

National Standard Price Guide

Flat Rate Price Book Custom Data Selector and Order Form

Company Name			
Manager's Name			
Street			
Address 2			
City, State, Zip			
Phone		Fax	
Web Site	WWW.	Email	

Overhead Rate	\$	/hr	Overhead Rate is the total of all of your costs excluding field labor.
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Average Rates		Custom Rates		
Labor Rate	\$ /hr	Skill	Labor Rate	Profit
Profit %	%	A/C	\$ /hr	%
<p>If you charge the same labor rate and earn the same profit % for all jobs, you can enter your Average Rates (above) that will be used in all of your price calculations in the space above. You do not have to fill in the spaces to the right.</p> <p>If you want a specific Labor Rate and Profit % for some of your Tasks, fill in the average rates above and then only enter specific rates in the appropriate fields to the right where you want the specific rates. For example, to charge a lower Labor Rate or Profit % for Drain Cleaning, simply enter values for Average Labor Rate and Profit % (above) and then enter your custom rates by Drain Cleaning. Leave the other custom Rates blank and the default average values will be used.</p> <p>For complete customization, you can enter your desired Labor Rates and Profit Percents in the spaces to the right and leave the average spaces blank.</p>		Drain Cleaning	\$ /hr	%
		Heat Hot Air	\$ /hr	%
		Heat Hydronic	\$ /hr	%
		Heat Steam	\$ /hr	%
		Heating	\$ /hr	%
		Installs	\$ /hr	%
		Misc.	\$ /hr	%
		Oil Heat	\$ /hr	%
		Plumbing	\$ /hr	%
		Service Agreement	\$ /hr	%
		Water Heaters	\$ /hr	%
		Water Treatment	\$ /hr	%
Labor Rate is the total cost of labor including Salary, Taxes, and Benefits. Profit % is the percentage of the entire job that you earn and keep as profit after covering all costs.				

Total Tax on Material You Purchase	%	The total tax rate you pay on material (sales, city, etc.). This amount will be added to your material costs when calculating your Flat Rate Price Books. Enter zero for no material taxes.
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Technician's Compensation	Material	Labor	If you want pay your tech on a commission basis, insert the numbers here. If you pay you techs only by the hour leave both fields blank. To pay a material commission in addition to an hourly wage, enter the percent of the material cost you want your technicians to receive. This will decrease you profit on the task buy that amount!
	%	%	

Mark Up Material	<input type="checkbox"/> Yes <input type="checkbox"/> No	
If Yes, enter markup percents for each part dollar value range. If No, skip to next section. For example, if you choose to mark up a \$3.00 part by 100%, your price books will use \$6.00 as your "cost" for that part. You will earn \$3.00 for selling that part.	Parts Price Range	Mark Up Percent
	Parts over \$100	%
	Parts \$50 to \$100	%
	Parts under \$50	%

Select how long you expect your prices to remain accurate.	<input type="checkbox"/> 3 Months <input type="checkbox"/> 6 Months <input type="checkbox"/> 12 Months
Parts prices, labor rates, and your overhead can frequently change. We recommend that you recalculate your Overhead and Labor costs on a monthly basis. When these items change significantly, you must adjust you Flat Rate Price Books to maintain your profitability.	

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Price Book Cover Text	
Main Sales Text	
Default Text:	National Standard Price Guide
Enter Your Text Here:	
Cover Sub-Text (up to 4 items)	
❖ Professional Installation	❖ All Work Guaranteed
❖ Top Quality Parts and Service	❖ Extended Warranty Programs
❖	❖
❖	❖
<small>You can enter your own short Price Book Cover text messages into these spaces, or leave them blank to use the default text as shown. Your company name will be shown prominently on the cover.</small>	

Customer Price Book Sales Text	
Main Sales Text	
Default Text:	You Know The Cost Before Work Begins... That Saves You Money!
Enter Your Text Here:	
Sales Sub-Text (up to 4 items)	
❖ Save With Service Agreements	❖ Professional Installation
❖ Top Quality Materials For Peace of Mind	❖ Ask About Our Extended Warranty Programs
❖	❖
❖	❖
<small>You can enter your own short sales text messages into these spaces, or leave them blank to use the default text as shown.</small>	

