

THE PRICE BOOK STANDARD

Quoting slowly is not a maths problem. The sums take a minute; the writing takes an evening. So write your prices and rules down once, here, and let anything else do the assembly. Fill this in and a quote becomes a lookup instead of a decision. The rule that makes it safe: the machine writes the words, you own the number.

01 UNITS AND RATES

How you sell your time and your materials. Write the number you actually charge, not the one you wish you charged.

UNIT	YOUR RATE	WHEN YOU USE IT
Day rate	_____	Full days on site or on the work
Half day	_____	Never less than this for a site visit
Hourly	_____	Small add-ons only, not whole projects
Per unit or per item	_____	Repeat work you have done enough to price by heart
Minimum callout	_____	The floor. Nothing leaves below this.

If you cannot fill a row, delete it. An empty row is a gap someone will negotiate into.

02 MARKUP AND MINIMUMS

These are the rules that stop you quoting like a customer. Write them as numbers, because a number survives a phone call and a good intention does not.

- **Materials markup:** _____ percent, applied to every material line, no exceptions for friends.
- **Minimum job value:** _____. Below this you are paying to work.
- **Out of hours, weekend, emergency:** _____ percent uplift.
- **Travel:** free within _____, then charged.
- **Contingency on fixed-price work:** _____ percent. This is the money that covers the surprise, and it is not profit.

04 ALWAYS EXCLUDED

Priced separately, every time. This is the section that prevents the conversation on site.

- Anything hidden until the work starts: behind walls, under floors, inside the existing setup.
- Bringing something up to current standard when it was not up to standard before you arrived.
- Waiting because access, power, keys or a decision were not ready.
- Changes asked for after the price was agreed.
- _____

03 ALWAYS INCLUDED

Things you never itemise, because they are assumed. Naming them stops the argument about whether they were in the price.

- Getting there, setting up, clearing up.
- Standard fixings, consumables and the small stuff.
- Leaving the place as you found it.
- One round of small adjustments after the work is done.

05 VALIDITY AND TERMS

PRICE HOLDS FOR

DEPOSIT

BALANCE DUE

LATE PAYMENT

A price with no expiry date is a price you will be held to next spring, after your materials cost has moved.

THE RULE

NON-NEGOTIABLE

The machine writes the words. You own the number.

Assembling a quote from this page is safe to hand over. Deciding a price is not. If the work is not covered by what you have written here, nothing drafts it for you: you price it yourself.

BEFORE YOU SEND

- Every line traces back to a rate on this page.
- Nothing from section 04 has quietly ended up included.
- The total is above your minimum job value.
- The expiry date is on it.
- You have read it. Not skimmed it.

REVIEW

LAST REVIEWED

NEXT REVIEW

Materials move. Put a date in and keep it, or this page quietly starts underpricing you.