

MARKUP & PROFIT A CONTRACTOR'S GUIDE

Revisited

Few construction companies fail because of poor building practice; they fail because of poor pricing practice. To succeed in a construction business, you have to price your jobs to cover all labor, material and overhead expenses, pay yourself a decent salary, and make a profit that will keep your company thriving. And a large part of that is knowing how to figure the correct markup for your business.

In this hands-on manual, Michael Stone, a highly-successful contractor, lecturer and construction consultant, explains the differences between markup and margin, and how to use both to calculate the correct sales price for your company. He explains, in simple layman's language, why the price of most construction projects must be based on the cost of the project, when almost every other business can set their prices based on the market. You need to be profitable, not competitive.

Here, you'll find tried and tested formulas that guarantee profits, with step-by-step instructions and easy-to-follow examples to help you learn how to make your business a success. You'll learn how to:

- Calculate your full overhead
- Price your work at the proper markup
- Maintain a stable cash flow
- Figure all your job costs
- Estimate your breakeven point
- Recognize warning signs in your business
- Compute a fair wage for yourself
- Collect on your work

But calculating markup is only part of the picture. In this updated and expanded edition of the top-selling original, Mr. Stone covers new ground. For both existing and startups, he provides the keys to a profitable business – the basics of running a construction company, whether you're a general or specialty contractor working in remodeling, new construction or commercial work. The principles outlined here apply to all construction-related businesses. If you're going to beat the odds and stay in business – profitably – you need to know how to:

- Write good contracts
- Hire the right employees
- Create punch lists that work
- Maintain relationships with subs and suppliers
- Deal with unhappy clients
- Make it through tough times

Comments about the first edition:

"So much of what you say in the book is so true. I am a highly respected contractor and love the trade that I'm in ... I can do the work in my sleep but still struggle putting the business aspect of it together. Your book has already answered so many questions for me and better prepared me for my working relationship with my clients."

– Exeter, New Hampshire

"... a book that everyone should read the first day they start their own company. I can't tell you how many questions I have had since day one that I have asked other experienced contractors that you answered in your book."

– Tucson, Arizona

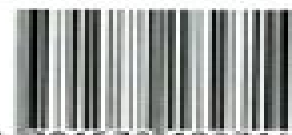
"I just wanted to say thank you for taking the time to put such a great guide together. It has been a key factor in turning our business around."

– Stow, Ohio

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ISBN 978-1-57218-271-4 US \$47.50



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Markup Profit A Contractors Guide Revisited

Peter Kivisto



Markup Profit A Contractors Guide Revisited:

Markup & Profit Michael C. Stone, 2012 In order to succeed in a construction business you have to be able to price your jobs to cover all labor material and overhead expenses and make a decent profit But calculating markup is only part of the picture If you re going to beat the odds and stay in business profitably you also need to know how to write good contracts manage your crews work with subcontractors and collect on your work This book covers the business basics of running a construction company whether you re a general or specialty contractor working in remodeling new construction or commercial work The principles outlined here apply to all construction related businesses You ll find tried and tested formulas to guarantee profits with step by step instructions and easy to follow examples to help you learn how to operate your business successfully Includes a link to free downloads of blank forms and checklists used in this book *Profitable Sales* Michael C. Stone, 2007 Markup & Profit Michael Stone, 1999-01-01 In order to succeed in a construction business you have to be able to mark up the price of your jobs to cover overhead expenses and make a decent profit The problem is how much to mark it up You don t want to lose jobs because you charge too much and you don t want to work for free because you ve charged too little If you know how much to mark up you can apply it to your job costs and arrive at the right sales price for your work This book gives you the background and the calculations necessary to easily figure the markup that is right for your business Includes a CD ROM with forms and checklists for your use Building Brilliance Robert Puharich, Tatsuya Nakagawa, 2025-07-10 Transform Your Construction Business with Proven Insights from 40 Industry Leaders The best construction leaders share a common trait they re always learning from others who ve built what they re trying to build Whether it s scaling operations developing teams or staying profitable in competitive markets they know that insights from experienced practitioners are invaluable Building Brilliance brings you exactly that proven strategies from 40 construction leaders and entrepreneurs who ve solved the challenges you re facing What You ll Learn Construction leadership strategies from CEOs who scaled companies from startup to 170 million in revenue Proven systems for construction management that keep projects on time and under budget Retention strategies that helped one company achieve 93% staff retention when the industry standard is 50% Pricing and estimating approaches that help you win profitable work not just any work Innovation strategies that smart contractors use to stay ahead of the competition Transferable business insights from experts in other industries Why This Approach Works This isn t another generic business book Every insight comes from actual conversations with people who ve built what you re trying to build from roofing specialists and project managers to authors building materials executives and construction company founders You ll discover the specific systems leaders at companies like LATICRETE International Lithko Contracting ETRO Construction and Antis Roofing use daily These are the same strategies shared on the Specified Growth Podcast by successful construction entrepreneurs and construction industry experts Four Focused Areas Demand Generation Master sales marketing and brand

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