RE MEDIA SYSTEMS

FIELD GUIDE 03

Pricing & Package Planner

A fillable worksheet for building a price from your own costs, time and scope. No suggested market rates or invented package prices.

A practical system. A useful next step.

Use the steps, keep the checklist and adapt the plan to the property, your equipment and the agreed brief.

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01 / BUILD THE COST PICTURE

Use your own working numbers

Type into the fields in a PDF reader, or print the planner. Calculations are manual; the companion calculator performs the same arithmetic.

Currency for all amounts

Capture hours per job

Travel hours per job, including return travel

Processing and quality-control hours per job

Booking, communication and delivery hours per job

Labour allowance per hour, before business profit

Monthly fixed overhead, excluding labour already counted

Realistic completed jobs per month

02 / FINISH THE INPUTS

Separate cash costs and margins

Use the same currency and time period throughout. Avoid counting the same expense in two places.

Direct cash costs per job, excluding transaction fees

Fixed transaction fee per job, if applicable

Contingency allowance per job

Variable transaction cost as a percentage of selling price

Target business profit margin as a percentage of selling price

What belongs where

Direct costs may include job-specific outsourcing, assistants or travel cash costs. Overhead covers ongoing costs allocated across your realistic job volume. The hourly allowance values your time separately from business profit.

> Enter a percentage fee only when it applies to the same pre-tax selling-price base used here. Use the provider's actual fee structure or include a conservative verified allowance among direct costs.

03 / CALCULATE THE PLANNING PRICE

A clear formula, not a market quote

Let H be total job hours, R the hourly labour allowance, O monthly overhead, J monthly jobs, D direct costs, F fixed transaction fee and A contingency.

1 / Total time

H = capture + travel + processing / quality control + booking / admin / delivery. Include time that is easy to forget when the appointment itself is short.

2 / Cost before a percentage fee

C = (H x R) + (O / J) + D + F + A. Use a positive, realistic J. A quiet month raises the overhead share carried by each completed job.

3 / Target selling price

P = C / (1 - m - v), where m is the target profit margin and v is the variable transaction-cost rate, both expressed as decimals. The combined rates must be below 1. If no percentage fee applies, use v = 0.

4 / Check the result

Business profit allowance = P - C - (v x P). Margin = profit allowance / P. Owner labour is already allowed for in C; do not describe it a second time as business profit. Markup on cost is a different percentage.

My calculated cost basis C

My calculated pre-tax planning price P

My calculated business profit allowance

04 / SCOPE THE PACKAGE

Make the offer understandable

Define the work before deciding whether the price is sustainable. Recalculate when the scope changes.

Package name

Included deliverables and coverage

Property / coverage limits and work excluded

Agreed delivery timing and access arrangements

Intended client use and any additional requested use

Optional additions: describe scope before pricing

Use the terms, permissions and tax treatment that apply to your business. The planner does not supply a contract, rights grant, tax rate or client-facing quote automatically.

05 / CHECK BEFORE QUOTING

A sustainable offer needs a check

Use your measured job results to improve the plan.

- ☐ All job time counted, including return travel, processing and administration.
- ☐ Owner labour, overhead and direct expenses separated without double counting.
- ☐ Job volume realistic for this season; contingency and payment costs considered.
- ☐ Margin distinguished from markup. Combined margin and percentage-fee rates below 100%.
- ☐ Package boundaries, deliverables, intended use and timing written clearly.
- ☐ Applicable taxes handled using verified requirements, separately from the pre-tax planning price.
- ☐ Final quote assessed against your market, positioning, capacity and actual scope.

After the job: actual hours, cash costs and what changed

One adjustment for the next quote

Planning worksheet, October 2026. Its outputs depend on your inputs and assumptions. A calculated cost-based price does not establish demand or guarantee profit; compare it with your actual jobs and business goals.