# Estimates and Invoicing Panel Discussion





## Where to start?

- Understand your EFFICIENCY and how much LABOR you have available.
- Do some basic math every quarter or at the minimum every year.
- Sales (Quarter/Annual) Materials\*Markup = <u>Labor Revenue</u>
- Labor Revenue / Shop Labor Rate = <u>Billed Hours</u>
- Hours Worked / Billed Hours = <u>% Billed (Efficiency/Productivity)</u>
- Wages + Overhead / Billed Hours = <u>Cost per hour</u>
- Shop Labor Rate Cost per hour = <u>Labor Profit (or not</u>) per hour

Revenue w/ 10% Margin Revenue w/ 20% Margin Revenue Hitting Goals Weekly Goals Labor Billed out Material Billed out	\$450,000 \$506,250 \$499,309 \$8,404 \$1,786		\$362,500 \$418,750 \$411,809	3776 Hrs 4362 Hrs 4289.7 Hrs	Labor Rate	\$84.36 \$97.45 \$95.84 59%	Levers Estimate or Track ust your Labor Rate
Total Weekly Production	\$10,190						
	r		Weekly Sales Goal	Average Hrs/Wk	]		
Jan	5%	\$24,965	\$6,241	62.41			
Feb	8%	\$39,945	\$9,986	99.86		Broak your goo	I down to the week
Mar	10%	\$49,931	\$12,483	124.83			
Apr	10%	\$49,931	\$12,483	124.83		or month. Trans	slate it to hours
May	10%	\$49,931 ¢40,031	\$12,483 \$12,483	124.83			
Jun Jul	10% 12%	\$49,931 \$59,917	\$12,483 \$14,070	124.83 149.79		Helps you estin	nate jobs based on
Aug	12%	\$59,917 \$54,924	\$14,979 \$13,731	149.79			rs or Days that type
Sep	7%	\$34,952	\$8,738	87.38			
Oct	7%	\$34,952	\$8,738	87.38		of project typic	ally takes your
Nov	5%	\$24,965	\$6,241	62.41		team.	
Dec	5%	\$24,965	\$6,241	62.41			
Total		499309					
ATA MARINE FABRICATORS CONFERENCE	CE						

# Labor Materials

### Bill of Materials – "Shopping Cart"

### Items

+ Create Job

Total Price

10.031.4

Unit Discount %

\* Quantity

1

Each

Unit Price

10.031.4

+ Add New Line Item

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### Interior Recover (26pc)

### 4200 Upholstery

Design - Maintain OEM Design Colors - White/Red TBD

Helm & Passanger Seat Back to Backs (8)

• Inner Cushion with Bump Up Surround Cushion.

- Base and Backrest Support (Plastic or wrapped in vinyl) Difficult to tell in photos.
- Jump Seats (2) + Jump Seat Back Boards (2)
- 2 Color Design with bump up

Sunpad/Engine Cover/Backrest (1)

• 2 Color Design, with quilt lines/panels in top section. May be candidate for some simplification of seams/panels

Trim Panels (8)

- Upper White Trim Panel with Red Accents
- Mid Red Trim Panel
- Lower White Trim Panel
- Smaller Trim Pieces around Helm

Bow Backrests (2)

• Upper White Panel, Lower Red Panel

Bow Seat Cushions (3)

- Center White Cushion with Red Cording
- Port/Starboard Cushions with Bump up, cording, and inner red panel

Great for Upholstery Projects or products you have not created a pricing system for.



/					
	Quantity	Unit Cost	Unit Price	LI Quantit	ntity Total Cost Total Price
Material					
Vinyl					Break your labor into Steps or
Islander - Estimate	720	Inch \$0.56	\$1.11	1	Buckets for the project. C
Foam					
FOAM - 1/4" ROLL W / SCRIM BACKING - 5	360	Inch \$0.25	\$0.50	1	\$90 \$180
FOAM - 1/2" ROLL W / SCRIM BACKING - 2	240	Inch \$0.22	\$0.53	1	Tear down, stuffing, stapling, etc
	Material Totals	\$545.98	\$1,106.40	1	\$545.98 \$1,106.40
Labor					Patterning, scribing, design work
Upholstery General Labor	15	Hr \$45.00	\$85.00	1	\$675 Sewing
Upholstery Patterning Labor	35	Hr \$45.00	\$85.00	1	\$1,575 \$2,975
Upholstery Sewing Labor	55	Hr \$45.00	\$85.00	1	As many buckets as you can and do some
	Labor Totals	\$4,725.00	\$8,925.00	1	tracking to see how your estimate pans out, are
Machine					you consistently underestimating one of these
	Machine Totals	\$0.00	\$0.00	1	steps?





