

DETAILING SERVICE PRICING WORKSHEET

DEFINE THE SERVICE AND LABOR

Set the scenario, evidence, approved factors, and paid production labor.

01 ONE INTERNAL SERVICE SCENARIO

INTERNAL SCENARIO LABEL [M/R/E/P] _____

☐ Mobile ☐ Shop ☐ Hybrid

☐ Interior ☐ Exterior ☐ Specialty

PUBLICATION / LAST REVIEW / RATE DATE _____

INCLUDED SCOPE _____

EXCLUDED SCOPE / INSPECTION TRIGGER _____

02 REPRESENTATIVE VEHICLE

Vehicle class	Labor	Mat.	
Compact / coupe	0.90	0.90	
Sedan / standard vehicle	1.00	1.00	
Large sedan / crossover	1.10	1.05	
Two-row SUV / midsize truck	1.20	1.10	
Three-row SUV / minivan / full-size truck	1.35	1.20	
Oversized / cargo van / dually	1.50	1.35	
Custom [E]	_____	_____	

03 OBSERVABLE CONDITION

Condition	Labor	Mat.	Treatment
Maintained	0.90	0.95	Routine
Expected	1.00	1.00	Routine
Heavy soil / neglect	1.30	1.15	Range
Severe—inspect	1.60	1.30	Range
Biohazard / unsafe	1.75	1.30	STOP

Unsafe: routine recommendation prohibited.

04 PRODUCTION TIME AND LOADED LABOR

BASE LABOR MINUTES [M/R/E/P] _____ min

KNOWN-ISSUE MINUTES [M/R/E/P] _____ min

CAPPED VEHICLE/CONDITION FACTOR _____ x

A - ADJUSTED PRODUCTION MINUTES _____ min

Capped factor = min(vehicle × condition, 1.75); adjusted minutes = base minutes × capped factor + known-issue minutes.

☐ Travel included ☐ Travel excluded ☐ Solo method ☐ Blended-team method

OWNER RATE [M/R/E/P] _____ \$/hr OWNER PRODUCTION SHARE _____ % C - MODELED LABOR COST _____ \$

☐ Owner compensation included ☐ Owner compensation excluded

I understand that excluding owner production compensation understates the economic cost of the service and lowers Estimate Confidence.

Employee loaded rate = wage + (wage × payroll burden %) + hourly benefits + workers' compensation + other hourly burden.

Blended rate = owner rate × owner share + employee loaded rate × employee share; shares total 100%.

EMPLOYEE WAGE _____ \$/hr PAYROLL BURDEN _____ % BENEFITS + WC _____ \$/hr OTHER BURDEN _____ \$/hr

EMPLOYEE LOADED RATE _____ \$/hr EMPLOYEE PRODUCTION SHARE _____ % B - SELECTED / BLENDED RATE _____ \$/hr

Worksheet: getdetailcoach.com/resources/detailing-service-pricing-worksheet

Calculator: getdetailcoach.com/resources/detailing-service-pricing-calculator

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DETAILING SERVICE PRICING WORKSHEET

BUILD THE COST OF THE JOB

Itemize materials and consumables, then allocate travel and overhead once.

05 MATERIALS AND CONSUMABLES

Type	Item / basis	Qty.	Unit / ext.	Evidence
Base material 1			\$	M / R / E / P
Base material 2			\$	M / R / E / P
Consumable 1			\$	M / R / E / P
Consumable 2			\$	M / R / E / P

BASE MATERIALS SUBTOTAL _____ \$ CONSUMABLES SUBTOTAL _____ \$ MATERIALS BASIS (BASE + CONSUMABLES) _____ \$
 KNOWN ADDED MATERIALS _____ \$ WASTE ALLOWANCE _____ % COMBINED CAPPED FACTOR _____ x
 VEHICLE MATERIALS FACTOR _____ x CONDITION MATERIALS FACTOR _____ x D - ADJUSTED MATERIALS _____ \$
Materials basis = base + consumables. Capped materials factor = min(vehicle × condition, 1.75). Adjusted materials = basis × capped factor × (1 + waste) + known added.

