



**BUILD YOUR
FUTURE TODAY**



THE WORLD NEEDS BUILDERS RIGHT NOW.

- 200,000

Unfilled construction sector jobs in the U.S.

The building industry is facing a massive shortage of skilled labor due to projected job growth and a decline in available workers. This isn't just a challenge for the industry—it is a wide-open door for you.



HIGH DEMAND CREATES RAPID CAREER ADVANCEMENT.

Unprecedented growth in the building trades accelerates opportunities.



HIGH STARTING PAY.

The building trades are among the highest paying of all skilled occupations.



EARN WHILE YOU LEARN.

Apprentices often earn up to 50% of a journeyman's wage, scaling up to 95% as they complete stages of their training.



JOB SECURITY.

A shortage of workers means consistent, reliable opportunities for those who master a craft.

CONSTRUCTION IS A MASSIVE ECOSYSTEM OF SPECIALIZED TALENT.



UNSKILLED & SEMISKILLED LABOR:

The foundational workforce.



SKILLED TRADES:

The master craftspeople.



TECHNICIANS:

The bridge between trades and design.



DESIGN & MANAGEMENT:

The visionaries and coordinators.

THE FOUNDATION RELIES ON SKILLED CRAFTSPEOPLE.



Laborer: Physically demanding work moving materials and assisting skilled workers. Often the first step on a job site.



Apprentice: Attends classes to learn theory while working on the job site under supervision.



Journeyman: A highly skilled worker who has completed an apprenticeship and proven their ability in a specific trade.

TRADES:

- Carpentry
- Plumbing
- Electrical
- Masonry

TECHNICIANS BRIDGE THE GAP BETWEEN TRADES AND PROFESSIONS



Estimators: Calculate the exact time and materials necessary to bring a project to life.



Drafters: Draw precise plans and construction details in conjunction with architects.



Inspectors: Ensure the project complies with strict local building codes at every stage of completion.

