

Job Pricing Worksheet

Work top to bottom: direct costs first, then overhead, then profit. The price comes last.

Job _____ Client _____ Date _____

1 • Materials

Item	Qty	Unit	Unit cost	Total
Waste / overage (usually 5–15% of materials)				
Sales tax on materials				
A • Materials total				

2 • Labor

Task	Hours	People	Rate / hr	Total
Prep, setup & clean-up				
Travel & supply runs				
Labor burden (payroll taxes, workers' comp, insurance — often 20–35% of wages)				
B • Labor total				

3 • Other job costs

Subcontractors	
Equipment rental & consumables	
Permits & inspection fees	
Disposal, dumpster & haul-off	
Other	
C • Other costs total	

4 • From cost to price

D • Direct cost = A + B + C	
E • Overhead = D × your overhead % (truck, insurance, phone, office, software)	
F • Break-even = D + E — below this price you lose money	
G • Profit = F × your markup % (see the table on page 2)	
Price to the client = F + G	

Markup vs. margin

Markup is a percent of your cost. Margin is a percent of the price. They are not the same number — mixing them up is one of the most common ways contractors underprice.

Margin you want	Markup to use on cost	On a \$1,000 cost, price is
10%	11.1%	\$1,111
15%	17.6%	\$1,176
20%	25.0%	\$1,250
25%	33.3%	\$1,333
30%	42.9%	\$1,429
35%	53.8%	\$1,538
40%	66.7%	\$1,667
50%	100.0%	\$2,000

The formulas. Markup = Margin ÷ (1 – Margin). Price = Cost ÷ (1 – Margin). Example: you want a 20% margin on a \$1,000 cost → $\$1,000 \div 0.80 = \$1,250$. Adding just 20% to cost gives \$1,200, which is only a 16.7% margin.

Your numbers

Overhead %

Last year's overhead costs ÷ last year's direct job costs.

Yearly overhead _____

Yearly direct costs _____

Overhead % _____

Billing rate per hour

Wage + burden, then overhead and profit on top.

Wage / hr _____

+ Burden _____

Billing rate / hr _____

Before you send the price

- ☐ Price is above break-even (line F)
- ☐ Price is above your minimum job charge
- ☐ Card fees covered if the client pays by card
- ☐ Deposit and payment schedule decided
- ☐ Exclusions written into the proposal
- ☐ Change-order process explained to the client

Try the free Markup & Margin Calculator at awjtradeshq.com/tools/markup-margin-calculator/ to check any price in seconds.