

# Gold Medal Pool Builders Retail Presentation Spreadsheet v 3.0

We have expanded and improved our popular Excel®-based **Spreadsheet** for calculating and presenting the price of a custom pool **from 3 to 17 Worksheets**. Besides converting your costs to **Retail**, this version will generate your **Equipment** and **Material** lists, as well as **Work Orders** for all of your crews. This is the most profitable **Selling Tool** you can own!

## Builds Stronger Net Profits Twelve Ways!

1. Stop errors and omissions that are a major area of lost profit. To bid a job, simply open a copy of your custom template with everything already included and you will only have to consider the changes, special items and hardscape elements.
2. Although buyers try to sound more sophisticated, large numbers frighten them... people buy the payments. The **Cover** sheet calls their attention to the relatively low cost of *tax-deductible financing*, while it is still available.
3. Show them the value of your design, the **Cover** sheet will make it clear that *apples-for-apples* your basic price compares favorably with others. Your total price may be higher simply because you offer more.
4. If you have to follow up to make a sale, leaving the **Cover** sheet will let your buyers do a better job of comparing bids.
5. A **Retail** breakdown creates more confidence in the price and may prompt buyers to ask for items you didn't offer.
6. Keep your margin intact. Instead of discounting, use the **Retail** breakdown to delete items to meet their budget.
7. You may be surprised to learn what your costs really are. The **Formula** sheet makes sure that you account for everything required, including the waste, sales tax and delivery fees that you pay for materials.
8. Knowledge is power. When you really know what something costs to build before you sell it, you can negotiate with more strength and confidence. By frequently comparing projected costs with actual costs and adjusting your **Spreadsheet** you will have this power.
9. The **Spreadsheet** will cut your selling turnaround time. You can price out even the most custom pool in just a few minutes.
10. Make adjustments before job costs run out of control by tracking expenses in real time against the **Formula** sheet.
11. Manage your cash flow better by comparing the *chart* of your costs with the customer's payment schedule.
12. Don't wait for subs to bill you. Send a copy of the plan and the **Work Orders**, as soon as a job is sold, and you will:

- a) set your unit prices and cushion you from price increases;
- b) establish the amount you expect to pay, making them have to prove why it might be otherwise.

Properly used, the **Work Orders** alone will save you many thousands per year!

### • Cover Sheet for Presentation to Customer

**1**

COST ESTIMATE FOR:		CONFIDENTIAL PROPERTY OF:	
Bob Jones	123 Home	Parrot Bay Pools	301 68 St
Mytown ST 12345	(500) 555-1212	Little Rock AR 72202	(501) 374-5880

DESIGN INFO	QUANTITY	ELEMENT	MATERIAL
PERIMETER	120	COFRAM	BRICK
SPA	1	SPA FACING, IF RAISED	STONE
RAISED BOND BEAM	0	ROD FACING	STONE
WALLS - TOTAL SQ. FT.	1	WALL FACING	STONE
DECK	450	DECK	STAMPED
STEPS	18	STEP	BRICK
VANISHING EDGE LENGTH	0.4	VE WALL FACING	STONE
IN FLOOR CLEARANCE	0		
AUTO CONTROL	1		
AUTO COVER	0		

**2**

TOTAL COST	\$62,651.38	FINANCE WITH 0% FROM	\$501.21 PER MONTH
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**3**

WITH NO DOWN PAYMENT

Explanation of Terms:

POOL refers to the basic costs required to build a pool of the size

CUSTOM refers to those elements that are extra but essential to the design

SPA refers to the extras needed to add the spa to the pool

COVER refers to those items needed for any cover, if included

VE refers to elements required to add the vanishing edge to the

DELUXE accessories could be removed without changes to design

RF refers to materials for waterfalls or other types of water

MASONRY refers to masonry items outside of the pool shell

SOLAR is for solar pool heating system costs

DECK is the total of costs related to decking around the pool and patio

**4**

### • Retail Worksheet for Calculating Project Price

### • Formula Worksheet for Calculating Unit Prices

**7**

ITEM	UNIT	QTY	UNIT PRICE	TOTAL
POOL	SQ FT	120	\$11.00	\$1,320.00
DECK	SQ FT	450	\$14.00	\$6,300.00
WALLS	SQ FT	100	\$15.00	\$1,500.00
PERIMETER	LINEAL FT	120	\$10.00	\$1,200.00
STEPS	EA	18	\$10.00	\$180.00
VE WALL	SQ FT	10	\$20.00	\$200.00
DELUXE	EA	1	\$1,000.00	\$1,000.00
MASONRY	SQ FT	100	\$15.00	\$1,500.00
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