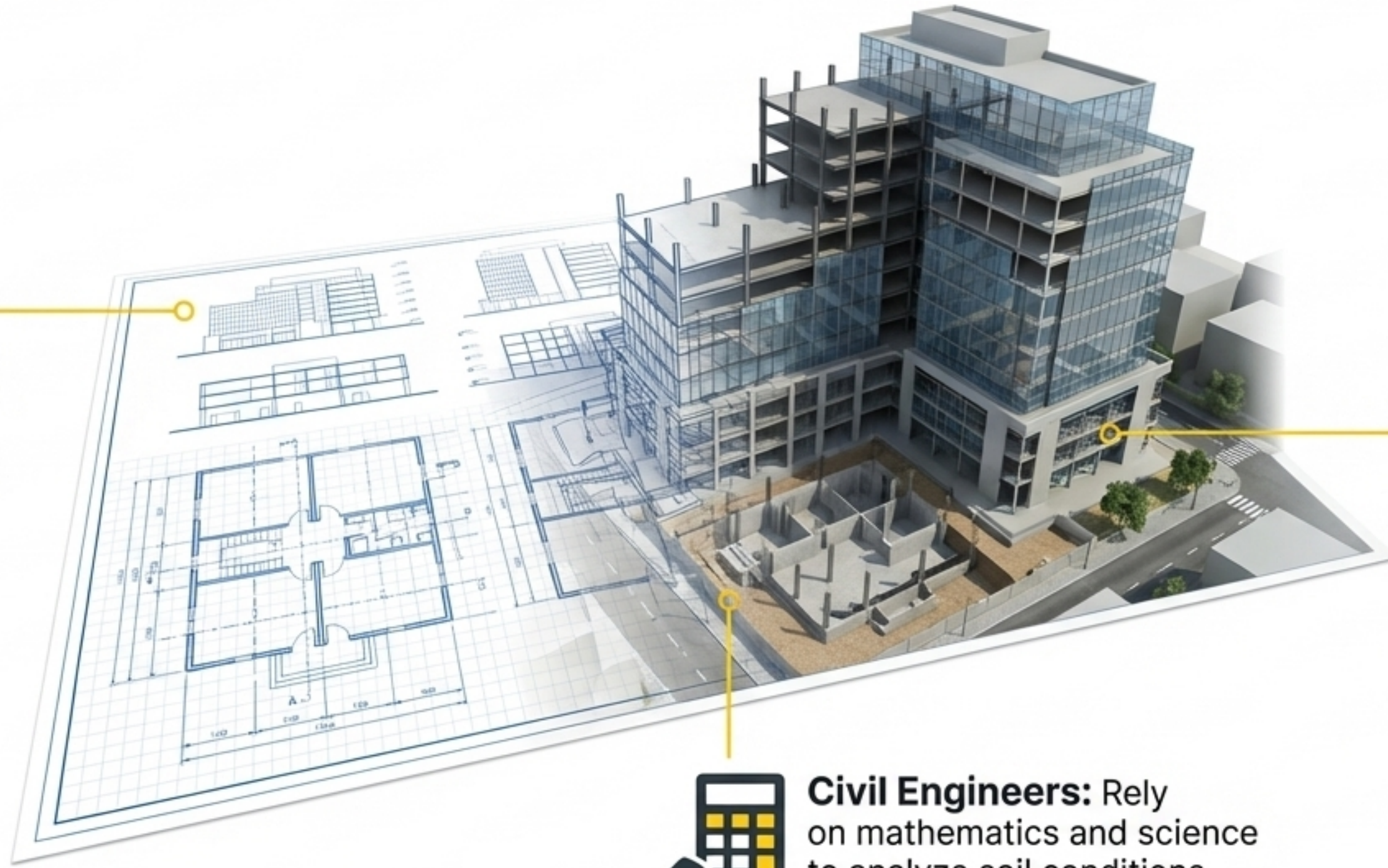


DESIGN AND MANAGEMENT PROFESSIONALS GUIDE THE VISION



Architects:

Require a strong background in art and design to create attractive, highly functional buildings.



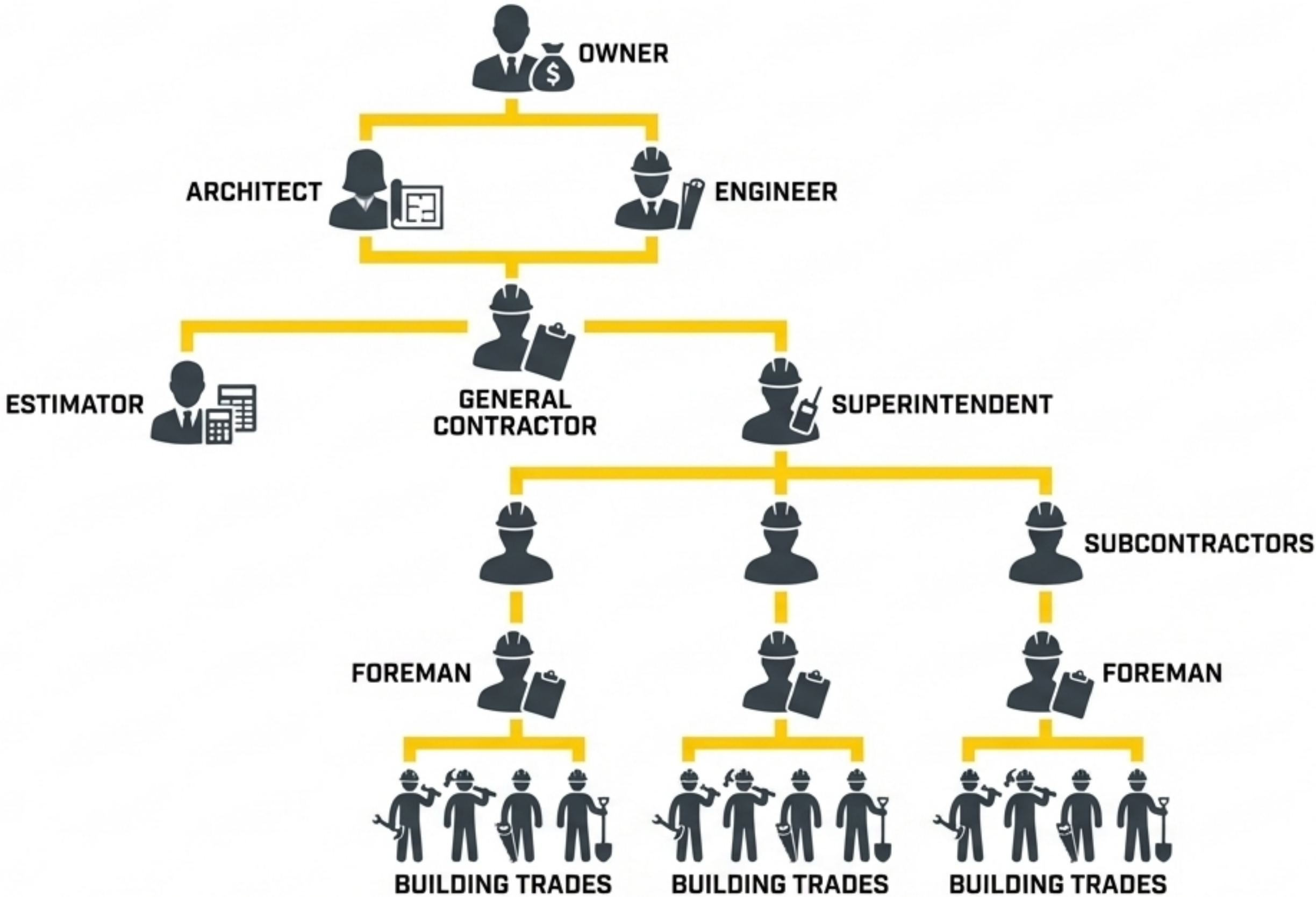
General Contractors:

