



STOP

BUILDING OTHER
PEOPLE'S BRANDS

START

SUPPLYING & FITTING
UNDER **YOUR** NAME

START building a real KBB business
That pays you properly
And works without you being the bottleneck.



0333 567 3765

The Outdated Model vs The Modern Installer

Join a nationwide network of independent KBB businesses operating under a proven framework – backed by our official **Which?** partnership.

✗ The Outdated Model

- ✗ Work for big companies or trade counters
- ✗ Promote their brand, not your own
- ✗ Undercharge to win work
- ✗ Rely on trade account credit
- ✗ Constantly juggling debt and cashflow
- ✗ No design support
- ✗ No consistent business processes
- ✗ Take blame for supplier mistakes
- ✗ Long hours, low margins, high stress
- ✗ No recognition or progression



✓ The Modern Installer KBB Academy Members

- ✓ Build their own trusted local brand
- ✓ Control their full customer journey
- ✓ Price professionally for supply & fit
- ✓ Take deposits properly - no trade account debt
- ✓ Supported by a national design & technical team
- ✓ Access to reliable products with strong warranties
- ✓ Follow a proven sales & customer service framework
- ✓ Receive business coaching & accountability
- ✓ Earn more while working smarter
- ✓ Progress toward Gold Standard accreditation



WHAT YOU GET AS A MEMBER

Every independent KBB business deserves structure, support, and a community behind it.
KBB Academy gives you all three.



1. PROFESSIONAL BRAND & WEBSITE

A credible, high-converting website that attracts better customers and higher-value jobs.



2. DESIGN & QUOTING SUPPORT

Accurate, compliant designs priced properly – without guesswork.



3. PRODUCTS & WARRANTIES

Access to vetted products with strong warranties and reliable supplier support.



4. TECHNICAL & PROJECT SUPPORT

Help at every stage – from survey to install to aftercare.



5. SUPPORT

Simple systems and templates to build a strong local brand and better enquiries.



6. THE INSTALLER COMMUNITY

A nationwide network of KBB business owners supporting each other – no egos, no judgement.



7. BUSINESS COACHING

Clear guidance on pricing, sales, finance, and long-term growth – built for KBB businesses.



8. GOLD STANDARD PATHWAY

A clear route to **Which?**-supported Gold Standard recognition – when you're ready.

The Real Problem In The KBB Industry

It's not skill. It's trust.

When it comes to full **supply & fit projects** – the ones worth tens of thousands – customers hesitate.

Not because you can't do the job. But because they're unsure.

They start asking themselves:

"Is this company legitimate?"

"Will my money be safe?"

"What happens if something goes wrong?"

And when doubt isn't resolved quickly and professionally, they fall back on what feels safe.

The big brands. The established names. The ones that look structured – even if the service isn't better.

To be clear

This isn't a skills problem. It's a **presentation, structure, and trust problem.**

Most independent KBB businesses struggle with:

- Presenting themselves like a real, established company
- A clear and professional survey & quotation process
- Consistent communication that reassures customers
- A joined-up journey from first enquiry to final invoice

And that's not your fault.

You're a tradesperson. A designer. A business owner wearing too many hats – not a branding or systems expert.

But the cost of leaving this unfixed?

Missed jobs. Lost margin. Stagnation.

Where The Academy Comes In

Independent installers don't need motivation. They need a framework.

A way to look, operate and sell like a professional brand – without needing a showroom, a massive budget, or years of trial and error.

Academy members have:

- A proven business framework
- A structured sales process
- A professional website built for trust
- Ongoing support and accountability
- A clear pathway to operate at a higher standard

That's why the KBB Academy exists.

Why Good Installers Still Lose Jobs

"I just need more leads..."

"I had a website built but nothing came from it."

"Facebook lead gen didn't work."

The problem isn't effort – and it's rarely demand.

It's that most independent KBB websites don't build trust. They don't tell a story. They don't make customers feel safe.

Your website isn't optional. It's your storefront, your credibility, and your silent closer.

Without the right structure behind it, you lose jobs before you even realise you were in the running.



Why You're in Safe Hands

Real Results. Real Businesses. Real Experience.

I'm not a guru. And I'm not selling theory.

