

# Go2 Group



Making Go2 Group  
Your True Go-To  
Company

“space  
is the  
breath  
of  
art”

Frank Lloyd Wright





Whether its commercial construction, fitouts, refurbishments, or building services, Go2 Group will provide exceptional quality in workmanship, delivery, and service. Go2 Group offers assistance across a wide scope of projects, including residential and commercial, within Western Australia. The company's team prides itself on both its knowledge and expertise, as well as its dedication to quality products. The pronounced level of expertise starts at the company's roots. Go2 Group was started by Tony Mercer, Gordon Allen, and Rorey Flynn. These partners have worked together in the industry, but the three registered builders decided to work together on a different vision.

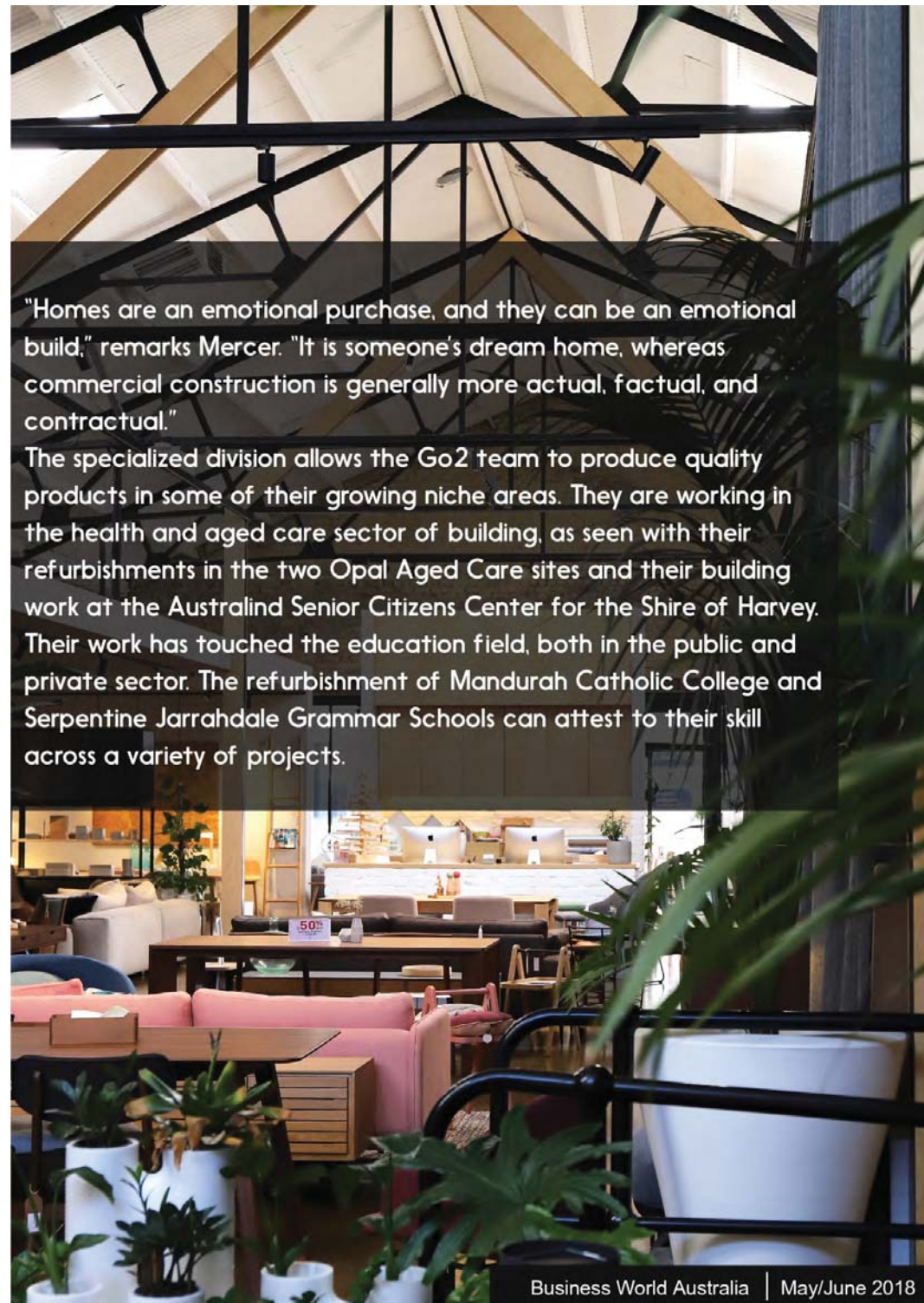
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"We decided to join forces and set up something a little different--" notes Tony Mercer "something efficient, clean, fresh, and something we could build ourselves."





