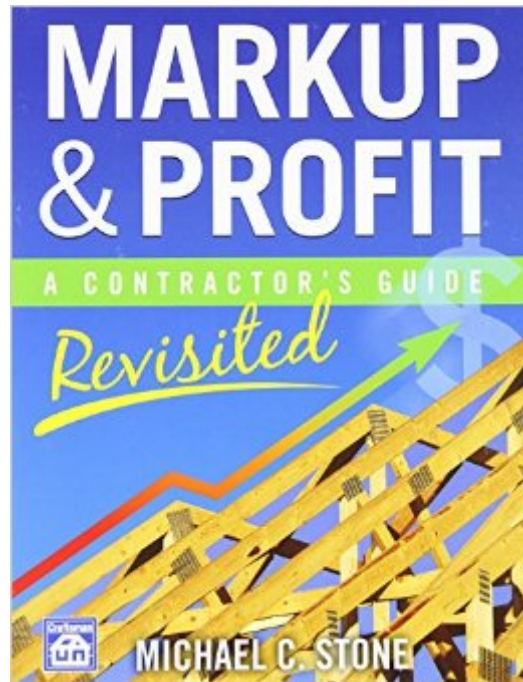


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# Markup & Profit: A Contractor's Guide, Revisited



## Synopsis

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.

## Book Information

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## Customer Reviews

This is one of those "stand-alone" kind of books. As a roofing contractor ([...]), I have to know how to price my jobs. This book tells me. I'm glad he recommended that as a roofing contractor, I should probably be marking up my actual job costs (labor + material) by 1.4. Actually, he tells you to look at a year's worth of overhead costs, and your desired salary on top, and then add 8% profit for running a business, and call that your new "overhead." Then, figure out what factor you need to multiply every job by (probably close to 1.4) to get that overhead. For remodelers, he recommends something closer to 1.57 to 1.67. Once you know your numbers, you know that you can't possibly

be "too high." It's just simple math. This book is simply excellently written. This guy is a math genius. He doesn't fall for easy-to-miss math errors, but spins out percent-markups, gross margins, net margins, etc., like it's child-play. He shows you needed differentiations between, say, adding 20% for markup and adding enough to have your markup be 20% of the total final price (two very different numbers that would be easily mistaken by many). There are so many people telling contractors that "their price is too high" that it's thoroughly refreshing to hear a bit of good ol' common sense from someone. He breaks the math down and shows you that it's really just a mathematical fact that you HAVE to charge a certain price, or you won't be able to pay your bills or make a salary or anything else. Your business (like the vast majority of them do) will fail quickly otherwise. The first day I got this book, I stayed up 4 hours (until about 2:00 AM) reading it because it was so filled with practical common sense tips. Thanks, Michael, for a great read!

I recently started to work with a contractor who has been in business for himself for 17 years. My role is sales, marketing, website, working with clients on making design choices and pretty much anything I can do to help him improve efficiency and profitability. This book has been invaluable to assisting me in better understanding the business, how to price our services, writing better contracts, etc. Highly recommended!

Excellent Perspective and realistic solutions. Well organized, easy to comprehend and sound background guidance for contractors, especiaally those who have reached the stage where you know you need help.

This book has some of the best information and examples you will ever find for remodeling contractors. Michael's perspective and narrative are perfect. I have a degree in accounting and have read numerous industry specific and general business related books like this, none of them have made it so crystal clear what mistakes I have been making with my 10 year old remodeling company. This book has made me feel like I have a shiny new toy to play with and identified some things that I must clean up immediately if I want to stick with this and someday have a life too. If you work your tail off, surround yourself with great people, do great work and have a great reputation - but simply aren't making enough money to feel like the struggle is worth it, **READ THIS BOOK!** This may have just saved our company and given me the hope I needed to persevere. Thank you Micheal!

I would have been out of business a long time ago if it weren't for Michael C. Stone. When I first started the business, I was unaware how far the cards were stacked against honest contractors. I read a few books, looking for guidance but most were not very helpful. This book opened my eyes and gave me the necessary tools to make sure I stayed in business making a fair profit. Michael does not mince words and tells it like it is, for your own good. Thank you Michael.

Simply the best. I have been a general contractor for thirty years and still have much to learn about the business side of things. This book immediately started making me money.

If you want to run a profitable construction or contracting business **Mark Up and Profit A Contractor's Guide Revisited** is the book you should read and adopt. Michael Stone has included everything you need to build a successful business. His advice and examples are clear and practical. This is a true how to for people that want to start a construction or contracting business or for people that want to make more money in their current contracting business.

I'm in the process of obtaining my contractors license and enjoyed reading this book. I have started to build a library full of these informative construction style books. Great read, I would recommend this book to a friend. Packaged well and arrived on time as usual

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