

Retail Pricing and Job Costing

This is an ABSOLUTE Must Attend Workshop for Any Contractor!

This workshop will teach you how to easily calculate the proper selling price on service calls (diagnostic fees) labor, equipment, sub-contractors, and materials. Most of our attendees are horrified to find out that they often sell work for BELOW their cost.

7 out of 10 attendees tell us that they have sold jobs for less than the cost of doing the work. Worse yet, they thought they were making a profit. This class will help to assure that never happens to you. Don't work harder. Work smarter!

This workshop was specifically designed for the contractor. The class material is comprehensive yet very easy to understand. Simply put, when you leave this class, you will know how much to charge for service work and for installations/replacements.

Students will also learn the basics of reading and interpreting financial statements such as the Income Statement and the Balance Sheet. Relax; our material was carefully designed for the "non-financial person". When we are finished, you should be able to understand how to calculate gross profit, gross margin, net profit, current ratio, breakeven point, direct costs, and more.

Workshop Details

- All about flat rate pricing. Why do you need it?
- How much to charge for service calls & diagnostic fees.
- How much should you be charging for service labor?
- How to calculate the proper markup on service parts.
- How to calculate the proper markup for equipment.
- How much does it cost you to produce one hour of installation labor.
- How much should you charge for installation labor?
- How to Job Cost easily and effectively.
- We will teach you the basics of how to read and understand Income Statements and Balance Sheets.
- How to calculate your breakeven point.
- How to calculate gross profit, gross profit margin, and net profit.
- Receive a comprehensive parts markup table that will increase your profits WITHOUT decreasing customer satisfaction.
- We will discuss the overall profitability of the HVAC and plumbing industry. It's not pretty!
- You will learn rules-of-thumb of labor pricing and parts markup per industry per industry segment.
- Learn why the industry is so unprofitable and owners are so under paid. Learn what to do about it!

We will also cover the basics of job costing and job cost control. You will receive all of the necessary forms and paperwork to get you going.

The average HVAC and Plumbing company owner makes about \$34,600.00 per year. For most of them, that's about \$11.53 per hour. Our industry has a 37% failure rate. The owner's tolerance for financial pain is incredible! Incredible but very sad!

One important reason for this lack of profitability is ignorance over retail pricing and job costing. This class will work to overcome this challenge.

This is our most *POPULAR CLASS*. This may be the most important seminar that you ever attend. Please do not miss it. Class size is limited. Do yourself and your family a favor. Please get signed up today.