CALCULATING GALLONS REQUIRED				
AREA	**COLOR/TYPE**	**PRODUCT**	**TOTAL SQ FT**	**# GALLONS**
Bedrooms	Beige Eggshell	SW Super Paint	600	2.4 = 3
Kitchen	Grey Satin	SW Super Paint	250	1
Ceilings	White Flat	SW Super Paint	400	1

Then to find the Paint Cost record the number of gallons for each type of paint in the Paint box (rounded up to a whole number) and multiply the total number of gallons by your Paint Charge Rate. For the example above:

- 5 gallons x $50 per gallon = $250 for paint

SUPPLIES = $2 PER MAN HOUR

This charge covers the basic supplies required for the job (such as roller sleeves, tape, etc.). It is a simple charge of $2 per man hour. For example, if a job is 50 hours, charge $100 for supplies. Add this to your paint total to find the Total Cost of Paint and Supplies.

Additional supply costs, such as equipment rental (scaffolding, scissor lifts etc.), should also be added and charged at double the cost to you.

STEP 3: CALCULATE PRICE

In addition to Production and Spread Rates the price of the estimate is also determined by your Paint and Labor Charge Rates.

PAINT CHARGE RATE

Your Paint Charge Rate is typically a 100% markup (2x) on what you pay per gallon of paint. That gives you a 50% profit margin on all the paint that you buy. With our national pricing this still means paint is cheaper if you buy it rather than your customer. System-wide our average Paint Charge Rate is around $50 per gallon. The Paint Charge Rate is multiplied by the total number of gallons to determine your Paint Cost.

LABOR CHARGE RATE

Your Labor Charge Rate depends on how much you pay for labor and the cost of living in your market (a higher charge rate is justified in more expensive cities). It should also be at least a 100% markup on the cost of your labor. Therefore, if your average labor costs you $20 per hour before taxes your Labor Charge Rate will typically be around $45-50 per hour. Most new franchises start out with lower charge rates so that they can be competitive on price in their new market, however they raise them over time as their franchise grows and customers understand the value in the service. The Labor Charge Rate is multiplied by the Total Labor Hours for a job to determine the Total Cost.

Speak with your Field Advisor for help determining your rates.

STEP 4: PREPARE THE PROPOSAL

After you have completed your second walkthrough, taken your measurements, and calculated your hours, materials, and price, it is time to enter the information into PIPEline. It is critical that you use the Take Off Sheet correctly and complete all the math before entering the numbers on PIPEline or there will be mistakes. The total hours and paint numbers from the Take Off Sheet are entered directly into the Estimate in PIPEline in order to generate the proposal. The proposal outlines everything that is included in the project and the total cost. You print off the proposal and present it to the customer on site during your pitch to complete the estimate/sales process.

Review the quote for any misses before printing and presenting to the client on-site. Do you have enough time for Prep? Have you included Pressure Washing? Have you accounted for the different types of paint you will need (Primer, Siding, Trim, Stain)? You should always keep the Take Off Sheet for your records in case you need to refer back to it at a later date for information about the job. The Take Off Sheet will also be used to fill out the Budget Breakdown Sheet for your crew to guide the Production Process.

FINAL INTERIOR TAKE OFF SHEET ESTIMATING EXAMPLE:

- A 10 x 10 x 8 ft bedroom with 6" baseboards, 1 flat door, ceiling, and a simple window:
  - ◊ **Ceiling:** use square foot measuring. 10 x 10 = 100 sq ft / 150 PR = 0.66 hours
  - ◊ **Walls:** use square foot measuring. 10 + 10 + 10 + 10 x 8 = 320 sq ft / 110 PR (2 coats) = 2.9 hours
  - ◊ **Window:** use chunk item measuring. simple window = 0.5 hours = 30 minutes
  - ◊ **Doors:** use chunk item measuring. flat door = 0.5 hours = 30 minutes
  - ◊ **Baseboards:** use linear feet measuring. 10 + 10 + 10 + 10 = 40 ft / 30 PR (2 coats) = 1.3 hours
  - ◊ **Total time**: 5.86 hours = rounded up to 6 hours
  - ◊ 6 hours / 6 (setup/cleanup rate) = 1 additional hour for setup/cleanup
  - ◊ **Total Hours:** 7 = 1 painter for 1 day
  - ◊ **Labor Cost:** 7 hours x $50 labor charge rate = $350 for Labor

