A simple price build

Mobile Detailer Pricing Kit / Sample excerpt

The sample shows one way to add labor and operating costs, then work backward from a chosen gross margin. The figures are illustrative placeholders, not local market prices.

Illustrative example assumptions

Input	Example only
Working time	2 hours at an example $42/hour = $84
Supplies	$8 example allocation
Travel	$10 example allocation
Overhead	$12 example allocation

Walk through the math

1. Add the example costs: $84 + $8 + $10 + $12 = $114.
2. Choose a target gross margin for this example: 30%.
3. Divide the cost basis by 1 minus the margin: $114 / 0.70 = $162.86.

Make the method your own

Use your actual working time, product use, travel, equipment costs, business overhead and payment costs. Decide what work is included in the scope, then check the estimate against your own records. Add tax separately where required and confirm the rules that apply to your business.

This example rounds to $163 before tax. Replace every figure with your own time and costs, choose a margin that fits your business, and confirm applicable tax rules. This excerpt is starter content, not pricing advice, a market benchmark, founder experience or a result claim. It does not include the paid worksheet, menu planner or quote template.