In 2015, they purchased an office in Port Kennedy and focused their first year of business on making sure their systems, processes, and practices were established and deeply rooted into their business. The careful selection and integration of their processes successfully grew their business. In 2016, these processes, systems, and procedures were put into action, which led to 2017 becoming a year of further growth. Such growth led to Go2 Homes' launch in 2017, which is now the residential arm of Go2 Group. The divisions allow the company to give specialized focus and attention to projects' needs, as the company's team knows that different building projects require different considerations.



"Homes are an emotional purchase, and they can be an emotional build," remarks Mercer. "It is someone's dream home, whereas commercial construction is generally more actual, factual, and contractual."

The specialized division allows the Go2 team to produce quality products in some of their growing niche areas. They are working in the health and aged care sector of building, as seen with their refurbishments in the two Opal Aged Care sites and their building work at the Australind Senior Citizens Center for the Shire of Harvey. Their work has touched the education field, both in the public and private sector. The refurbishment of Mandurah Catholic College and Serpentine Jarrahdale Grammar Schools can attest to their skill across a variety of projects.





The three builders built a successful company and team that has managed to adapt its systems and processes to unique projects that can only run smoothly with expertise, specialized attention, and a clear implementation of successful project management and practices.



## The Go2 Group Processes Produce Quality

The success of this business runs on its tested processes and its highly-qualified teams. The company's operational team is composed of individuals who either have their builder's registration or are formally working towards that registered status. The high level of professionalism and qualification clearly translates into exceptional quality, as one testimonial describes the "build quality [as] second-to-none." Go2 Group understands that a process is only as good as the individuals who implement it and carry it throughout a project







"As registered builders we carry the responsibility and concern of quality after a project is completed. The other point is to make sure the client gets exactly what they paid for and it fits the purpose" notes Mercer. "How we do that is through the skills we have accumulated personally and collectively across the team. We have inspection and test plans, and we have ISO 9001 accredited documents. We check, sign off, and record every key stage of the project."



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All West Electrical installed a complete new electrical installation at LANDMARK Narrogin. This included Consumers mains, SMSB, DB's, LED lighting, general power, Telecom & IT Infrastructure and fire alarm systems.

The Perth fit-out of FINCHOS restaurant & Bar presented the challenges of extending a busy facility, whilst it continued to trade.

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The impressive management of projects is a direct result of the quality represented by the team who implements a regimented process or procedure. Such meticulous care of procedure gives clients the quality products they seek, and it also furnishes them with superior service. Go2 Group encompasses and meets the expectations and concerns of each client at his or her own level of comfort. For clients that prefer working with technology and within digital realms, Go2 Group uses accessible software like CoConstruct, which allows utilizes client interfacing. Clients can select materials they desire or integrate social media to indicate personal preferences. Aside from having software that collects, captures, and documents a client's expectations, the company gladly meets with clients personally for those who prefer face-to-face conversation. The combination of process and client relationship, as Mercer mentions, builds a successful project and results in quality products.






"Our clients are getting the best possible guidance and support at all times," Mercer notes. "With our quality approach, everything is documented. We know everything we touch will be finished on time, and more importantly, to the right quality."

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The success of their processes and relationship management is seen in their success delivering the Landmark Bunbury - Fertiliser Shed Works package in Narrogin. The design and construction approach was made difficult because the requirements and timetables shifted, and compliance still needed to be considered and met. Mercer attributes the success of this plan to the flexibility of his team, the rigid values in management, and the positive relationships fostered with others.



"Carefully managed procurement and critical planning allowed us to deliver on time, to their numbers, within the clients' budgets, and to the right quality" mentions Mercer. "It was meticulous planning, so we managed what we knew."


The success of this project only reflects the logical and methodical processes that Go2 Group implements and adapts to build quality products that meet or exceed a client's expectations. While the process may be robust, Go2 Group never forgets that the process is only as strong as the team that utilizes it. This company always starts with a professional and superior team that makes projects successful through high standards, clear communication, common understanding, and collective experience.



# Where is Go2 Group Going?

With such a cooperative and professional team and thriving business procedure, Go2 Group plans on building more relationships to sustainably grow the company. As members of the Master Builders Association and the Association of Professional Builders, Go2 Group will always strive to deliver quality products and services. Their business plan, however, strives to further build quality relationships to finesse their processes and procedures. According to Mercer, their business is currently ahead of their first five-year plan, and their future success in the competitive market will function through offering the most value.