I've walked the same path you're on — on the tools, dealing with customers, pricing jobs, making mistakes — and then built something bigger from it.

Over the years, I've built and scaled multiple successful KBB businesses:

- Award-winning brands
- Outstanding customer reputations
- Teams of people and structured operations
- A multi-million-pound business — built from a spare bedroom, no showroom, no investors.

I didn't start with advantages. I built systems.



Why that matters to you

I know what works in the real world — not what sounds good on a webinar.

I've made the mistakes. Learned the hard lessons. And built practical systems that independent KBB businesses can actually use.

Today, I've stepped away from the tools and focus my time on helping others do the same — without losing control of their business or their standards.

Because the truth is simple: Very few people in this industry have built it, stepped back, and then shown others how to do it properly.

What we help our Members do

I've now helped hundreds of independent KBB businesses across the UK to:

- Supply their own products
- Build professional, trusted brands
- Increase their income and margins
- Create businesses that don't rely on them 24/7

That's the shift.

Not hype. Not shortcuts. Just structure, support, and proven systems.

My Mission

To help you earn what you're worth, build a business you're proud of, and create a better life — without guesswork.

If I've done it, you can too. And when you're ready, we'll show you how.

Let's make it happen.

You're Never on Your Own

When you join the KBB Academy, you're backed by real support
– at every stage of your journey.

This isn't a course. It's a network.

What You're Backed By :

✓ 1. COACHING & GUIDANCE

- In-person KBB Academy LIVE events
- Weekly online coaching
- 1:1 support when required

✓ 3. COMMUNITY

- A nationwide network of serious KBB operators
- Private spaces to ask questions and share wins

✓ 2. DAY-TO-DAY SUPPORT

- 24/7 chat access
- Direct email & phone support
- Your own private WhatsApp group

✓ 4. MARKETING & CONTENT SUPPORT

- Done-for-you social media content
- Bespoke marketing support
- Weekly podcast & YouTube insights

What Our Members Say



Collins Kitchens

The whole team offer you so much support and have the systems in place to help take you from a trade to a business.

If you are thinking of joining, just do it. You won't regret it!



Enigma Kitchens

12 April 2025

I Couldn't be happier with what I have gained since joining KBB. It's completely changed my mindset and what I have learned so far has been invaluable. Looking forward to a bright future with KBB.



Steven Macdonald

18 September 2024

Really recommend KBB Services as they have help me understand business better. Arron and Lee are very helpful and understanding in every step of the way. their design team are great as well

KBB Academy Live Events

Real Coaching. Real Conversations. Real Progress.

Every few weeks, KBB Academy LIVE brings serious business owners together for focused, in-person coaching – away from the day-to-day and into a room of people building real brands.

- Business owners building real brands
- Operators chasing freedom – not burnout
- Doers. Not talkers.

This is where clarity happens. This is where standards rise.

This is where businesses step up.



The best program and support for building a profitable and sustainable kitchen and bathroom business.

I cannot recommend them highly enough!

Dan Sealey
Cornflower Kitchens & Bathrooms Ltd



"I recommend KBB 100%. Aaron and the team are genuinely dedicated to helping members achieve real success."

Olly Booth
Cheshire Kitchen Fitters Ltd



"This completely changed my mindset and how I run my kitchen business. The support is unreal."

Matt Adolpho
Shorebreak Kitchens & Bathrooms Ltd





Why Which? Chose to Partner with KBB Academy

Which? recognises the reality of the KBB industry:



Big brands dominate attention

But often deliver inconsistent experiences



Homeowners feel overwhelmed

And struggle to know who to trust



Independent installers deliver better service

But often lack structure and positioning



The industry lacks consistent standards

Around pricing, process, and accountability

How KBB Academy Raises the Standard

- ✓ A proven business framework
- ✓ Clear, transparent customer journeys
- ✓ Professional design & technical oversight
- ✓ Quality supply chain partnerships
- ✓ Structured pricing & deposit systems
- ✓ Ongoing training & development
- ✓ Strong peer & community support
- ✓ Consumer-first standards

This shared commitment – especially around **protecting the homeowner** – is why **Which?** aligned with KBB Academy.



How Does KBB Academy Work?

