

How to Use the Profit Check

One question from your own numbers: **which pool accounts need a price review?** Everything is per month.

1 Enter your three settings

Labor cost per hour: your own pay rate for this work, or an employee's hourly cost including taxes and benefits. Owner time isn't free. **Vehicle cost per mile:** your fuel and running-cost estimate, not labor (0 leaves vehicle costs out). **Target margin:** type 20 for 20%; 0.05 means 0.05%. Below 100%.

2 Add one account at a time

A short label (enough to tell two pools apart), the **monthly fee** for the recurring service (no sales tax or repair work), **visits per month**, service minutes per visit, this stop's share of **drive minutes and miles** (see the Pool Stop Cost Checklist), **chemicals per visit**, and **other monthly costs**. Type 0 where a cost really is zero; a blank means not answered and the account shows **Check inputs**.

3 Read the status and the target fee

Each complete account shows **No fee entered**, **Losing money on entered costs**, **Below your target** or **Meets your target**, plus the **monthly fee to meet your target** and any increase. Your recorded fee is never changed for you.

4 Correct estimates and review regularly

Fix anything marked Check inputs. Update times, miles and costs when your routes or prices change. Before raising a price or dropping a stop, recheck the route: shared driving and overhead don't simply disappear when one account goes.

Worked example

Made-up numbers to show the math, not industry prices, wages or recommended margins. Status: **Below your target** (25% is under 30%).

Reference account (illustrative)	Working	Monthly
Labor	4 visits × (30 + 15) min = 180 min = 3 h × \$30/h	\$90.00
Vehicle	4 visits × 5 miles = 20 miles × \$0.50/mile	\$10.00
Chemicals	4 visits × \$10	\$40.00
Other monthly costs	entered	\$10.00
Entered monthly cost		\$150.00
Amount left on a \$200 fee	\$200 – \$150	\$50.00
Margin	\$50 ÷ \$200	25.00%
Fee to meet a 30% target	$\$150 \div (1 - 0.30)$, rounded up to the cent	\$214.29
Increase to meet target	\$214.29 – \$200	\$14.29

Margin in plain words

Margin is the share of the **price** left after costs. At a 30% target, divide the cost by 0.70: $\$150 \div 0.70 = \$214.29$. Adding 30% to the cost instead ($\$150 \times 1.30 = \$195.00$) leaves only \$45 of \$195, a 23.07% margin. Results are checks on the costs you enter, not bookkeeping or a promise of profit.

In the Excel calculator

Type in the green cells on the **Accounts** sheet: settings at the top, one row per account (room for 300). Typing 20 or 20% both give a 20% target; the sheet shows the target it used. To print, open **Review**, choose a list in B5 (Needs review, All accounts or Check inputs) and use File > Print. Excel prints only the filled rows; in other spreadsheet apps, select the filled rows and print the selection.