DETAILING SERVICE PRICING WORKSHEET

DEFINE THE SERVICE AND LABOR

Set the scenario, evidence, approved factors, and paid production labor.

01 ONE INTERNAL SERVICE SCENARIO

INTERNAL SCENARIO LABEL [M/R/E/P] ______

☐ Mobile ☐ Shop ☐ Hybrid

☐ Interior ☐ Exterior ☐ Specialty

PUBLICATION / LAST REVIEW / RATE DATE ______

INCLUDED SCOPE ______

EXCLUDED SCOPE / INSPECTION TRIGGER ______

02 REPRESENTATIVE VEHICLE

Vehicle class	Labor	Mat.	
Compact / coupe	0.90	0.90	
Sedan / standard vehicle	1.00	1.00	
Large sedan / crossover	1.10	1.05	
Two-row SUV / midsize truck	1.20	1.10	
Three-row SUV / minivan / full-size truck	1.35	1.20	
Oversized / cargo van / dually	1.50	1.35	
Custom [E]	____	____	

03 OBSERVABLE CONDITION

Condition	Labor	Mat.	Treatment
Maintained	0.90	0.95	Routine
Expected	1.00	1.00	Routine
Heavy soil / neglect	1.30	1.15	Range
Severe—inspect	1.60	1.30	Range
Biohazard / unsafe	1.75	1.30	STOP

Unsafe: routine recommendation prohibited.

04 PRODUCTION TIME AND LOADED LABOR

BASE LABOR MINUTES [M/R/E/P] ______ min

KNOWN-ISSUE MINUTES [M/R/E/P] ______ min

CAPPED VEHICLE/CONDITION FACTOR ______ x

A - ADJUSTED PRODUCTION MINUTES ______ min

Capped factor = min(vehicle × condition, 1.75); adjusted minutes = base minutes × capped factor + known-issue minutes.

☐ Travel included ☐ Travel excluded ☐ Solo method ☐ Blended-team method

OWNER RATE [M/R/E/P] ______ $/hr OWNER PRODUCTION SHARE ______ % C - MODELED LABOR COST ______ $

☐ Owner compensation included ☐ Owner compensation excluded

I understand that excluding owner production compensation understates the economic cost of the service and lowers Estimate Confidence.

Employee loaded rate = wage + (wage × payroll burden %) + hourly benefits + workers' compensation + other hourly burden.
Blended rate = owner rate × owner share + employee loaded rate × employee share; shares total 100%.

EMPLOYEE WAGE ______ $/hr PAYROLL BURDEN ______ % BENEFITS + WC ______ $/hr OTHER BURDEN ______ $/hr

EMPLOYEE LOADED RATE ______ $/hr EMPLOYEE PRODUCTION SHARE ______ % B - SELECTED / BLENDED RATE ______ $/hr

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BUILD THE COST OF THE JOB

Itemize materials and consumables, then allocate travel and overhead once.

05 MATERIALS AND CONSUMABLES

Type	Item / basis	Qty.	Unit / ext.	Evidence
Base material 1			$	M / R / E / P
Base material 2			$	M / R / E / P
Consumable 1			$	M / R / E / P
Consumable 2			$	M / R / E / P

BASE MATERIALS SUBTOTAL ______ $ CONSUMABLES SUBTOTAL ______ $ MATERIALS BASIS ______ $

KNOWN ADDED MATERIALS ______ $ WASTE ALLOWANCE ______ % COMBINED CAPPED FACTOR ______ x

VEHICLE MATERIALS FACTOR ______ x CONDITION MATERIALS FACTOR ______ x D - ADJUSTED MATERIALS ______ $

Materials basis = base + consumables. Capped materials factor = min(vehicle × condition, 1.75). Adjusted materials = basis × capped factor × (1 + waste) + known added.