**Edit Desci** 

Each Unit Discount



Custom Snap on Cockpit Cover templated and installed perfectly to fit your specific...

### • Sunbrella

- Medium Weight, good durability, highly water-repellent, excellent warranty. What
- https://www.sunbrella.com/browse-fabrics/fabrics-by-use/boat-covers
- Weathermax
- Lighter Weight, ripstop like durability, easier to handle and store.
- https://weathermax.com/products/weathermax-80/

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- Stamoid LT
- Light Weight, smooth coated material, waterproof, easiest to clean and very eas
- https://www.sergeferrari.com/us-en/productsstamoid-range/stamoid-light
- Top Gun
- Heavy Weight, great durability, waterproof, ideal for fishing boats and applicatio
- https://www.marlentextiles.com/top-gun.html

Estimating Notes: This estimate is based off a rough approximation of size of your ...

### Formula Based Pricing (vs Grid Pricing)

### Material Formulas

How would you calculate a blank for the project? (2 x Length + Allowance) = Material needed





	Quantity	Unit Cost	Unit Price	LI Quantity	Total Cost	Total Price
Material						Finding the relationship between the SIZE
FASTENERS						and the time it takes you to complete.
SNAP CAPS	45.666	Unit \$0.09	\$0.21	1	\$4.11	Or between the FEATURES and how long
SOCKETS	45.666	Unit \$0.07	\$0.30	1	\$3.19	it takes to complete that part or
Roll Materials						component.
Top Gun - Estimate	84	Inch \$0.35	\$0.83	1	\$29.4	
Sunbrella - 60" - Estimate	336	Inch \$0.47	\$0.97	1	\$159.12	The upside is once you find those
TUBING & POLES & WOOD						relationships you don't need to constantly recalculate them unless you improve your
MOORING COVER POLES - MED - 47" - BLA	AC 2	Unit \$5.65	\$30.00	1	\$11.3	process.
	Material Totals	\$207.15	\$478.96	1	\$207.15	\$
Labor						-
Boat Sewing Labor	6.085	Hr \$54.05	\$91.89	1	\$329.1	\$559.5
Boat Patterning Labor	2.5	Hr \$65.00	\$113.75	1	\$162.5	\$284.37
Boat Patterning Labor	3.223	Hr \$65.00	\$113.75	1	\$209.52	\$366.67
Boat Install Labor	1.826	Hr \$54.05	\$91.89	1	\$98.73	\$167.85
	Labor Totals	\$799.87	\$1,378.41	1	\$799.87	\$1,378.41

ATA MARINE

## Time Tracking and Estimates







### Time estimates

Boat Here	ReA Date Date		Material Arrival	Bash Diver Date	90+
PrePattern	Task Dee Date	Two Tree Estimate	PrePattern (Shop)	Test Due Data	Tesh Time Estimate
PrePattern (Sew)	Tech Due Date	Task Time Estimato	Pattern	Tank Dian Skite	Task Time Essimate
Proliner	Task Due Date	Task Time Estimate	Layout	Task Due Date	Task Tonic Celanate
CAD	Task Dae Dote	Task Time Estimate	Cut	Task Dury Date	Task Torus Explorate
Table	Task Doe Date	Task Time Estimate	Sew	Tank Due Date	Sock Time Estimate
Frame	Task Due Date	Task Tree Extremele	Shopwork	Tesh Due Date	Task Tame Estimate
Mise	Task Due Gate	Task Time Extends	Install	Test Dye Date	Task Time Cotinate
Clean	Task Due Data	Task Time Estimate	Photos		
Inspect	Task Due Date	Task Time Estimate	Welded Frame		
Pick Up			Stage		

- Stapled to every order
- Estimates filled out based on similar previous jobs
- Entered into tracking system and customer drop off scheduled

- Customer calls in looking for estimate
- Rough estimate given based on information supplied by customer and our previous experience on building tops and covers.
- If customer agrees to estimate, deposit of half down is placed
- Sales Order created
- Project times estimated and given to project coordinators
- Project coordinators enter times in Tracking system
- Boat drop off scheduled with customer