The business owners hired to construct the building, coordinating a network of specialized subcontractors.



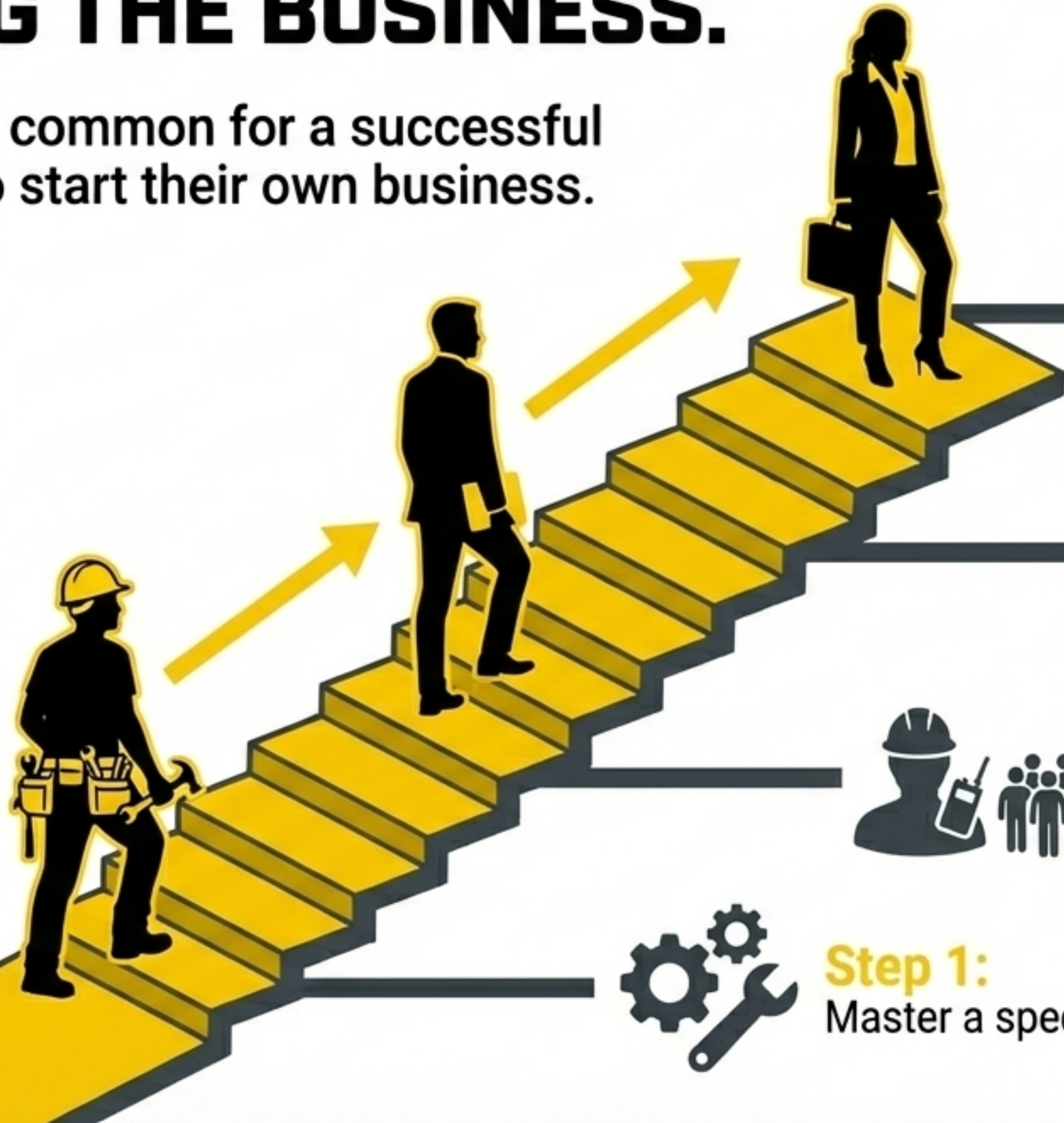
Civil Engineers: Rely on mathematics and science to analyze soil conditions, calculate structural integrity, and design roadways.

