

bric

BEYOND THE BUILD

CAPABILITY STATEMENT
SYDNEY, AUSTRALIA

Bringing Residences Into Culture

A brand and digital studio for the trades.

THE STUDIO

Brand · Digital · Content · Space



We help trades win more work.

When someone compares three quotes, they choose the business that looks the most professional. We build the brand, the website, and the steady presence that make you that business, so enquiries come in warmer and price matters less.

You do not need marketing fluff. You need to look like the serious option, show your work, and be easy to find and easy to trust. We build exactly that, and we run it for you so you can stay on the tools.

The strongest foundations aren't made of concrete. They're **built on the ideas** behind them.



YOUR WORK · A HERO PROJECT SHOT

Founded in Sydney, built for Australian trades.

Four capabilities, one studio.

The brand first, because that is what people trust. Then the website, the content, and the ute, one team keeping it all consistent.



A / IDENTITY

Brand Identity

The look that makes you the serious option: your logo, your colours, and everything carrying them.

Logo & identity · Quote & invoice templates · Business cards · Brand guidelines



B / DIGITAL

Digital Experience

A website that shows your work, ranks locally, and turns visits into calls.

Trade websites · Google Business presence · Enquiry forms · Ongoing upkeep



C / CONTENT

Content & Story

Job photos and steady content that keep your name in front of the right people.

Job photography · Before & after · Social content · Review support



D / ON SITE

Brand on Site

Your brand out in the world: on the ute, the uniform, and the site board.

Vehicle wraps · Uniforms & workwear · Site signage · Stickers & decals

On retainer, with a scope you can hold us to.

Every retainer buys a defined amount of work each month, not open-ended access. Three tiers, shaped to where you are.

Presence

\$2,500 / month

MOST TRADES START HERE

INCLUDED EACH MONTH

- ▮ Social media managed: 4 posts a month
- ▮ Website kept current with edits and new work
- ▮ 1 project story a month, written up with photos
- ▮ Brand assets kept ready for print and use
- ▮ Monthly call on results and next steps

1 studio day reserved each month.

Momentum

\$4,000 / month

FOR A LIVE PROJECT

EVERYTHING IN PRESENCE, PLUS

- ▮ Project identity: name, logo, brochures, hoardings, ads
- ▮ Project landing page: renders, plans, register-your-interest
- ▮ 8 pieces of campaign content, social and email
- ▮ Quarterly shoot: progress, stages, display suite
- ▮ Monthly strategy session with the directors

2 studio days reserved each month.

Partner

\$8,500 / month

FOR MULTI-PROJECT PIPELINES

EVERYTHING IN MOMENTUM, PLUS

- ▮ Momentum coverage across up to 3 projects at once
- ▮ Priority capacity: front of the queue
- ▮ Display suite styling and finish direction
- ▮ Quarterly planning across the pipeline
- ▮ One senior contact across everything

5 studio days reserved each month.

Where the line sits

Anything beyond the scope above is a separate piece of work: quoted, approved, then started, so there are no surprises. Presence runs on a three-month minimum, Momentum and Partner on six, with 30 days notice either way.

All figures in AUD and exclude GST. A studio day is about eight hours of focused studio time.

Why trades choose bric.

- | | | |
|-----------|-------------------------------------|--|
| 01 | Warmer enquiries | A professional brand and a website that shows your work bring in people who already trust you, so you quote less and win more. |
| 02 | Look like the serious option | Next to a competitor with an out of date page, a sharp brand wins the job, and wins it at the better price. |
| 03 | Never go quiet | Steady content between jobs keeps your name in front of past clients and referrers, so the pipeline holds while you are busy. |
| 04 | We run it, you build | One team handles the brand, the website, and the content every month. You stay on the tools. |

The people behind the work.

-  **Khalil Khouri** Co-founder & Director
-
-  **[Full name]** Co-founder & Director
-
-  **[Full name]** Business Development Manager
-
-  **[Full name]** Content Creator
-
-  **[Full name]** Interior Designer, studio bench

Let's build something that lasts.

bric

Tell us about your next project and we will shape a retainer around it.

WEB

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EMAIL

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PHONE

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STUDIO

Sydney, Australia