06 MOBILE TRAVEL

ROUND-TRIP MILES [M/R/E/P] ______ mi VEHICLE COST PER MILE ______ $/mi RATE SOURCE / REVIEW DATE ______

ACTIVE TRAVEL MINUTES ______ min TRAVEL LABOR RATE ______ $/hr ☐ Include labor ☐ Exclude

TOLLS ______ $ PARKING ______ $ OTHER TRIP COST ______ $

Vehicle cost = miles × cost/mile; miles > 0 with $0/mile: REVIEW. **Travel labor = travel minutes ÷ 60 × loaded labor rate.**

E - Total travel cost = vehicle cost + included travel labor + tolls + parking + other trip costs: $____________

07-08 OVERHEAD, OTHER COSTS, AND MODELED BASE COST

Monthly overhead categories	Amount	Evidence / review date
Facilities, utilities, insurance, software, admin	$	M / R / E / P
Marketing, reusable equipment, other overhead	$	M / R / E / P

Owner production compensation is labor—not overhead. Do not duplicate direct materials, travel, or card costs in overhead.

MONTHLY OH TOTAL ______ $ PRODUCTIVE HR/WEEK ______ hr WORKING WEEKS/MONTH ______ wk UTILIZATION ______ %

Realistic monthly productive hours = hours/week × weeks/month × utilization; zero hours: STOP. REALISTIC HOURS ______ hr

Overhead/hour = monthly overhead ÷ realistic productive hours; $0 overhead: VERIFY. OH PER HOUR ______ $/hr

Allocated overhead = overhead/hour × adjusted production hours. F - ALLOCATED OH ______ $

OTHER DIRECT ______ $ FIXED SELLING ______ $ FIXED RISK RESERVE ______ $ G - BASE COST ______ $

DETAILING SERVICE PRICING WORKSHEET

SOLVE AND COMPARE THE PRICE

Use reverse-margin math; keep an optional current price separate from the recommendation.

09 PERCENTAGE SELLING COSTS AND TARGET

EXPECTED CARD-PAID SHARE ______ % CARD PROCESSING RATE ______ % WEIGHTED CARD COST ______ %

REDO / WARRANTY RESERVE ______ % OTHER REVENUE RESERVE ______ % H - TOTAL PERCENTAGE COSTS ______ %

TARGET OPERATING MARGIN ______ % PLANNED DISCOUNT ______ %

Weighted card cost = card-paid share × processing rate.

Total percentage costs = weighted card cost + redo reserve + other revenue reserve.

Convert percentages to decimals. Margin is profit ÷ selling price, not markup; 20% markup produces a 16.7% margin.

10 BREAK-EVEN AND RECOMMENDED SELLING PRICE

Break-even = modeled base cost ÷ (1 − total percentage selling costs). BREAK-EVEN RESULT ______ $

Break-even is the floor for this modeled service—not a pricing goal and not proof of market demand.

Target price = modeled base cost ÷ (1 − percentage costs − target margin). TARGET-PRICE RESULT ______ $

Required list price = target price ÷ (1 − planned discount). REQUIRED LIST PRICE ______ $

Round upward only after all calculations: ☐ $1 ☐ $5 ☐ $10 ☐ $25 ☐ Custom

I - RECOMMENDED SELLING PRICE ______ $ PERCENTAGE COSTS AT PRICE ______ $

OPERATING PROFIT ______ $ ACHIEVED MARGIN ______ %

TOTAL ACTIVE SERVICE HOURS ______ hr EFFECTIVE HOURLY EARNINGS ______ $/hr

Effective hourly = (modeled labor cost + operating profit) ÷ total active hours.

11 OPTIONAL CURRENT SELLING PRICE COMPARISON

CURRENT SELLING PRICE ______ $ GAP: RECOMMENDATION − CURRENT ______ $

CURRENT PERCENTAGE COSTS ______ $ CURRENT OPERATING PROFIT ______ $

CURRENT ACHIEVED MARGIN ______ % CURRENT EFFECTIVE HOURLY ______ $/hr

CURRENT-PRICE STATUS: [ ] Modeled loss [ ] Below target [ ] Meets modeled target [ ] Above target—verify assumptions/customer value

Current profit = current price − base cost − current percentage costs; margin = profit ÷ current price; gap = recommended − current.

Comparison only: current price must never change the recommendation.

