

# Module 2: Profit-Driven Growth

---

## Summary

Shift from being busy to building a system where profit is consistent and predictable.

## Sections & Action Items

### Understand Profit Per Job

- Analyze job-level profitability
- Identify patterns in underperforming jobs
- Track production delays and rework

### Tiered Pricing & Estimates

- Create 3 pricing tiers (good/better/best)
- Adjust proposal templates
- Train team to present options consistently

### Crew Efficiency & Benchmarks

- Define production benchmarks per crew
- Track performance vs expectations
- Identify recurring delays

## Reflection Question

If workload doubled, would profit double—or disappear?

## Next Steps

1. Implement job costing review process
2. Introduce tiered pricing templates
3. Create dashboard for crew benchmarks

WWW.RICHARDS-SUPPLY.COM



ROOFING



SIDING



WINDOWS



DOORS



DECKING



CABINETS

# Module 2: Profit Leak Audit

---

## How to Use (2–5 min)

Use recent jobs. Identify patterns. Pick ONE fix to improve margin.

### 1. Job Profitability

Do you track profit per job?  Yes  No

Least profitable jobs: \_\_\_\_\_

Profit Visibility Score (1–5): \_\_\_\_\_

Score Guide: 1 = no tracking | 3 = some review | 5 = clear per job

### 2. Pricing vs Execution

Where is margin lost? \_\_\_\_\_

Pricing  Delays  Rework  Scope creep

Pricing Discipline Score (1–5): \_\_\_\_\_

Score Guide: 1 = inconsistent pricing | 5 = structured & consistent

### 3. Crew Performance

Do crews perform consistently?  Yes  No

Where are delays happening? \_\_\_\_\_

Efficiency Score (1–5): \_\_\_\_\_

Score Guide: 1 = unpredictable | 5 = consistent benchmarks met

WWW.RICHARDS-SUPPLY.COM



ROOFING



SIDING



WINDOWS



DOORS



DECKING



CABINETS

#### 4. Profit Leak

Biggest loss source: \_\_\_\_\_

#### 5. 30-Day Fix

1 change to improve profit: \_\_\_\_\_

Owner: \_\_\_\_\_ Deadline: \_\_\_\_\_

#### Contractor Tips

- Most profit issues are execution, not pricing
- Fix one repeat problem, not everything
- Review 3-5 jobs, not just one

WWW.RICHARDS-SUPPLY.COM



ROOFING



SIDING



WINDOWS



DOORS



DECKING



CABINETS