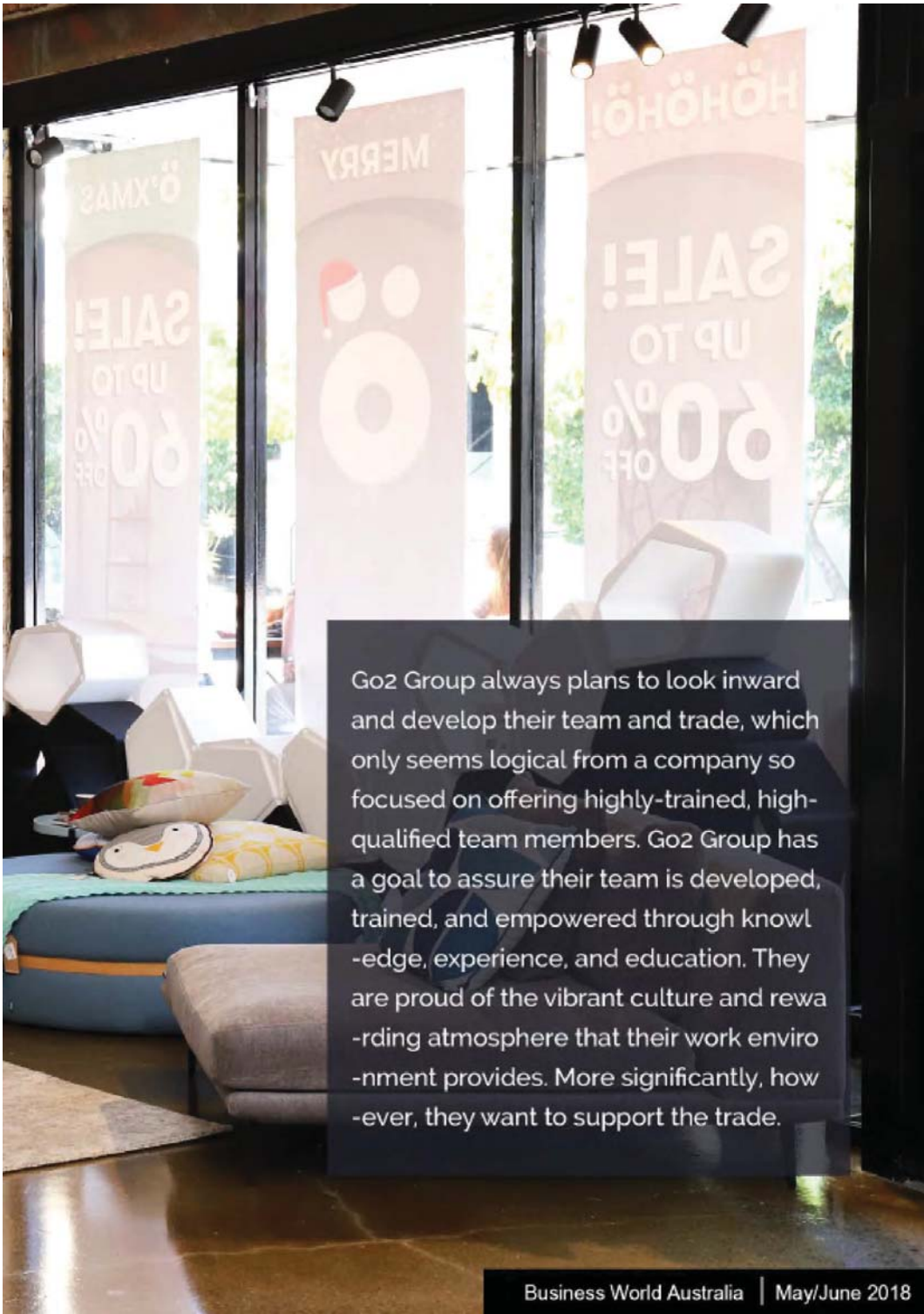




"Our business model needs to drive that value for the next few years to stay competitive"