06 MOBILE TRAVEL

ROUND-TRIP MILES [M/R/E/P] _____ mi VEHICLE COST PER MILE _____ \$/mi RATE SOURCE / REVIEW DATE _____
 ACTIVE TRAVEL MINUTES _____ min TRAVEL LABOR RATE _____ \$/hr ☐ Include labor ☐ Exclude
 TOLLS _____ \$ PARKING _____ \$ OTHER TRIP COST _____ \$

Vehicle cost = miles × cost/mile; miles > 0 with \$0/mile: REVIEW. Travel labor = travel minutes ÷ 60 × loaded labor rate.

E - Total travel cost = vehicle cost + included travel labor + tolls + parking + other trip costs: \$ _____

07-08 OVERHEAD, OTHER COSTS, AND MODELED BASE COST

Monthly overhead categories	Amount	Evidence / review date
Facilities, utilities, insurance, software, admin	\$	M / R / E / P
Marketing, reusable equipment, other overhead	\$	M / R / E / P

Owner production compensation is labor—not overhead. Do not duplicate direct materials, travel, or card costs in overhead.

MONTHLY OH TOTAL _____ \$ PRODUCTIVE HR/WEEK _____ hr WORKING WEEKS/MONTH _____ wk UTILIZATION _____ %

Realistic monthly productive hours = hours/week × weeks/month × utilization; zero hours: STOP.

REALISTIC HOURS _____ hr

Overhead/hour = monthly overhead ÷ realistic productive hours; \$0 overhead: VERIFY.

OH PER HOUR _____ \$/hr

Allocated overhead = overhead/hour × adjusted production hours.

F - ALLOCATED OH _____ \$

OTHER DIRECT _____ \$ FIXED SELLING _____ \$ FIXED RISK RESERVE _____ \$ G - BASE COST _____ \$

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DSPW-1.0 | Pricing Methodology 1.0 | Page 2 of 4

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SOLVE AND COMPARE THE PRICE

Use reverse-margin math; keep an optional current price separate from the recommendation.

09 PERCENTAGE SELLING COSTS AND TARGET

EXPECTED CARD-PAID SHARE _____ % CARD PROCESSING RATE _____ % WEIGHTED CARD COST _____ %
 REDO / WARRANTY RESERVE _____ % OTHER REVENUE RESERVE _____ % H - TOTAL PERCENTAGE COSTS _____ %
 TARGET OPERATING MARGIN _____ % PLANNED DISCOUNT _____ %

Weighted card cost = card-paid share × processing rate.

Total percentage costs = weighted card cost + redo reserve + other revenue reserve.

Convert percentages to decimals. Margin is profit ÷ selling price, not markup; 20% markup produces a 16.7% margin.

10 BREAK-EVEN AND RECOMMENDED SELLING PRICE

Break-even = modeled base cost ÷ (1 – total percentage selling costs). BREAK-EVEN RESULT _____ \$

Break-even is the floor for this modeled service—not a pricing goal and not proof of market demand.

Target price = modeled base cost ÷ (1 – percentage costs – target margin). TARGET-PRICE RESULT _____ \$

Required list price = target price ÷ (1 – planned discount). REQUIRED LIST PRICE _____ \$

Round upward only after all calculations: ☐ \$1 ☐ \$5 ☐ \$10 ☐ \$25 ☐ Custom

I - RECOMMENDED SELLING PRICE _____ \$ PERCENTAGE COSTS AT PRICE _____ \$

OPERATING PROFIT _____ \$ ACHIEVED MARGIN _____ %

TOTAL ACTIVE SERVICE HOURS _____ hr EFFECTIVE HOURLY EARNINGS _____ \$/hr

Effective hourly = (modeled labor cost + operating profit) ÷ total active hours.

11 OPTIONAL CURRENT SELLING PRICE COMPARISON

CURRENT SELLING PRICE _____ \$ GAP: RECOMMENDATION – CURRENT _____ \$

CURRENT PERCENTAGE COSTS _____ \$ CURRENT OPERATING PROFIT _____ \$

CURRENT ACHIEVED MARGIN _____ % CURRENT EFFECTIVE HOURLY _____ \$/hr

CURRENT-PRICE STATUS: [] Modeled loss [] Below target [] Meets modeled target [] Above target—verify assumptions/customer value

Current profit = current price – base cost – current percentage costs; margin = profit ÷ current price; gap = recommended – current.

