

Are you making more on Parts than Labor?

90% of Diesel Repair Shops fail within 5 years due to cash flow problems.
Don't let your Pricing Strategy take Profit from your Pocket.

Cost-Plus Pricing

$$\text{Sell Price} = \text{Cost} / \text{Margin}$$



OEM Turbocharger

Reman, 1-Year Warranty

Cost: \$1,250

$$\$1,250 / .9 = \$1,388 \text{ Sell Price}$$

↑
Cost

↖ 10%
Margin

Labor: \$200

2 hours x \$100/hour = \$200



Profit: \$138

\$1,388 - \$1,250 = \$138

Total Job Profit: \$338

👎 **Oversimplified Pricing Tactic**

👎 **OEM Can Offer Lower Price**

👎 **Limits Profit Potential**

Market-Based Pricing

Based on the 'Going Rate'



HHP
HIGHWAY & HEAVY PARTS

Turbocharger

New, 2-Year Warranty

Cost: \$875

Market Value: \$1,250

Customer Discount: \$138

Labor: \$200

2 hours x \$100/hour = \$200



Profit: \$375

\$1,250 - \$875 = \$375

(30% Margin)

Total Job Profit: \$575

\$61,620 More Each Year!

Based on 5 jobs per week.

👍 **Brand New Part, Better Warranty**

👍 **OEM-Quality at a Discounted Price**

👍 **Creates a Price-Based Competitive Advantage for your Repair Shop**

Order Smart • Price for the Market • Keep your Cash

For Exclusive Savings and Free Business Tools, visit www.HighwayandHeavyParts.com/dealer-program today!