Sugar louse	SugarHouse Industries				Sales O	rder Nu	38473
INDUSTRIES	7526 S. State Street				oures o		2684
	Midvale, UT 84047 801-563-9600 800-657-6394 8	01-563-9606 F	ax		Order 1	Date:Jan 3	3, 20
Billing Address	Vehicle	Informatio	on		Additional	Info	
	Make: Tracker Model: v19 Year: 2024			Robert Dres Bimini Top	sman 10. M	larine - Mari	ne -
Salt Lake City, UT	Length: 19 ft.			Salesman:	lanner Peterso	in	
	Date Vehicle Broug	ht in: 1/5 d	a) /1	Method: II	nstall - Here		
PO Number:	Solution and a state of the sta			Finish Date:			
Package Dimensions	Package Weight	P/U Loo		artment Marine	Read	y to Close	
and the set of the	and the de			Marine	- 10 C -	inter-inter-	
Warranty UPS Actual	Terms Inspect Cash	25760	Deposit	15/24	Pai	d/Billed	
	Product / Description	11.12 BUSS	and the set	PI	ice Ot	v Tot	al
Marine - Bimini Top Bimini Top: Frame: Aluminum Fittings: Stainless Steel Support Bars: Yes (front) Fisherman's Bar Add zippers: Yes Fabric: Sunbrella Color & #: Slate 4684 Binding Color: Black				4 18	1		
Marine - Bimini Top Bimini Top: Frame: Aluminum Fittings: Stainless Steel Support Bars: Yes (front) Fisherman's Bar Add zippers: Yes Fabric: Subrella Color & #: Slate 4684 Binding Color: Black Thread: Black Boot: Yes	tore the bimini: Leaning on front	Support Bars		4 <b>9</b>	1		
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### Work Orders filled out at Appointment

- Meet with customer
- Finalize project details
- Adjust pricing accordingly with final project details

		Bimi	ni		
	Sales Order: 26	68473		Written By: 77	FNNER
	SS H	I TOP ARD WARE MANS BAR	2	Over Tower  Off Tower	off x Coff (height ength) x (height ength) x (height height)
	FRONT	SUPPORT BAT	25	Options: Zippers Zip Cutouts D	′es <u>daab</u> □ N <sup>(color)</sup> □ N
				Frame: (3 bow) Aluminum Telescoping Alu/Nylon Bars Alu/Stnls Bars	
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NC		GUES IN A		Name: Sunwelle	
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n PrePattern Shop	PrePattern Sew	Pattern	Proliner	Layout	CAD	Cut	Table	Sew	Frame	Shopwork	Mise	Install	Clean	Photos	Inspect	Welded Frame	Edit	order #	Customer Name	Description	Boat Type	Notes	Finish Date	Dept.	Price	Hours Left	Boat Here
												1/08			1/08		edit	267671	Richard Luddington(W)(2/2) (2nd order in: upholstery)	Cockpit and bow Cover	1999 Cobalt 220 22'	1/2 is for the bimini recover. MISC: get PO from Rick for material.	Monday (1/08)	10	\$0	1.17	<b>@</b>
		<b>Ø</b>		<u>Ø</u>		<b>9</b>		<u>Ø</u>			<b>Ø</b>	1/00			1/00		edit	+0	SH Task: clean up shelf under the junk table	CAD: Clean up shelf under the junk table		Eric to do.	Tuesday (1/09)	10	\$0	0.75	<u></u>
					1/09												edit	265637	/ Jim Jacobs	Full Cover	1987 Boston Whaler Outrage 18 19'	add notes	Wednesday (1/10)	08	\$2214.71	0	<b>Ø</b>
																	edit	268469	Richard	Bimini Boot		2/2 is for the	Wednesday (1/10)	) 10	\$235.95	0	<b>2</b>
		<u>Ø</u>				<b>Ø</b>				<u>Ø</u>					<u>Ø</u>		edit	267671	Louisle and a star of the star	Bimini top Recover	1999 Cobalt 220 22'	cockpit and bow cover MISC: get PO from Rick for material.	Wednesday (1/10)	10	so	0	<b>Ø</b>
						<b>Ø</b>		0		Ø							edit	-0	SH Task: Boat Cover Bags	Sew: take inventory of Boat Cover Bags and make them if needed.		Antonio to do.	Thursday (1/11)	08	<b>S</b> 0	з	<u></u>
<b>Ø</b>		0		0				0		Ø	Ø	0	<b>Ø</b>		0		edit	-0	SH Task: move trade show tv's/boxes on top of the will call shelves	Shopwork: move tr/s/boxes onto the top of the will call shelves		This can happen after we give away the retractable doors that are on top of the	Friday (1/12)	10	\$0	0.17	<u></u>
																	edit	268398	Colt Cannon (1/2)	Full Cover	1999 Malibu Sunsetter 21 LXI 21'	2/2 is for the snap replacements	Monday (1/15)	08	\$1928.21	7.17	<b>Ø</b>
								1/11									edit	268398	Colt Cannon (2/2)	(3) Snap replacements	1999 Malibu Sunsetter 21 LXI 21'	1/2 is for the full cover.	Monday (1/15)	10	\$0	0.25	<b>Ø</b>
										4/42							edit	267974	Walker Hewlett (Part B) (2nd order in: upholstery)	Preshop: take (1) Snap Cover and give to Kay. Shopwork: put snap on cover back on the boat after repairs are done	1991 Supra 21 Procomp	Part A is for Kay to do the repairs. KG	Monday (1/15)	5	<b>S</b> 0	0.5	0
										1/12							edit	-0	SH Task: Forklift Training	Forklift training		Baagii to do forklift training	Tuesday (1/16)	10			~
		<b>Ø</b>				Ø		1/10																			
															C		53	rl	JOI		Ind	lict	rio				
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										1/17																	

