Webinar
Estimating Like a Boss!
With Bob Cusumano

What Makes a Good Estimating System?

Reduces Errors: Catch them ahead of time

Precise Pricing: Don’t bid on the average

Becomes your budget for the job

Accumulates a consistent profit

Types of Estimating Methods

1. Market Pricing (not a good one)
2. Floor Area (not valid)
3. Labor Pricing (valid, but only works on small jobs & repaint jobs where you see the work)
4. Unit Costing (valid, but dated method)
5. Developed Area Method PCA Approved
DEVELOPED AREA METHOD STEPS:

1 DETERMINING THE FULL SCOPE OF WORK - identifying all items and surfaces to be protected, prepared, or finished
   - New job - studying drawing specifications and becoming familiar with blueprints
   - Informal or formal
   - Repaint job - seeing what is already been done and asking for scope

2 QUANTITY TAKEOFF - measuring all surfaces or counting all items to be finished
   - Calculating the amount of labor and materials
   - 9 Rules of surface measurement (found in PCA handbook)
   - Perform adhesion, moisture and Ph testing

3 LABOR CALCULATIONS - making use of the experience you have daily on the field
   - Use production rates

4 MATERIAL - calculating the cost of materials to perform the job

5 ADDITIONAL JOB COSTS - identifying and calculating non-labor or material items

6 OVERHEAD COSTS *MOST IMPORTANT STEP - reason why new contractors fail within the first years of operation

7 PROFIT - adding the desired gain from the job (this is the strategic portion of estimating)

NOTES: