

# SPECIAL WORKSHOP

## “Are YOU Worth Your Price?”

Saturday, November 12

Registration 7am Seminar 7:30 – 11:30

Workshop Location: Portland Group, 74 Salem Rd, Billerica



### The Price is Right! Calculate YOUR Costs, Profit & Pricing

You Are Probably Not Charging Enough for Your Services

What is the right price for the services that you provide?

The only correct answer is a price that covers ALL your costs of providing those services, plus a profit of whatever percentage you choose.

When you charge less than your costs to do the job, it doesn't matter how hard you work or how many hours you put in. This leads many businesses into failure, killing the business owner's dream and putting their employees out of work.

### Here's The Good News...

You don't have to guess anymore!

In this workshop, we'll show you:

- How to understand each part of your costs.
- How to track productivity and why it's so crucial.
- How to keep from selling yourself short.
- The difference between *mark-up* & *margin* (and why you should care).
- How to easily spot red flags in your income statement – without the help of an accountant.
- Why your clients don't care if you're profitable (and how to use what they DO care about to increase sales!)

## Presented By Contractors For Contractors

John Klesaris is a plumbing & heating contractor who has been helping contractors to understand their costs for years. He is the author of **All Systems Go!** and the lead instructor for the PHCC of MA Continuing Education Program.

Owen Geoghegan is a Master Plumber and has been self employed for over twenty years working in service, replacement and remodeling.

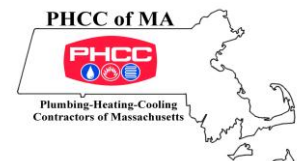


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**PHCC of MA**  
Kohler Co. & PHCC Educational Foundation

Class size limited to 25

To Register: Call 781-843-3800 XT 12

Registration Fee \$149 will be returned to  
PHCC of MA Contractor members at the class



## Use the Tools Available to You From PHCC!

The workshop will include a review and practical application of the PHCC Educational Foundation's **Overhead & Profit Calculator**, a software tool designed to make the process of finding a proper selling price easy. Listing for \$249, this software will be FREE to all attending this special workshop.

**BOTTOM LINE: COME SPEND FOUR HOURS WITH US & LEARN HOW TO MAKE MORE MONEY ALL YEAR LONG!**