

Cost of a Lost Hour

Base Job (13 / 14 SEER)		Typical Upsell Job (15 SEER)		The Ultimate System (20+ SEER, VS, Air Purifier)	
Loaded labor	\$45	Loaded labor	\$45	Loaded labor	\$45
GP/hour	\$75	GP/hour	\$280	GP/hour	\$400
Lost	\$120	Lost	\$325	Lost	\$445
Cost of lost hour doubles		Cost of lost hour doubles		Cost of lost hour doubles	
Total cost of lost hour	\$240	Total cost of lost hour	\$650	Total cost of lost hour	\$890

Cost of a Lost Minute

- **Example:** average job is a 15 SEER
 - Cost of lost hour (15 SEER job) \$ 650
 - Divided by 60 minutes ÷ 60
 - **Cost of lost minute** **\$10.83**
- For our discussions today, we will use \$10 as the cost of a lost minute on a job
 - **At this cost, we can't afford to waste any time**