

Pricing Review Checklist (Protect Your Margin)

A practical checklist to stop under-pricing and lift gross profit without guesswork.

Before you change pricing

- Confirm your current gross profit % (or contribution margin).
- Identify your top 10 products/services by revenue.
- List your top cost drivers: labour, materials, subcontractors, freight, wastage, rework.
- Confirm competitor positioning (premium, mid, low). You don't need to be cheapest.

Pricing leaks (tick what applies)

- Quotes not updated when supplier costs rise
- Discounts given without a clear rule
- Scope creep / variations not charged
- Under-allowing labour time on jobs
- No minimum charge / travel charge
- Not charging for admin/management time
- Rework/callbacks wiping margin

Simple pricing actions

Action	How to implement	Owner	Due
Set a minimum charge	Define the minimum call-out or job fee (incl. travel).		
Build a variation rule	Anything outside scope requires a written variation.		
Update your price	Review top items		

book	monthly; update costs + margin.		
Quote with margin	Separate materials + labour + margin; don't 'bundle and hope'.		
Introduce annual price review	Schedule a formal pricing review (quarterly/annually) .		

How much should you lift prices? (guide only)

- If margin is leaking, 3–8% price increases are common — but base it on costs + value, not fear.
- Increase on new quotes first. Existing quoted work stays as-is unless contract allows.
- Communicate confidently: quality, reliability, warranty, timing, and service standards.

Customer price-rise email template (reference)

Tip: Use the Quick Wins folder (002) for a ready-to-use price rise email template.