

WORKSHEET 2

Monthly Cost Calculator & Price Floor

Calculate your true costs and set profitable prices — Chapter 14

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Complete this before publishing any pricing. Note: California's \$800 annual franchise tax (~\$67/month) and higher fuel costs mean your price floor is higher than most states.

Item	Your Number
Commercial auto insurance (annual ÷ 12)	\$
General liability insurance (annual ÷ 12)	\$
Phone bill — business use portion	\$
Route app / software subscriptions	\$
LLC / CA franchise tax (\$800/yr ÷ 12 = \$67)	\$
Marketing (cards, website, signs) — monthly avg	\$
Other fixed costs	\$
TOTAL FIXED MONTHLY COSTS (A)	\$
Estimated monthly business miles	mi
IRS mileage rate (verify at irs.gov)	\$0.____/mi
VARIABLE COST (B = miles × rate)	\$
TOTAL MONTHLY COST (A + B)	\$
Estimated jobs per month	jobs

COST PER JOB (total cost ÷ jobs)	\$
Desired net monthly income	\$
Income per job (desired income ÷ jobs)	\$
MINIMUM PRICE PER JOB	\$