- Now you can figure out the amount of paint needed for this room:
  - ◊ **Walls**: 320 sq ft / 400 sq ft/gallon x 1.6 = 1.28 gallons = rounded up to 2
  - ◊ **Trim:** Baseboards, Doors, and Windows = 0.5 gallons = rounded up to 1
  - ◊ **Ceiling:** 100 sq ft / 400 sq ft/gallon = 0.25 gallons = rounded up to 1
  - ◊ **Total Paint:** 4 gallons x $50 paint charge rate = $200 for Paint
  - ◊ **Supplies:** 7 hours x $2 per hour = $14 for Supplies
  - ◊ **Total Job Cost:** Add Labor + Paint + Supplies = $564

INTERIOR TAKE OFF SHEET EXAMPLE:

Client: Address: Interior Estimate #

Room/Notes	Prep	Ceiling	Walls	Closets - 2 Coats	Windows - 2 Coats	Doors - 2 Coats	Baseboards	Crown Moulding	Misc	Total Hours
1 DAY PAINTING	Caulking 80 LF/hr Skim Coat 100 SF/hr Hole Patch .5 5 min. Prep Spot	L x W 1 Coat Rate Flat - 150 Stucco - 100 Unp. Stucco - 75	(W1 + W2 + W3 + W4) x HT (___ + ___ + ___ + ___) x ___ /170 Per Hour (1 coat) /110 Per Hour (2 coats) /90 Per Hour (3 coats)	STD 8.5 x 2' Deep ___ x 1.5 hrs Walk-In Closet ___ x 4.0 hrs	Sills Only - 25 LF/Hr 1/2 Hr Window 3/4 Hr Window 1 Hr Window 1.5 Hr Window	Flat/Slab - Easy: 0.5 Panel: 0.75 Panel w Window: 1.0 French/no panels: 1.0 French w Panels: 1.5 Louvered Bi-Fold: 1.0 Frame Only: 0.5	Low Profile - 3" 1 Coat - 60 LF / Hr 2 Coats - 40 LF / Hr High Profile - 6" 1 Coat - 50 LF / Hr 2 Coats - 30 LF / Hr	Repaint 1 Coat - 30 LF/HR 2 Coats - 18 LF/HR New Inc. Caulk/Sand 2 Coats - 14 LF/HR	Wainscotting (~3'x2'): 10 LF/6 Chair Rail: 30 LF/17 Stairs (R+T): 10 min per Stairs (R+T+S): 15 min	
Space: Bedroom Color: TBD		10 x 10 = 100 150 V 0.66	(10 + 10 + 10 + 10) x 8 320 170/(110)/90 V 2.9	___ x 1.5 ___ x 4.0	1 x.5 0.5 ___ x.75 ___ ___ x___ W = 0.5	1 x .5 = 0.5 ___ x .75 = ___ ___ x___ = ___ D = 0.5	60 LF/Hr ___ 40 LF/Hr ___ 30 LF/Hr 40 BB = 1.3	30 LF/Hr ___ 18 LF/Hr ___ 14 LF/Hr ___ CM =	M =	5.86
Space: Color:		___ x ___ = ______ V	(___ + ___ + ___ + ___) x ___ ______ 170/110/90 V	___ x 1.5 ___ x 4.0	___ x.5 ___ ___ x.75 ___ ___ x___ W =	___ x .5 = ___ ___ x .75 = ___ ___ x___ = ___ D =	60 LF/Hr ___ 40 LF/Hr ___ ___LF/Hr ___ BB =	30 LF/Hr ___ 18 LF/Hr ___ 14 LF/Hr ___ CM =	M =	
Space: Color:		___ x ___ = ______ V	(___ + ___ + ___ + ___) x ___ ______ 170/110/90 V	___ x 1.5 ___ x 4.0	___ x.5 ___ ___ x.75 ___ ___ x___ W =	___ x .5 = ___ ___ x .75 = ___ ___ x___ = ___ D =	60 LF/Hr ___ 40 LF/Hr ___ ___LF/Hr ___ BB =	30 LF/Hr ___ 18 LF/Hr ___ 14 LF/Hr ___ CM =	M =	
Space: Color:		___ x ___ = ______ V	(___ + ___ + ___ + ___) x ___ ______ 170/110/90 V	___ x 1.5 ___ x 4.0	___ x.5 ___ ___ x.75 ___ ___ x___ W =	___ x .5 = ___ ___ x .75 = ___ ___ x___ = ___ D =	60 LF/Hr ___ 40 LF/Hr ___ ___LF/Hr ___ BB =	30 LF/Hr ___ 18 LF/Hr ___ 14 LF/Hr ___ CM =	M =	
Space: Color:		___ x ___ = ______ V	(___ + ___ + ___ + ___) x ___ ______ 170/110/90 V	___ x 1.5 ___ x 4.0	___ x.5 ___ ___ x.75 ___ ___ x___ W =	___ x .5 = ___ ___ x .75 = ___ ___ x___ = ___ D =	60 LF/Hr ___ 40 LF/Hr ___ ___LF/Hr ___ BB =	30 LF/Hr ___ 18 LF/Hr ___ 14 LF/Hr ___ CM =	M =	
Space: Color:		___ x ___ = ______ V	(___ + ___ + ___ + ___) x ___ ______ 170/110/90 V	___ x 1.5 ___ x 4.0	___ x.5 ___ ___ x.75 ___ ___ x___ W =	___ x .5 = ___ ___ x .75 = ___ ___ x___ = ___ D =	60 LF/Hr ___ 40 LF/Hr ___ ___LF/Hr ___ BB =	30 LF/Hr ___ 18 LF/Hr ___ 14 LF/Hr ___ CM =	M =	

