

Lesson 6: Turning Numbers Into Decisions

You've seen the numbers — now what?

Three Truths This Data Shows

1. Under-utilization = Lost Revenue

If you pay for 40 hours but only bill 20, you have 20 hours of cost with no revenue. This silently eats profit.

2. Mis-priced Work = Margin Erosion

If your rate doesn't cover cost/hr + overhead/hr + margin, you lose money even at 100% utilization.

3. Hiring Doesn't Solve a Broken Model

Adding people to a money-losing model only scales losses.

Owner Playbook: What to Do Next

Low Utilization → Improve scheduling, enforce time tracking, rebalance workload, or reduce hours

Low Rate → Raise prices, roll out gradually

Overhead Drag → Trim non-billable spend, automate admin

Scope Creep → Trigger change order, re-quote

Booked Out but Still Broke → Raise rates + enforce scope before hiring

Ready to Fix It?

You don't have to figure this out alone. We help owners turn data into decisions — setting the right prices, getting teams fully utilized, and protecting profit so you can actually pay yourself.

- **Book a consult:** jnbservice.com/contact
- **Email:** info@jnbservice.com
- **Schedule a call:** (insert calendar link)