

Don't Miss Your Chance! Register Now For This Money Saving Seminar!



The True Cost of Running a Business

Calculating YOUR Proper Costs, Profit & Pricing

Wednesday, October 25, 2017

8:00 a.m. – 4:00 p.m.

You Are Probably Not Charging Enough for Your Services...

If you are charging customers less than your costs to do the job, it's just a matter of time before your cash flow comes to an end.

We will help you determine your proper selling price that covers ALL your costs to provide a service, plus a profit based on the % you choose.

In this seminar, you will learn how to:

- Calculate all the pieces that go into employee costs
- Determine field productivity & the billable hours available to the company
- Determine company overhead expenses
- Find your company's breakeven rate
- Calculate your profit with a discussion on mark-up vs. margin methods
- Arrive at a solid billable hour price that is based on real numbers – not guesses.

BOTTOM LINE: Invest four hours with us and learn how to make more money and improve your cash flow!

This session is a must attend for anyone who has not done the math to determine their own correct selling price, but it also aimed at business owners and key personnel who are responsible for competing against companies that are undercharging for their services.

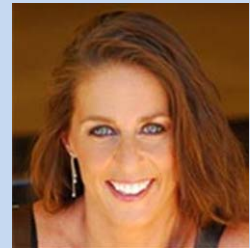
Use the Tools Available to You as a PHCC Member!

The seminar will include a review of the PHCC Educational Foundation's **Overhead & Profit Calculator**, a software tool designed to make the process of finding a proper selling price easy for p-h-c contractors. *All PHCC members receive a free copy of the software!*

Sponsored by:



About the Presenter



Rebecca Gold is a Quality Service Contractors strategic business advisor and coach who is driven by a relentless passion to help small business owners get what they really want, in business and in life.

With decades of experience in the plumbing industry and business management, Rebecca helps clients overcome major obstacles, deal with tough decisions and capitalize on new opportunities to generate breakthrough results.

Rebecca started multiple plumbing companies and took them from startup to profitability. She knows how to get in the trenches and help you design and operate a company that works!

Rebecca has been a QSC member (1996-2004) and board member (1998-2003) and served as board Chair (2003-2004).

REGISTRATION FORM

The True Cost of Running a Business

Sponsored by:



Wednesday, October 25, 2017

(Registration Cutoff: October 13)

8:00 a.m. – 4:00 p.m.

Ferguson, 190 N. Oberlin Avenue, Lakewood, NJ

We are offering this program for just \$149.00 for members and \$199.00 for non-members.

PHCC National members attending will receive a copy of the *PHCC Overhead and Profit Calculator*, a **\$199.00 value!**

Lunch is included with your registration.

BONUS PRESENTATION (45 min):

Insurance 101 – presented by Federated Insurance

You have insurance, but are you covered? Are you paying more than you need? Insurance is very complex and can be confusing. This discussion focuses on some common coverage concerns and presents real-life examples of the different factors that determine business insurance premiums.

Attendees will get a better idea of how they can take control of their insurance and risk management programs, which may help to reduce future costs.

Name: _____ Name: _____

Email: _____ Email: _____

Address: _____

Phone: _____

Payment Information:

PHCC Member: _____ @ \$149.00 = \$ _____ **Non-PHCC Member:** _____ @ \$199.00 = \$ _____

Check Enclosed: Amount \$ _____ (Make check payable to PHCC-QSC)

American Express MasterCard Visa

Name on Card _____

Credit Card Number: _____ Exp. Date: _____

CVV Code _____ Signature _____

Refund Policy: Cancellations on or before October 13, will be charged a \$50 cancellation fee. NO REFUNDS for cancellations after October 13. Attendee substitutions are always permitted at no charge.

FAX REGISTRATION FORM – (703) 237-7442

QUESTIONS? Contact the PHCC National office (703) 237-8100 ask for the QSC office



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