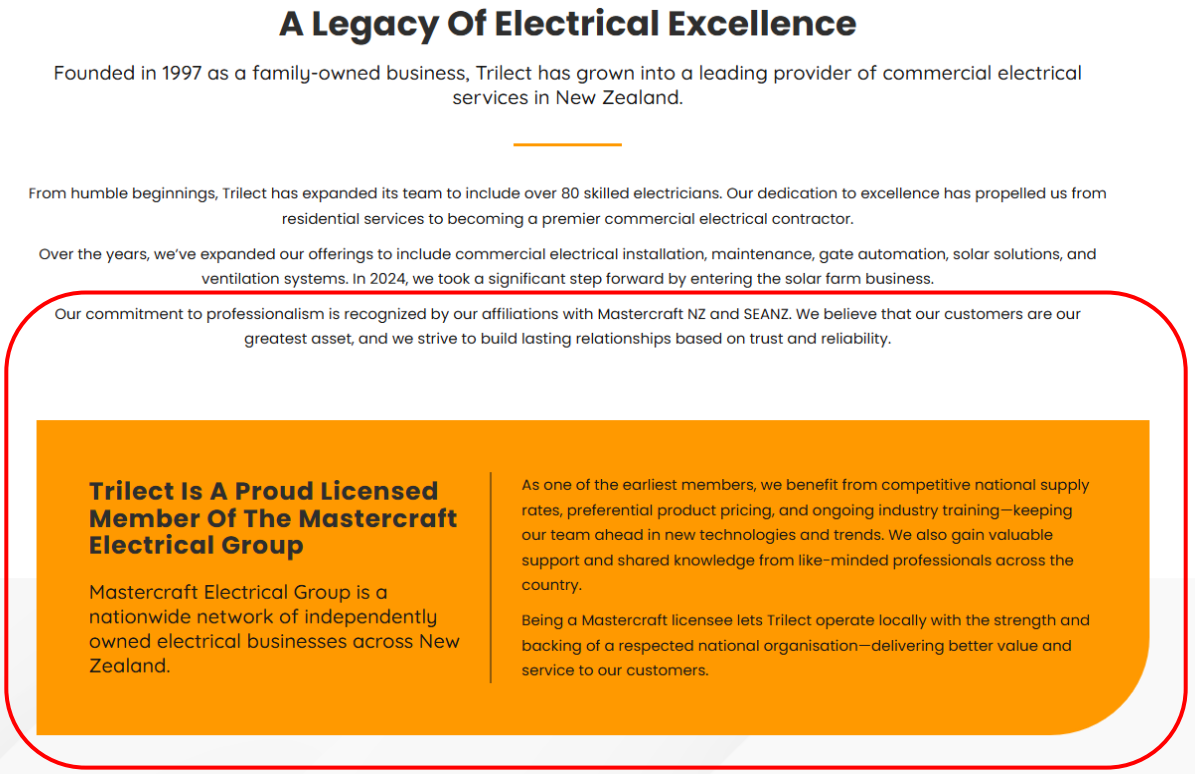
Websites



a connection with your own brands.

MASTERCRAFT PLAYING TO WIN

Websites



A Legacy Of Electrical Excellence

Founded in 1997 as a family-owned business, Trilect has grown into a leading provider of commercial electrical services in New Zealand.

From humble beginnings, Trilect has expanded its team to include over 80 skilled electricians. Our dedication to excellence has propelled us from residential services to becoming a premier commercial electrical contractor.

Over the years, we've expanded our offerings to include commercial electrical installation, maintenance, gate automation, solar solutions, and ventilation systems. In 2024, we took a significant step forward by entering the solar farm business.

Our commitment to professionalism is recognized by our affiliations with Mastercraft NZ and SEANZ. We believe that our customers are our greatest asset, and we strive to build lasting relationships based on trust and reliability.

Trilect Is A Proud Licensed Member Of The Mastercraft Electrical Group

Mastercraft Electrical Group is a nationwide network of independently owned electrical businesses across New Zealand.