Comparison only: current price must never change the recommendation.

12 DECISION TRANSFER CARD

BREAK-EVEN _____ \$ RECOMMENDATION _____ \$ PROFIT / MARGIN / HOURLY _____ \$ / %

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REVIEW THE RESULT

Review modeled margin, evidence strength, warnings, communication, and actual results.

13 PRICING HEALTH

Band	Margin	Interpretation
Loss	Below 0%	Costs not covered
Fragile	0%-9.9%	Little error cushion
Thin	10%-19.9%	Limited cushion
Sustainable	20%-34.9%	Modeled target only
Strong	35%+	Verify assumptions/value

14 ESTIMATE CONFIDENCE

LOW

Excluded owner pay; custom factor; severe condition; unsupported time; contradictory labor/material assumptions.

MEDIUM

Estimates/external proxies; zero overhead; unknown price; no job comparison; solo model used for normal team work.

HIGH REQUIRES

Owner pay; current records; documented time/material/travel; ordinary assumptions; completed-job or operating record.

15 EVIDENCE, MEANING, AND CRITICAL WARNINGS

M measured job history | **R** current records | **E** owner estimate | **P** external proxy

Pricing Health measures modeled margin only—not demand, competition, conversion, quality, compliance, or success.

High Confidence means stronger evidence—not certainty, a guarantee, a market test, or legal compliance.

STOP unsafe/biohazard: no routine recommendation or confidence. Severe: inspect and quote a range.

Denominator ≤ 0: STOP. Round-trip miles > 0 while vehicle cost per mile is \$0: REVIEW.

16 COMPACT FORMULA REFERENCE AND EDUCATIONAL EXAMPLE

Loaded = wage + wage×burden% + benefits + WC + other

Blended = owner×share + employee×share

Adjusted min = base min×capped factor + issue min

Labor = included min ÷ 60 × loaded rate

Materials = (base + consumables)×factor×(1+waste) + added

Travel vehicle = round-trip miles × cost/mile

Travel labor = travel min ÷ 60 × loaded rate

Capacity = weekly hours × weeks/month × utilization

OH/hour = monthly overhead ÷ realistic capacity hours

Allocated OH = OH/hour × adjusted production hours

Base = labor + materials + travel + OH + fixed costs

Break-even = base ÷ (1 – percentage costs)

Target = base ÷ (1 – percentage costs – margin)

List = target ÷ (1 – planned discount)

Percentage costs = price × percentage rate

Profit = price – base – percentage costs

Margin = profit ÷ selling price

Hourly = (labor + profit) ÷ total active hours

EDUCATIONAL EXAMPLE ONLY—NOT A RECOMMENDED DETAILING PRICE

Base \$200 | costs 3% | target 20% | break-even $\$200 \div .97 = \206.19 | target $\$200 \div .77 = \259.74

Round upward to \$5: \$260 | costs \$7.80 | operating profit \$52.20 | achieved margin 20.1%

17 18 COMMON MISTAKES AND 6 CUSTOMER TIPS

1 Copy competitors	7 Ignore travel labor	13 Discount arbitrary price	T1 Lead with scope
2 Materials/consumables only	8 Calendar hours for OH	14 Round safe price down	T2 State vehicle basis
3 Treat owner labor free	9 Duplicate direct/OH cost	15 Current price anchors math	T3 State condition policy
4 Confuse markup/margin	10 Mileage proxy = actual cost	16 One price / unsafe jobs	T4 Explain change triggers
5 Treat revenue as profit	11 Re-factor known issues	17 Strong margin = demand	T5 Use inspection range
6 Ignore nonproductive time	12 Ignore fees/reserves	18 Skip review / use as estimate	T6 Confirm scope first

18 POST-JOB REVIEW, ASSUMPTIONS, AND NOTES

ACTUAL TIME _____ hr	ACTUAL MATERIALS _____ \$	ACTUAL TRAVEL _____ \$	ACTUAL RESULT _____ \$
CHANGES / UNCERTAINTY _____	ASSUMPTIONS _____	COST-SOURCE DATES _____	NOTES / TRIGGERS _____

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Internal planning only—not an estimate, authorization, agreement, invoice, tax worksheet, or guarantee.