Number of Pricing Columns	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	<small>You can have up to 3 pricing columns in your Flat Rate Price Books.</small>			
	¹ Pricing Column Title	² Add Trip Charge	³ Labor Price Change	⁴ % Total Job Change	⁵ \$ Job Price Change
1st Column	(Standard Rate)	<input type="checkbox"/>	%	%	\$
2nd Column	(Premium Rate)	<input type="checkbox"/>	%	%	\$
3rd Column	(Service Agreement)	<input type="checkbox"/>	%	%	\$
⁶ Addon Adjustment to all Columns		<input type="checkbox"/>	%	%	\$
<small>¹ You can have up to 3 pricing columns in your Flat Rate Price Books. You can enter your own titles (less than 20 characters) for each column, or you can use the defaults shown in parenthesis above. ² You can define a default trip charge (below) and add it to the column pricing that you choose. An X in the box means that all Task prices in that column will have the trip charge included in the price. ³ You can adjust the labor included in each column's price up or down by entering a percent value here. For example, some people use the Premium Rate column for jobs done outside of normal business hours. To recoup the time and a half pay rate, they enter 50% in this column. ⁴ You can adjust the total cost of Job in a particular column by a fixed percent here. If you want to give your Service Agreement customers a 10% discount, you would enter -10% (that's minus 10%) in this column across from the Service Agreement Title. ⁵ If you want to add or subtract a fixed dollar amount from all the Tasks shown in a particular pricing column enter that amount here. You might want to reduce the Task cost your Service Agreement column by \$25 (that's minus \$25) to encourage your customers to purchase a service agreement. Enter -\$25 in the Service Agreement row to lower all prices in that one column by \$25. ⁶ If you perform one Task at a customer's site and then sell another Task, the second Task can be priced as an Addon. This is a separate section of your price book that lists Tasks with pricing that is adjusted (usually downward) because there is not travel or setup time involved because you are already at the customer's site. You can make adjustments to your Task pricing in this row to make selling additional work easier. You can show that a certain Task is cheaper to do now that you are here than to wait and come back. Add-ons are a great sales tool.</small>					

Trip Charge	\$	<small>The default trip charge can be added to your selected pricing columns to cover the expense of getting to and from your customers' site. You can add this amount to selected pricing columns in the table above.</small>
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Flat Rate Price Book Custom Data Selector and Order Form

Your Flat Rate Price Books can include jobs in each of the categories shown below. In order to make your Price Books match your business as closely as possible, you can choose the types of Tasks to **exclude** from your customized Books. If you want to remove any of these types of jobs from your book, put an X in the appropriate box.

For example; if you do not do Pools, simply mark the box next to the Pools category below like this . Any category that you wish to **include** in your customized Books must be left blank.

Put an X in the box next to the items you DO NOT wish to have in your Price Books.

Leave all others blank.

Price Guide Section	Remove From My Books	Price Guide Section	Remove From My Books
Faucets - New / Repairs	<input type="checkbox"/>	Food Waste Disposers	<input type="checkbox"/>
Fixtures - New Repair	<input type="checkbox"/>	Humidifier /install	<input type="checkbox"/>
Plumbing	<input type="checkbox"/>	Condensate Pumps	<input type="checkbox"/>
Water Heaters	<input type="checkbox"/>	Sump/Ejector Pumps	<input type="checkbox"/>
Service Agreements	<input type="checkbox"/>	Water Filters & RO Systems	<input type="checkbox"/>
Drain Stoppages	<input type="checkbox"/>	Water Softener Installs & Service	<input type="checkbox"/>
Appliance - Install / Repair	<input type="checkbox"/>	Well Water Installs	<input type="checkbox"/>
Heating Warm Air	<input type="checkbox"/>	Well Water Repairs	<input type="checkbox"/>
Cooling	<input type="checkbox"/>	Slab Leaks	<input type="checkbox"/>
Heating Hydronic	<input type="checkbox"/>	Pools	<input type="checkbox"/>
Diagnostic Services	<input type="checkbox"/>	Oil Fired Boilers	<input type="checkbox"/>
Misc.	<input type="checkbox"/>	Oil Heat Repairs	<input type="checkbox"/>
Piping-Waste-Vent-Water-Gas	<input type="checkbox"/>	Heating Steam	<input type="checkbox"/>
Fireplace Gas Logs & Lighters	<input type="checkbox"/>	Customer Supplied	<input type="checkbox"/>

Product Name	QTY	Price	Total
1 Customer Book		\$899.95	\$
2 Customer Books		\$1199.95	\$
1 Customer Book + 1 Truck Book		\$1199.95	\$
2 Customer Books + 1 Truck Book		\$1499.95	\$
3 Customer Books + 1 Truck Book		\$1799.95	\$
1 Office Book		\$699.95	\$

* Includes Coupon for Free QuickBooks data export Disk.

Shipping (Actual Shipping costs will be added to your order)

Sales Tax (NJ Only)

Total Order Amount

Please charge my: Visa MasterCard American Express Check

_____ Card # _____
Name on Card (required)

_____ Exp. Date ___ / ___ / ___
Signature (required)

To Place your order:

Fax completed order form to: **707.765.9134**

or

Mail completed order form to: G B & Associates
5067 Bodega Ave.
Petaluma, CA 94952

For more information call 707.766.9908