12 DECISION TRANSFER CARD

BREAK-EVEN ______ $ RECOMMENDATION ______ $ PROFIT / MARGIN / HOURLY ______ $ / %

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REVIEW THE RESULT

Review modeled margin, evidence strength, warnings, communication, and actual results.

13 PRICING HEALTH

Band	Margin	Interpretation
Loss	Below 0%	Costs not covered
Fragile	0%-9.9%	Little error cushion
Thin	10%-19.9%	Limited cushion
Sustainable	20%-34.9%	Modeled target only
Strong	35%+	Verify assumptions/value

14 ESTIMATE CONFIDENCE

LOW
Excluded owner pay; custom factor; severe condition; unsupported time; contradictory labor/material assumptions.

MEDIUM
Estimates/external proxies; zero overhead; unknown price; no job comparison; solo model used for normal team work.

HIGH REQUIRES
Owner pay; current records; documented time/material/travel; ordinary assumptions; completed-job or operating record.

15 EVIDENCE, MEANING, AND CRITICAL WARNINGS

M measured job history | R current records | E owner estimate | P external proxy

Pricing Health measures modeled margin only—not demand, competition, conversion, quality, compliance, or success.

High Confidence means stronger evidence—not certainty, a guarantee, a market test, or legal compliance.

STOP unsafe/biohazard: no routine recommendation or confidence. Severe: inspect and quote a range.

Denominator ≤ 0: STOP. Round-trip miles > 0 while vehicle cost per mile is $0: REVIEW.

16 COMPACT FORMULA REFERENCE AND EDUCATIONAL EXAMPLE

Loaded = wage + wage×burden% + benefits + WC + other
Blended = owner×share + employee×share
Adjusted min = base min×capped factor + issue min
Labor = included min ÷ 60 × loaded rate
Materials = (base + consumables)×factor×(1+waste) + added
Travel vehicle = round-trip miles × cost/mile
Travel labor = travel min ÷ 60 × loaded rate
Capacity = weekly hours × weeks/month × utilization
OH/hour = monthly overhead ÷ realistic capacity hours

Allocated OH = OH/hour × adjusted production hours
Base = labor + materials + travel + OH + fixed costs
Break-even = base ÷ (1 − percentage costs)
Target = base ÷ (1 − percentage costs − margin)
List = target ÷ (1 − planned discount)
Percentage costs = price × percentage rate
Profit = price − base − percentage costs
Margin = profit ÷ selling price
Hourly = (labor + profit) ÷ total active hours

EDUCATIONAL EXAMPLE ONLY—NOT A RECOMMENDED DETAILING PRICE

Base $200 | costs 3% | target 20% | break-even $200 ÷ .97 = $206.19 | target $200 ÷ .77 = $259.74

Round upward to $5: $260 | costs $7.80 | operating profit $52.20 | achieved margin 20.1%

17 18 COMMON MISTAKES AND 6 CUSTOMER TIPS

1 Copy competitors
2 Materials/consumables only
3 Treat owner labor free
4 Confuse markup/margin
5 Treat revenue as profit
6 Ignore nonproductive time
7 Ignore travel labor
8 Calendar hours for OH
9 Duplicate direct/OH cost
10 Mileage proxy = actual cost
11 Re-factor known issues
12 Ignore fees/reserves
13 Discount arbitrary price
14 Round safe price down
15 Current price anchors math
16 One price / unsafe jobs
17 Strong margin = demand
18 Skip review / use as estimate

T1 Lead with scope
T2 State vehicle basis
T3 State condition policy
T4 Explain change triggers
T5 Use inspection range
T6 Confirm scope first

18 POST-JOB REVIEW, ASSUMPTIONS, AND NOTES

ACTUAL TIME ________ hr
ACTUAL MATERIALS ________ $
ACTUAL TRAVEL ________ $
ACTUAL RESULT ________ $
CHANGES / UNCERTAINTY ________
ASSUMPTIONS ________
COST-SOURCE DATES ________
NOTES / TRIGGERS ________

Internal planning only—not an estimate, authorization, agreement, invoice, tax worksheet, or guarantee.