

Pricing Optimization

Home & Repair Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses your pricing for optimisation — where you are under-priced vs value, visit-charge and materials-margin capture, service-mix toward higher-margin work, and testing price changes — so you lift profit without losing bookings. Use it to review pricing. For the base model use the Service Pricing Model.

Purpose of this tool & output

Find pricing that lifts profit without losing jobs

How the output is used

Use it to find pricing that lifts profit without losing jobs — a pricing analysis of where you can raise price and where you cannot.

Who should vet it

Your finance lead, to confirm the demand and margin sensitivity behind the pricing changes.

Important cautions

Reliable, verified, warranty-backed service justifies a fair premium over the cheapest local guy; capture visit charges and a reasonable materials margin, and test price rises while watching conversion. Do not race to the bottom.

Companion documents

- Job Costing & Profitability
- Business P&L Modeller
- Break-Even Analysis
- Technician Unit Economics
- Customer Acquisition Cost & LTV
- Working Capital & Cash Flow

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.