DELTA RIDGE TECHNOLOGIES

Contractor Materials Pricing

A PRICE BOOK, AND THE MARKUP THAT KEEPS YOU IN BUSINESS

A price book, and the markup that keeps you in business

Two numbers decide whether a job makes money: what the material costs you, and what you charge for it. Most contractors know the first from memory and guess the second. Fill this in once and both stop being guesses.

FIELD	YOURS
Business name	
Markup I use on materials	
Sales tax rate I collect	
Do I charge for delivery or freight	
Do I charge for waste	
How often I update prices	

Markup or margin, pick one and be consistent. Markup is a percentage added to cost. Margin is the share of the selling price that is profit. A 20 percent markup is only a 16.7 percent margin. Contractors who talk about markup and think about margin are the ones who work all year for nothing.

SAMPLE

THE CONVERSION YOU NEED IN YOUR HEAD

MARKUP ON COST	SELL PRICE ON $100 OF MATERIAL	THAT IS THIS MARGIN
10 percent	$110.00	9.1 percent
15 percent	$115.00	13.0 percent
20 percent	$120.00	16.7 percent
25 percent	$125.00	20.0 percent
33 percent	$133.00	24.8 percent
50 percent	$150.00	33.3 percent

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