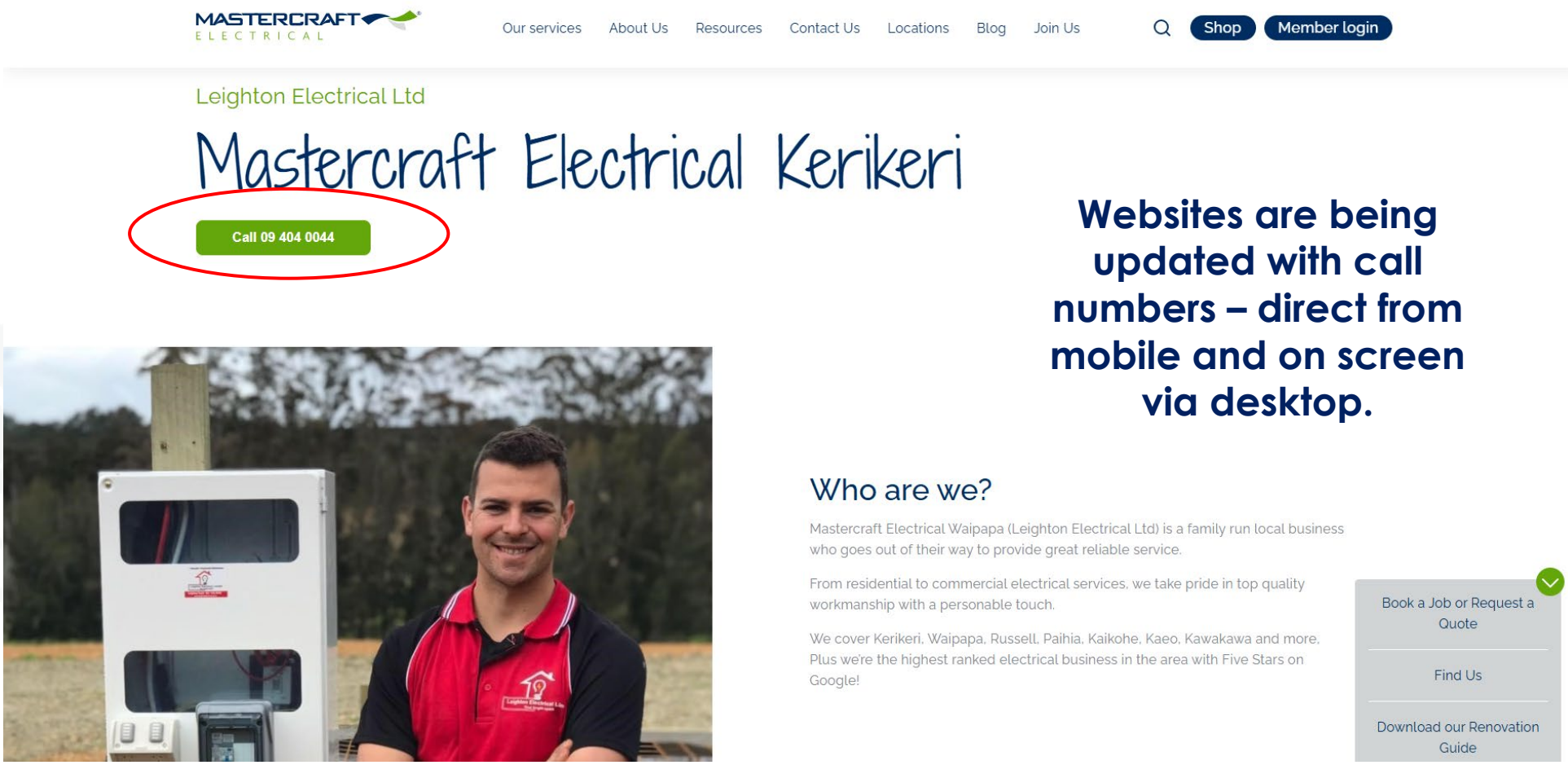
As one of the earliest members, we benefit from competitive national supply rates, preferential product pricing, and ongoing industry training—keeping our team ahead in new technologies and trends. We also gain valuable support and shared knowledge from like-minded professionals across the country.

Being a Mastercraft licensee lets Trilect operate locally with the strength and backing of a respected national organisation—delivering better value and service to our customers.

Mastercraft Electrical Partner | Trusted Electricians in Auckland – TCCO

A brief statement of your association with Mastercraft Electrical/Plumbing further helps to enhance the national brand.

Websites



Websites are being updated with call numbers – direct from mobile and on screen via desktop.

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

Websites

MASTERCRAFT KITCHENS

About Gallery Resources Locations Contact Join Mastercraft Blog Shop Member login

Kitchens by Healey Ltd

Mastercraft Kitchens Palmerston North

Home Contact What We Do Who We Are

What we do

Our amazing team of Designers are there to walk you through the process of designing your spaces. We don't just stop at the kitchen. We can add flare and personality to your Laundry, Wardrobes, Study and more! Whether it is a new build or you are updating an existing space, our team is here to help you bring your dreams to life.

We manufacture and assemble your joinery right here in our factory. Our team of qualified cabinetmakers, along with apprentices, work together to make sure you get quality products delivered and installed on site.

Mastercraft Kitchens Palmerston North service the following areas: Palmerston North, Fielding, Bulls, Marton, Hunterville, Mangaweka, Rangiwahia, Apiti, Kimbolton, Norsewood, Dannevirke, Mangatainoka, Eketuhuna, Levin, Shannon, Linton, Foxton, Weber, Waione, Ashhurst, Pongaroa and all surrounding areas.

View Our Work

- Kitchen
- Bathroom
- Laundry
- Wardrobes
- Studies
- Entertainment Units
- And more...

Additional functionality has been recently built into the Kitchens website which will be transitioned into Electrical & Plumbing






PLAYING TO WIN

Email

Email Signatures should be used as an opportunity to promote your brand and the Mastercraft Brand and also to offer electronic resources of interest and benefit.

Nathan Strachan,
Managing Director

RAPIDWIRE ELECTRICAL LTD MASTERCRAFT ELECTRICAL

Rapid Wire Electrical LTD - Mastercraft Electrical
M 027 225 5727 **P** +64 6 757 9900 | **E** nath@rapidwire.co.nz
www.rapidwire.co.nz | www.mastercraft.co.nz

MASTER ELECTRICIANS

KITCHENS | ELECTRICAL | PLUMBING

Order your FREE Renovation Guide



Where do we spend?

- Business Cards
- Proposal Folders
- Brochures
- Switchboard/Plumbing Stickers
- Fridge Magnets
- Branded Magnetic Notepads

Printing is expensive... how do we best utilise marketing funds to be in front of potential clients