

Making Sense of Job Pricing

With the recent price increases in Sealer, everyone needs to adjust their pricing accordingly. The 2 examples below are for a typical 700 sq.ft. driveway.

700 sq.ft. Driveway, Never Sealed

50 sq.ft. / Gal. = 14 gal. @ \$ 2.00 gal. = \$28.00
Sealer Cost is **\$28.00** or **4¢** per square foot

700 sq.ft. Driveway, Sealed 2 Times

75 sq.ft. / Gal. = 9.3 gal. @ \$ 2.00/ gal. = \$18.60
Sealer Cost is **\$18.60** or **2.5¢** per square foot

OVERHEAD

Labor

Insurance

Gas

Additives

Incidentals

*Want to **PROFIT** ?*



**4 X Cost
of Sealer**

$$\$28.00 \times 4 = \$112.00$$

$$\underline{\$112.00} + \$28.00$$

\$140.00 or **20¢** per sq.ft.

$$\$18.60 \times 4 = \$74.40$$

$$\underline{\$74.40} + \$18.60$$

\$93.00 or **13¢** per sq.ft.

» **When you underbid your jobs, the only thing that suffers is your Profit. This isn't charity, you're in business to Profit.**