

Appliance Job Rate Pricing Guide

The Tool Top Rated Appliance Companies Use Nationwide

We receive a handful of inquiries each month from people who ask, "What is your labor rate?" The qualifying question I ask in return is; "For the rookie, or the guy with 25 years' experience?" Most people want the experienced guy at the rookie rate! Some perceive that if a job is done quickly they will be charged less. That would be reasonable thinking if the only expense item included in the final billing would be a technician's wage. It's not.

We follow the United Servicers Association pricing guide that not only takes into consideration technician wage rates, but also **C.O.D.B.** ---the total Cost of Doing Business. It's just like the service garage uses to determine the rates for your car. **We use this guide to determine our fees.** This Fair Rate Pricing Guide takes into consideration our complete company overhead (expenses listed below) and includes those numerous expenses in the final rate you are charged for the service call. (Parts pricing is explained later on) **Fair to customer:** For tech labor charges, you are not charged for extended on the job time from a less experienced tech that completes fewer jobs each week. **Fair to company:** Experienced techs get more done in the same period of time. It averages out. That's why it's a Win-Win, Fair-Fair way to charge for services.

A percentage of the total daily operating expenses **are included** in each service call performed. The **Total Company Expenses must be covered/paid by the service fees collected or the business would close its doors.** Finding and training top notch technicians is a huge task. And training is continuous with the accelerating electronic revolution we are in. These are all factors taken in to consideration with the Pricing Guide Rates discussed earlier. Example: If a tech is in your home 45 minutes and the total bill is \$250.00, it likely means some of that fee covered the part and the rest covered the company operating expenses affiliated with the job difficulty rating as well as **C.O.D.B. listed below:**

5% of an iceberg is seen above water!

Above & Below Waterline Expenses Include:

5% of the populace believe that the fees a contractor charges represent the cost of the technician's wages and the parts.

“He charged me a lot of dollars and he was only here a short time!”
Yes! That is the Win-win Fair-Fair as stated above.

The labor charges for service calls is not what technician's or owner's get paid. It includes a portion of ALL the expenses needed to run a company.

Tech's Ongoing Training Classes
Vehicle Purchase/Payments
Vehicle Maintenance
Vehicle Gasoline
Vehicle Insurance
Technician Tools & Equipment
Office Rent
Warehouse Rent
Utilities:
• Electric Bills
• Water Bill
• Heating & Cooling Bills
Office Equipment & Repair
Advertising:
✓ Yellow Pages
✓ Webmaster
• Design/Additions
• SEO
• Social Media
• Pay Per Click Ads

Office Software Programs
Accountant Fees
Attorney Fees
• Document Review
• Mfg. Contract Revisions
• Collection Notices
Business Consultants Fees
Technician Field Tablets & Software
Cell Phones & Bills
GPS Devices & Software Subscription
Staff-----Service Techs, Parts Mgr,
Customer Service Reps, Marketing
Coordinator.
• Wages & Taxes
• Ongoing Software Training
Furniture & Office Supplies:
Industry Expenses
• Memberships, Professional
Development
• Licenses, Permits & Fees

And More!

The Journey of a Part

Yes, Ours Cost More!

There's more behind our [Parts Warranty](#) than meets the eye!

When it comes to parts pricing, we're upfront and let people know **that we will always have a higher price.** Our parts take a journey that *internet ordered parts often do not. In a similar way that service rates include a percentage of company overhead, the final "retail price" on our parts includes a mark-up reflecting more than the "wholesale" part cost. The increase arises from:

1. Trusted *non-internet industry suppliers do not have the lowest rates—but offer the best warranty
2. Shelf space: it costs \$\$ to rent space and store parts.
3. Inventory Management & Parts Ordering = Time = labor for office staff
4. Shipping and handling
5. ...and the software & upgrades to keep it all flowing

It's easy to see the journey of a part ordered by our company begins with our technicians determining what is needed, researching parts via appliance schematics, requesting the part needed via our internally ordering process, then turned over to our parts manager who determines which supplier can get it to us the quickest, ordered & paid for, received and verified upon arrival, delivered to the specific tech, and finally transported to and installed in your home. What is also easy to see is that that part will have a "price tag". It has to. In short, you pay a higher rate for that part as a result for that "journey". For a handful of clients each year that relationship of journey & rate is sometimes difficult to grasp. That's OK. We understand that the **C.O.D.B.** explained on the previous page is not something everyone learns in school. If you are looking to have the least expensive parts and service you do have another option.

Your Other Alternative

"Pay" yourself for the time YOU invest;

- 1) Diagnose the need correctly
- 2) Find a quality part supplier
- 3) Install it yourself.

Thankfully there are a handful of parts where that is possible for those who choose to do so.

Whichever way you choose to repair your appliances in the future, we do thank you again for allowing us to serve you. Should you have any additional questions, please refer to the contact information listed earlier.

***Internet Ordered Parts:** While we do not suggest that all websites offering parts for sale are to be mistrusted; more often than not, the quality of the parts are not the same as what we have come to find from long standing reputable suppliers in the industry. We are totally aware of the higher failure rate with many "cheaper rate" online suppliers with fancy websites and cannot entrust our time, reputation, and long term customer satisfaction on such companies.