Surface	Spread Rate	
Ceilings	Flat: 400 SF/gallon (1 coat)	250 SF/gallon (2 coats)
Walls	400 SF/gallon (1 coat)	250 SF/gallon (2 coats)
Closets	2.5 standard or 1 walk-in/gallon (2 coats)	
Windows	25 windows/gallon (2 coats)	
Doors	9 doors/gallon (2 coats)	
Baseboard	700 LF/gallon (1 coat)	400 LF/gallon (2 coats)
Crown	500 LF/gallon (1 coat)	300 LF/gallon (2 coats)
Stairs	25 steps/gallon (1 coat)	15 steps/gallon (2 coats)

Paint

Area	Color/Type	Product	Total SF	# Gallons
Walls	TBD	Satin	320	1.28 = 2
Trim	White	Semi		0.5 = 1
Ceiling	White	Flat	100	0.25 = 1
			Total Paint:	4

6/6 = 1

7 x $50

7 x $2

4 x $50

Total Painting Hours:	6
Setup/Cleanup	1
Total Hours:	7
Labor:	$ 350
Paint:	$ 200
Supplies:	$ 14
Total Price:	$ 564

THE EXTERIOR TAKE OFF SHEET

At first glance the exterior of a home may look quite intimidating to estimate with all the possibilities for variables, multiple levels, surface types and features. However, instead of looking at it as a whole it is best approached by estimating in smaller, manageable chunks using the same measurement methods as an interior (Square Feet, Linear Feet, and Chunk). The key is to break the larger areas down into simpler squares and rectangles to make your calculations easier.