Joining the KBB Academy gives you a clear, step-by-step framework to build and grow a proper KBB business.

Inside the Academy, everything is delivered in the right order – so nothing is rushed, missed, or bolted on later.

MODULE 1

Website & Brand Onboarding

Your professional website build begins.

A high-end site designed to build trust, attract better enquiries, and support your sales process



**£6,000
WEBSITE
INCLUDED**

MODULE 2

The Sales Process

A proven, step-by-step system for handling enquiries surveys, designs, quotes, and follow-up – all managed inside your brand new CRM

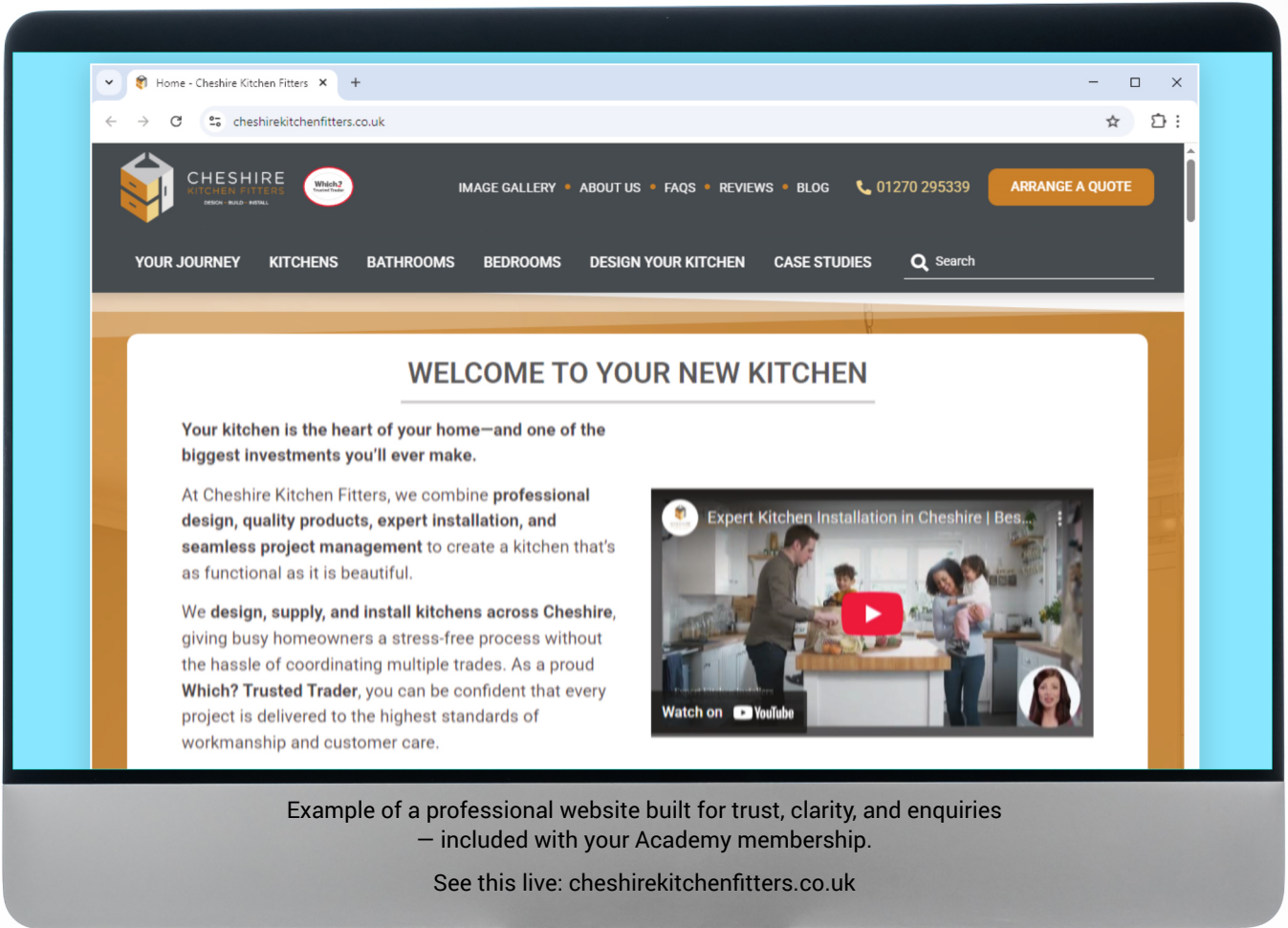
MODULE 3

Transition Coaching

Once your website and CRM are live, you move into structured business coaching – helping you transition from operator to business owner .

