

Pricing Pitfalls

Find out where you could be losing money—and what to do about it.

THE PROBLEM

Most companies underestimate their job costs by at least **1%**

WHY?

Business owners usually make decisions based on...



Past Job Results



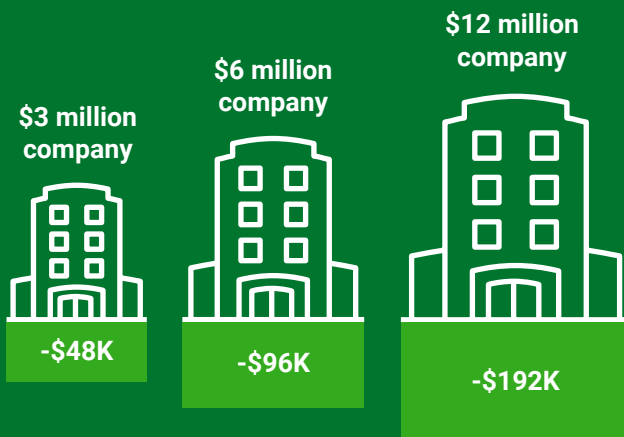
Perceptions about the market



Gut Instinct

THE COST

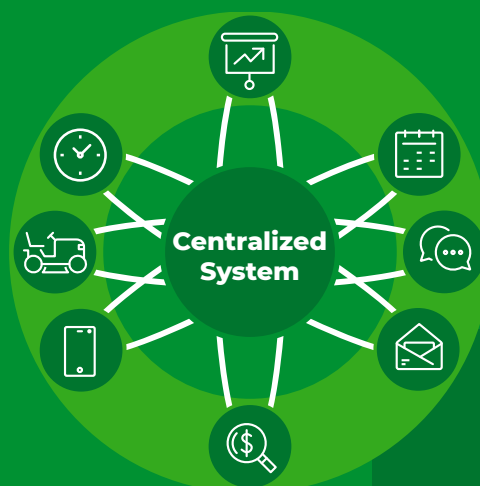
Estimates based on gut instinct and assumptions about the market don't account for true costs, leading to **significant losses in profit.**



Depicts financial impact of underestimating costs by 1% and labor per hour by just 50 cents.

THE SOLUTION

Get rid of the guesswork—use a simple, centralized system that provides **clear insight** into all your most important metrics.



 Consistent bidding process

 Unique sets of markups

 Real-time job costing

Having a system that provides these three capabilities—and more—can help you to ultimately **achieve higher profits.**