The Exterior Take Off Sheet is quite similar to the Interior Take Off Sheet in terms of layout and function. A key difference is that all the production rates on the Exterior Take Off Sheet are for 1 coat of paint. This is because it is common for exterior repaints to be in the same color as the previous paint, in which case only 1 coat is generally necessary. However, if the color is changing or the surface is in rough shape and requires more coats of paint, estimate the 2nd as 60% of the first coat. The second coat is recorded in its own column and found by multiplying the 1st coat hours by 0.6.

Another major difference between the Interior and Exterior Take Off Sheets is that the Exterior Sheet breaks certain features down into Easy, Medium and Hard, as well as 1st Floor, 2nd Floor, and 3rd Floor. These help distinguish the production rate for similar features depending on the difficulty and location. The definitions for each are explained in more detail in the Production Rate section of this Playbook.

Just as with the Interior Take Off Sheet, you should always follow the correct order of the sheet. Exterior estimates are approached 1 side at a time as you work your way around. Begin on the Front with Preparation, then Siding, followed by Trim, before moving to the Right, Rear, and Left sides. Record additional time for potential challenges such as ladder placements, uneven ground, working around foliage or power lines, and safety setups at the bottom of the Preparation section under 'Safety Setup & Special Cons'. Familiarize yourself with the sheet and take note of any questions you have to ask your field advisor.

Tip: Be sure to use the correct description (Easy, Hard, 1st Floor, 2nd Floor, 3rd Floor) or your numbers will be inaccurate. Remember that even if you plan to spray you should use the Roll rate for Siding. This ensures you can still complete the job as promised if you cannot spray on the production day.

The correct order of operations for filling out the Exterior Take Off Sheet is described in the Exterior Estimating Take Off Sheet Cheat Sheet, which can be found in the appendix on page 41.

Doors: The production rate for doors is one-sided (including trim and jam) and two coats, but varies based on how ornate the door is. If both sides will be painted, double the PR. Additionally, set expectations around whether the door will be brushed and rolled or removed and sprayed (add time for removing and rehanging). Example: Six regular panel doors to be brushed and rolled on the hall-facing side. 6 x.75 hours = 4.5 hours.

Production Rate

Flat or Slab - Easy - 0.5

Panel - 0.75

Panel w Window-1.0

French - no panels-1.0

French w Panels - 1.5

Pocket - 0.5

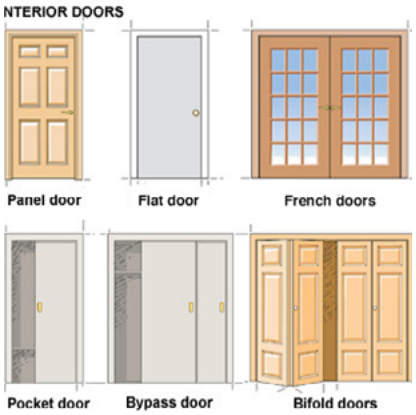
Bypass - 1.0

Louvered Bi-Fold 1.0

Frame Only - 0.5

Spread Rate

9 doors per gallon of paint



Baseboards: These make up the majority of trim in a standard house and should be measured using linear feet but divided between those that are 4 inches or smaller and those that are 5 or larger. To estimate, add up the length of the walls with baseboards and divide by the production rate (based off of size and coats of paint).

Example: The 4" baseboards on the second floor of a house. Hall: 15 + 15 + 4 + 4 = 38 ft. Bedrooms (3): (10 + 10 + 10 + 10) x 3 = 120 ft. Total: 158 ft / 60 ft per hour for 1 coat = 2.6 hours.

Production Rate

Low Profile - <4"

1 Coat - 60 LF / Hr

2 Coats - 40 LF / Hr

High Profile - >5"

1 Coat - 50 LF / Hr

2 Coats - 30 LF / Hr

Spread Rate

Low Profile

1 coat - 800 ft per gallon

2 coats - 450 ft per gallon

High Profile

1 coat - 700 ft per gallon

2 coats - 400 ft per gallon