Whether you want to supply two projects a month or build something much bigger, the Academy is designed to scale with you.

The structure stays the same – only the level you operate at changes.



Your Website, Done Properly

Your website is where customers decide whether to trust you
— long before they ever speak to you.

1. BUILD TRUST INSTANTLY

- Look credible for high-value supply & fit projects
- Reassure customers around deposits and decisions
- Position yourself as an established professional

2. GUIDE THE CUSTOMER JOURNEY

- Show prospects how working with you works
- Support your sales process from enquiry to decision
- Answer common questions before they're asked

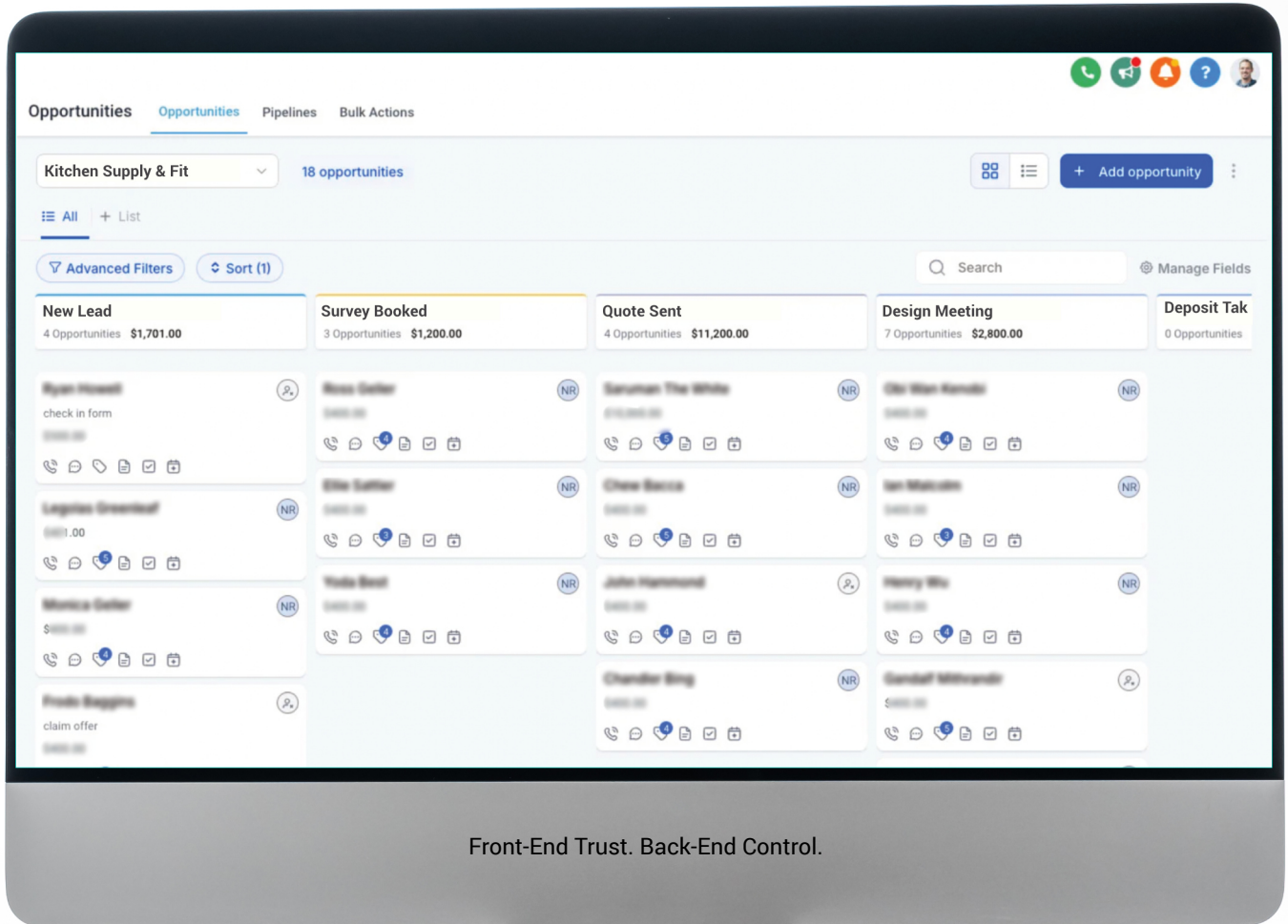
3. GENERATE BETTER ENQUIRIES

- Turn browsers into serious enquiries
- Pre-qualify customers before first contact
- Help you win the right jobs, not just more leads

Your KBB Academy website is built as part of your membership — designed around trust, clarity, and conversion from day one.

Your Business, Under Control

The KBB CRM tracks every lead, survey, quote, and follow-up – so nothing gets missed



1. CONTROL YOUR PIPELINE

- See every lead and job at a glance
- Know exactly where each customer sits
- Remove guesswork from follow-ups

2. IMPROVE CONVERSION

- Automatic follow-up reminders
- Structured sales stages built in
- Turn surveys and quotes into signed jobs

3. SAVE TIME & STAY ORGANISED

- Reduce admin and manual chasing
- Keep all communication in one place
- Free yourself for higher-value work

Your website builds trust and attracts the right enquiries.

The CRM ensures every enquiry is handled properly.

Together, they create a structured customer journey that feels professional, consistent, and easy to buy from.

And inside the Academy, you're shown exactly how to run this system properly.

Choose Your Starting Point

Most members begin at **Silver** – with clear pathways as your business grows



BRONZE MEMBERSHIP

Introductory Access

From £125 + VAT per month
No upfront fees. Cancel anytime.

Bronze is a short-term entry point for those who want to explore the Academy before committing fully.

It gives you access to the core framework and foundations, with the option to progress once momentum builds.

Most Bronze members move to Silver when they're ready to implement properly.

