

## PRICING BLUEPRINT (HOME SERVICE PROVIDERS)

### Audience

• Contractors in their first 1–3 years of business • Service-based trades (electricians, plumbers, HVAC, etc.) • Goal: Build confidence in pricing service calls per crew per hour

### Lesson Objective

1. Understand the 30/30/30/10 framework for pricing service work. 2. Learn why time is the product in service calls. 3. Practice filling out a worksheet to calculate their own hourly service rate. 4. Recognize that this is a ballpark gauge and should be confirmed with a CPA/financial advisor.

### 1. Why We Teach This

New contractors are nervous about pricing. Most rely on Google or forums asking “What should I charge?” The answers are inconsistent and don’t fit their business. Tradespeople are rarely taught financial literacy, so they guess. Guessing leads to undercharging and financial struggle. This framework isn’t exact — it’s designed to keep you in the right ballpark so you don’t work for free.

### 2. The Framework — 30/30/30/10

• 30% Profit — what you keep after all costs. • 30% Overhead — trucks, insurance, phones, software, uniforms, marketing. • 30% Taxes — a safe bracket to cover obligations. • 10% Contingency — buffer for callbacks, mistakes, and no-shows.

**Note:** This is a teaching tool. Always confirm exact numbers with a CPA in your state.

### 3. Step-by-Step Worksheet (Fill-In)

Step	What To Do	Your Numbers
1. Wage	What do you pay yourself (or your worker)?	\$_____/hr
2. Taxes	Add 30% flat. $\text{Wage} \times 1.30 =$ _____	\$_____/hr
3. Overhead	Solo 20%, Crew 25%, Multi 30%	\$_____/hr
Subtotal	Wage + Taxes + Overhead	\$_____/hr

4. Profit	Add 30% profit	\$_____/hr
5. Contingency	Add 10% buffer	\$_____/hr
Final Rate	This is your ballpark hourly service rate	\$_____/hr

## 4. Growth Examples

**Solo Contractor** Pays himself \$50/hr → Ballpark \$100–110/hr **Contractor + Apprentice**  
 Contractor ≈ \$100/hr Apprentice ≈ \$50/hr Crew Rate Together = \$150/hr

## Two Crews

Each crew = \$150/hr Two crews = \$300/hr target revenue  
 But overhead rises closer to 25–30% with more trucks,  
 payroll, and admin.

## 5. Key Teaching Notes

- Service work = time is the product. Materials are add-ons.
- This system is a gauge — not exact science.
- Every business will differ (solo vs multi-crew).
- Always review numbers with a CPA or advisor.
- If your final number is far below these ballparks, you're undercharging.

## 6. Closing Discussion

- Ask: "How many of you realized you've been undercharging?"
- Ask: "Where did your rate land — solo vs crew vs multiple crews?"
- Reassure: This is a ballpark. The goal is confidence, not perfection.
- Encourage: Work with a CPA for precision.