EVERY ROLE CONNECTS ON THE JOB SITE



MASTERING A TRADE IS THE FIRST STEP TO OWNING THE BUSINESS.

It is incredibly common for a successful journeyman to start their own business.



Step 1:
Master a specific trade.



Step 2:
Become a working foreman supervising a small crew.



Step 3:
Sign on as a specialized subcontractor.



Step 4:
Run a multi-million dollar general contracting firm.

YOU CAN CHOOSE HOW TO STRUCTURE YOUR BUSINESS EMPIRE.



SOLE PROPRIETORSHIP

→ You are the sole owner and operator. You have complete control and keep all profits, but carry all the financial risk.



PARTNERSHIP

→ Two or more experts share the ownership, operating duties, profits, and debts. Common among architectural and engineering firms.



CORPORATION

→ A legal entity owned by stockholders and run by a board of directors. Protects owners from personal liability for business debts.

YOUR MOST VALUABLE TOOLS ARE NOT KEPT IN A TOOLBOX.



Employers prefer someone with modest technical skills and a great work ethic over a highly skilled person with a bad attitude. Character and communication pay the bills.

A STRONG WORK ETHIC BECOMES YOUR PROFESSIONAL REPUTATION.



Show up a few minutes early instead of a few minutes late.



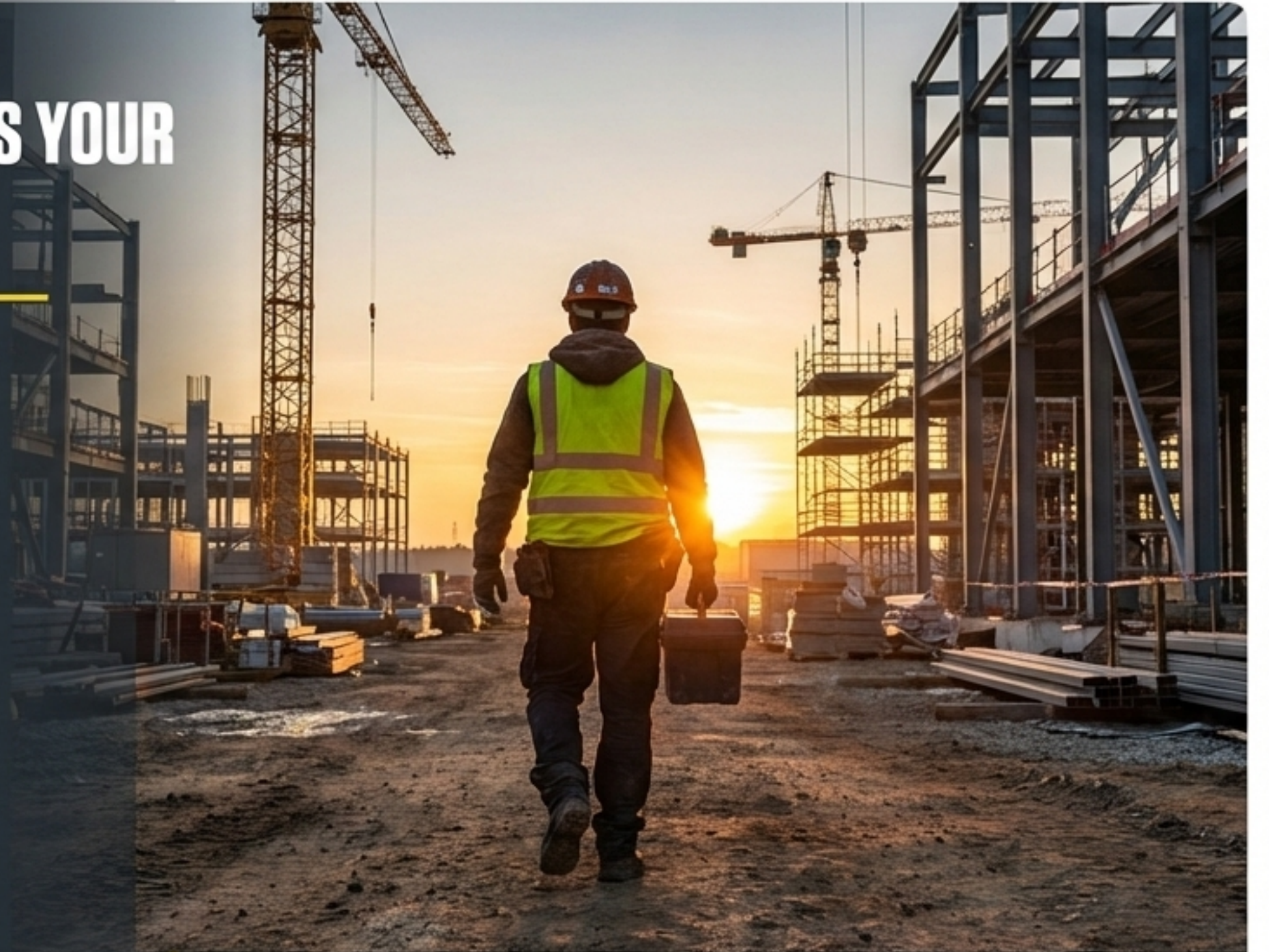
Look for a new job to do as soon as the previous one is done.