Best for:

New or cautious businesses who want a **low-risk introduction**, with a clear upgrade path.



RECOMMENDED STARTING POINT

SILVER MEMBERSHIP

From £225 + VAT per month
No upfront fees. Cancel anytime.

Silver is where most members start – **because it gives you the right foundations from day one**, without rebuilding or upgrading your structure later.

Designed for installers and designers who are ready to supply & fit properly, Silver includes the **advanced website**, full sales framework, and hands-on support needed to build momentum quickly and professionally.

This is where businesses stop testing – and start operating properly.

Best for:

Independent KBB businesses ready for real change, structure, and growth – without cutting corners.



KBB ACADEMY PLUS (KBBA+)

For Serious Operators

From £400 + VAT per month
No upfront fees. Cancel anytime.

KBBA+ is for business owners who already know what they want – and want to move fast.

This level combines **done-for-you marketing**, priority support, and advanced business coaching to help established supply & fit businesses scale properly, without bottlenecks.

At this level, time, speed, and leverage matter more than cost.

Best for:

Owners operating – or aiming to operate – at a **premium, enterprise-level standard**

Most members start at Silver. Bronze is a stepping stone. KBBA+ is for businesses ready to scale.

Raising Standards in the KBB Industry

The KBB Academy exists to help independent kitchen and bathroom businesses operate professionally, earn what they're worth, and build real trust with customers – without needing a showroom or corporate backing.

**THIS ISN'T ABOUT FITTING KITCHENS.
IT'S ABOUT BUILDING A REAL BUSINESS.**

Improving the Future of the KBB Industry

- ✓ Raise industry standards
- ✓ Improve customer experiences
- ✓ Promote transparency and trust
- ✓ Recognise professional excellence




This partnership is designed to make the KBB industry a safer, more consistent place for everyone.



Ready To Build It Properly?
Let's Start The Conversation.

If you want to understand whether the KBB Academy is right for your business, start with a simple conversation.

 WhatsApp us - [07897 470068](https://www.whatsapp.com/business/profile/07897470068)



Apply Now - Scan The QR Code

