

## WORKSHEET 2

# Monthly Cost Calculator & Price Floor

Calculate your true New York costs and set profitable prices — Chapter 14

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New York has the highest operating costs of any state. Include: publication cost amortized ( $\$1,350 \div 12 = \$112.50/\text{month}$  for Manhattan), E-ZPass, congestion pricing, and commercial parking.

| Item                                                               | Your Number |
|--------------------------------------------------------------------|-------------|
| Commercial auto insurance (annual $\div$ 12)                       | \$          |
| General liability insurance (annual $\div$ 12)                     | \$          |
| Phone bill — business use portion                                  | \$          |
| Route app / software subscriptions                                 | \$          |
| E-ZPass (estimated monthly tolls)                                  | \$          |
| Manhattan Congestion Pricing (est. days $\times$ \$9)              | \$          |
| Commercial parking (est. monthly)                                  | \$          |
| LLC publication cost amortized ( $\div$ 12 months)                 | \$          |
| Marketing (cards, website, signs) — monthly avg                    | \$          |
| Other fixed costs                                                  | \$          |
| TOTAL FIXED MONTHLY COSTS (A)                                      | \$          |
|                                                                    |             |
| Estimated monthly business miles                                   | mi          |
| IRS mileage rate (verify at <a href="http://irs.gov">irs.gov</a> ) | \$0.____/mi |
| VARIABLE COST (B = miles $\times$ 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 (before Manhattan surcharge)    | \$   |
| Manhattan CBD Surcharge (add \$10-\$15 per CBD visit) | \$   |