# Custom item estimates

- Custom items are priced on a per job basis
- Times are estimated by using our years of experience
- Custom items tend to be more expensive since they don't usually flow through production as smoothly.

_		Product:		Qty:	Priced at Each / Total
	Est. Time	Est. Cost	Est. Cost	Actual Time	Actual Cost
		\$	\$		\$
n/Planning		\$	\$		\$
		\$	\$		\$
Down		\$	\$		\$
ld/Seam		\$	\$		\$
.w		\$	\$		\$
hop Work		\$	\$		\$
nspect		\$	\$		\$
P.C.		\$	\$		\$
Total Hours		\$	\$		\$
Materials	# Yds/Ft	Cost/Yd/ft	Cost	Actual Yd.	Actual Cost
		\$	\$		\$
		\$	\$		\$
		\$	\$		\$
		\$	\$		\$
		\$	\$		\$
		\$	\$		\$
		\$	\$		\$
Material Total		\$	\$		\$
Mat +67%	\$		Total		\$
Labor Total	\$		Total		\$
Total	\$		Total		\$
าัus 7 %	\$		Total		\$
lus 30 %	\$		Total		\$
I Price	\$			Grand Total	\$



### Feel Free to reach out anytime with questions. Eric Sevy <u>eric@sugarhouse.us</u>











#### here is your estimate

Recipients

here is your estimate

Good xxx XXX,

Thank you for XXX We have a ballpark estimate ready for you. Please see the details below -

- \$XXX \$XXX
- XXX
- XXX

• Other variables in pricing will depend on design details, material selection, current hardware condition, etc. We try to provide the highest expected range in price based on our experience.

• This is not a guaranteed final price and does not include sales tax. XXX for your boat is an investment, so we strive for the highest workmanship while using the most quality products available.

#### If you would like to proceed, please contact us at 360-734-8199 to pay a deposit amount of \$XXX.

Receipt of the deposit serves as your consent to the Customer Agreement (see below) and will secure your position on our schedule. If you would like a formal estimate, we are happy to do so upon request and receipt of deposit.

We are not scheduling any travel for canvas outside of Bellingham at this time. We may ask you to arrange visitor moorage with Squalicum harbor or another facility in order to have adequate access to your boat for the duration of the work being done.

#### Our current earliest availability to begin work on your boat is XXX.

This date is subject to change, if there is an opportunity to begin sooner than expected, we will let you know at that time.

Your deposit will secure your position in our queue and we will be in communication regarding specific dates as we near them.

Please don't hesitate to call if you have any additional questions. Have a great day!



#### here is your estimate

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Recipients

here is your estimate

### **Oyster Creek Canvas Customer Agreement**

Oyster Creek Canvas guarantees our workmanship and materials within reason. Warranty work is evaluated on a case by case basis. Estimated dates of completion are based upon ideal weather conditions and are subject to delays caused by inclement weather, product availability, and boat accessibility.