Stay with a task until it is completely finished.



Be completely honest with your employer's materials, time, and resources.



A JOB SITE FAILS WITHOUT TEAMWORK.

Constructing a building is not a job for one person acting alone. Like a football team, there is chaos without coordination.



CLEAR COMMUNICATION PREVENTS EXPENSIVE MISTAKES.



SPEAKING: Convey exactly what you mean using a good vocabulary without unnecessary flowery words.



LISTENING: Paraphrase directions back to the speaker to ensure you understand the exact details.



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READING: You must be able to read complex building specifications, safety notices, and blueprints daily.



WRITING: Poor penmanship or grammar in proposals and contracts can cost a business thousands of dollars.



READING: You must be able to read complex building specifications, safety notices, and blueprints daily.

YOUR BODY LANGUAGE SPEAKS BEFORE YOU SAY A WORD.



EYES: Look the other person in the eye. Looking at the floor makes you appear untrustworthy.



HANDS: Keep your hands out of your pockets and do not wring them.



POSTURE & DRESS: Dress neatly. Extra baggy clothes or offensive shirts distract from your professionalism.



VOICE: Speak up. Mumbling makes you appear unconfident or untrustworthy.





REAL SUCCESS REQUIRES GRIT, EDUCATION, AND PRESENCE.

CASE STUDY: MICHAEL E. C. SURGUY

Owner, Michael E. C. Surguy Carpenter Contractors, Inc.

EDUCATION

Attended vocational school for carpentry, earned an associate degree, and taught himself trigonometry at night.

SCALE

Operates as a specialized framing contractor working on \$3 to \$4 million custom homes.

THE MINDSET

"I need to be on the job. I don't just set up my guys and leave. I have a tool belt on every day. People pay me to be there and work."

REPUTATION IS BUILT BY TAKING CARE OF YOUR PEOPLE.

Building a business is stressful but rewarding.



THE SACRIFICE

Michael lived at his parents' house and made zero personal profit for his first three years in business.



THE PRIORITY

His crew always got paid, his tools were secured, and his liability insurance was covered.



THE GROWTH

By being honest with his bids and figuring exact material costs, small jobs turned into bigger jobs, transforming him from a sole proprietor into a corporation.

PASSION PAYS THE BILLS.”

““You really need to enjoy it and be passionate about it... Every piece of wood you need to carry with passion. If you show up for work in the morning, and you're thinking that it's too heavy or it's too cold outside, you won't do it.”

— Michael E. C. Surguy

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THE BEST BUILDERS COMMIT TO LIFELONG LEARNING.

The world is finished changing, and neither is your education.

Technology, innovative materials, and green building codes evolve rapidly. Workers who do not understand new technology or keep up with how companies are managed are destined to fall behind economically. To move up the ladder, you must constantly upgrade your skills.



YOUR BLUEPRINT FOR THE FUTURE STARTS RIGHT NOW.

A lucrative, high-tech career is waiting for you. Take the first step today:



**Vocational Programs
& Community College:**
Build a foundation
in construction
management or
skilled trades.



Apprenticeships:
Earn a paycheck while
mastering a craft under
a journeyman.



Industry Certification:
Look for rigorous, nationally
recognized credentials,
such as those offered by
the Home Builders
Institute (HBI) and
NAHB.