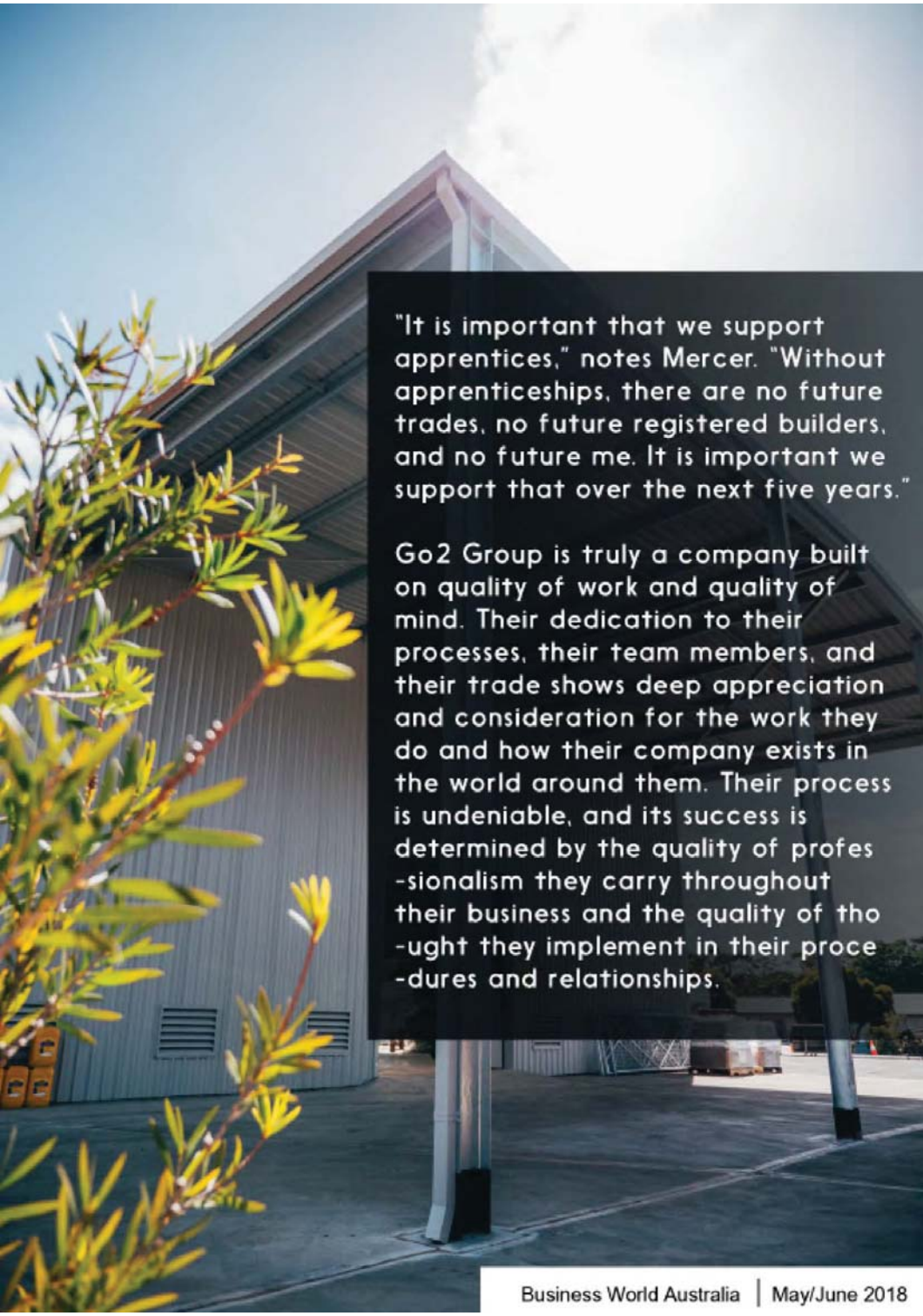
remarks Mercer.

"We need to continue building stronger relationships with clients. It needs to be personable, and they need to know the value we provide and that we are here to stay. We need to build strong relationships with supply chains and assure our company is always sustainable."



Go2 Group always plans to look inward and develop their team and trade, which only seems logical from a company so focused on offering highly-trained, high-qualified team members. Go2 Group has a goal to assure their team is developed, trained, and empowered through knowl-edge, experience, and education. They are proud of the vibrant culture and rewa-rding atmosphere that their work enviro-nment provides. More significantly, how-ever, they want to support the trade.





"It is important that we support apprentices," notes Mercer. "Without apprenticeships, there are no future trades, no future registered builders, and no future me. It is important we support that over the next five years."

Go2 Group is truly a company built on quality of work and quality of mind. Their dedication to their processes, their team members, and their trade shows deep appreciation and consideration for the work they do and how their company exists in the world around them. Their process is undeniable, and its success is determined by the quality of professionalism they carry throughout their business and the quality of thought they implement in their procedures and relationships.