A deposit is required to hold your place on the schedule and to order materials for the project. Receipt of deposit indicates that you have read and agree to these terms. The remaining balance is due upon installation and/or possession.

Oyster Creek Canvas has permission to board your vessel to estimate, measure, install or remove products before, during and after installation. Any design alterations, or additional requests to the specifications discussed once production has begun will result in an additional charge. Repair or replacement of any pre-existing damaged materials or hardware that is undetected at the time of the design consultation will result in an additional charge.

Oyster Creek Canvas does not assume liability for the vessel or contents. The vessel owner will carry any necessary hazard and liability insurances.

Oyster Creek Canvas retains all ownership of partial and/or finished products until your account balance is paid in full. All accounts not paid within 15 days of notice of completion will incur late fees.

#### $\bigcirc$ I accept the terms of this agreement

Name				
Date				
Month	✓ Day ✓ 2017	~		
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### 🚬 Project Bid vs. Actual 🛛 🕁 🖂

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1	DATE	CUSTOMER	PROJECT DESCRIPTION	LABOR ESTIMATE	MATERIALS ESTIMATE	LABOR ACTUAL	MATERIALS ACTUAL			NOTES
8 9			SAIL COVER STANDARD STYLE							
30	Jan. 2022		large sail cover from old one	8 - 10	\$425.00	14.75	\$642.00			was bigger and did have some cutout/ flap not included in estimate
81	Jan. 2022		X2 sail covers from old ones	12 - 15		21				folded hem bottom edges instead of standard reinforcing & binding took too long
82	Julii 2022		x2 sail covers from old ones	15 - 20						
83	Sept. 2021		single sail cover. minor mods to old cover	8 - 10		7.5				14 ft boom
84										
85			SAIL COVER W/ LAZY JACK CUTOUTS							
86	2021		cover w/ x2 cutouts on one side only	12 - 15	\$550.00	13.5	\$450.00			
87	2021		cover w/ x1 cutout on each side	10		7.5	\$435.00			
88	2021		cover w/ x3 cutouts each side	10	\$400.00	12	\$425.00			
89										
90			STACK PACK							
91	1/21/21		18 ft. stack pack from old one	10	\$1,600.00	26	\$733.00			based much of estimate on S.Stoner invoice, was very backwards???
92	June 2021		23 ft, stack pack from Karl's design	25 - 30	\$1,000.00	36.25	\$1,150.00			measuring and fabrication only, Karl will install due to limited boat availibility, staysail bag additional to initial ballpark
93 94			BINNACLE COVER							
95	2021		simple binnacle cover w/ zipper	3 - 5	\$200	7	\$160.00			
96	Aug. 2021		simple binnacle cover w/ zipper	3 - 4.5						sunbrella price increased between bid & job, used more material and time than anticipated
97	, tug: 1011						4200.00			
98			BENCH/ SEAT COVER							
99	Aug. 2021		one corner seat cover on Nordic Tug flybridge	7 - 11	350 - 400	15.5	\$340.00			windy patterning & Fin/ training time. through bolting took longer than screw studs or snads
100	Apr. 2021		3 bench seat covers on party barge	18 - 23		24				······································
101										
102			KAYAK COVER							
103	Feb 2022		20' racing canoe cover	10 - 12	300					
104	Sep. 2021		pair of zip on kayak covers, 14'	17 - 21	300	22	\$575.00			
105			pair of kayak covers			18	\$300.00			
106										
107			MISC COVER							
108	Feb 2022		kayak rack cover on the "David B"	6 - 8.5	350	14	\$300.00			
109										



### Search in mail

### Deposit receipt

Recipients

mail

Deposit receipt

### Good afternoon XXX,

Thank you for putting down a deposit for your XXX. A receipt is attached for you. This deposit is approximately 1/3 of our estimated subtotal. Our estimates do not include sales tax. WA sales tax is 8.8%. This may add approximately XXX to the final total. We also charge a 3% processing fee for credit card payments on the final invoice. You are absolutely welcome to pay with a check for no additional fee.

We have your project on our schedule for XXX. We will keep in touch as that date approaches regarding specific start and end dates.

Please feel welcome to call if you have any questions in the meantime. We look forward to working with you.

Best,

Jess Flegel Shop Manager

Oyster Creek Canvas We've Got You Covered Hours: Mon-Fri 9a-4p