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## **MODULE 8 - Pricing Job Quotes**

- 8.1** Equations For Quotations
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Beginning your company is an exciting time, but in order to make it profitable you will need to know how to price your work. Too cheap and you could go out of business. Too high and you might lose work to your competitors. Every geographical market will have a different threshold and it's your job to find out where your prices need to be.

At first, starting with lower prices has its advantages because people don't know your company and they may have used a competitor who charges more than you do. Until you build your reputation in your area, nobody will know if you do good work, or great work. Once you have a reputation in your area, your higher priced quotes will start to get accepted and your profit margins will increase.

When providing a quote as a new company, it can be a good idea to quote at the middle or high end of what you think you could get for a job, but then show them a discount on the quote to get your price lower. If you start with a solid low price without a discount and then raise your prices over time, it can look like you're raising your prices. This isn't an altogether bad strategy, but remember that people like to see themselves getting a deal. If they like your work and use your company again, they will be comfortable with seeing your price again, only without your "new customer" discount.

If people stop using your company once the discount has been lifted, ask them why and take their feedback into account for future quotes. You don't want to be super busy and not make the money you could be, so keep track and analyze all of the data you can.

This Module is going to give you your starting points on quoting jobs, but there could be more money to make in your area depending on your competition, urgency on graffiti removal by local authorities, economy, and volume/frequency of graffiti.

### **8.1 Equations For Quotations**

#### Quoting Graffiti Removals

Pricing a job can take practice, but after completing some removals, it will become second nature.

Here are some guidelines for quoting your graffiti removal service based on 2020 pricing of Remove My Graffiti products. Each product has a specific purpose, so it's a good idea to learn their prices in this section. Procedures were covered in Module 6.

## Sample Pricing Guide

Product	Product Cost (Approximately)	Quote
<b>Vamoose</b> - 1oz	\$1.25 (CANADIAN DOLLARS)	\$20 <i>per tag average</i>
<b>Beaver Bite</b> - 1oz	\$1.40 (CAN)	\$20 <i>per tag average</i>
<b>Graffiti Syrup</b> - 4oz	\$3.10 (CAN)	\$100 <i>per tag average</i>
Paint - 1 gallon	\$45 (CAN)	\$60 <i>per door</i>

You won't use a full gallon on a door or any wall section of similar size, so even if the cost is close to the quote price you need to consider that you have a great chance of painting over graffiti on that same door in the future, or the rest of the building that is the same colour. You won't have any product costs attached on the remainder of the paint.

You also should price painting similar to how you would do a removal. If you have a 200 square foot tag and can cover it with 1 gallon of paint (2 coats of paint), you should price it higher than if you're painting a door, even though you're only buying one can of paint in both scenarios. Your can of matched paint is a large cost, so keeping it for future removals is part of the pricing. Assume that you're going to make money off of that paint in the future as well, or you might have to price the job even higher if you think you're not going to use it again. You will need to assess whether or not there will be paint left over when quoting.

If your totals come out to below your minimum call out (discussed later), you need to also look at the obstacles within the work you're doing, such as where the graffiti is located (out of town, high traffic area that can only be done after business hours, or late at night), accessibility to the graffiti (if you're on a roof top, you will need an extra person to turn the pressure washer on and off), and total time you estimate you will be on the job-site.

If you have a porous surface removal that is 2'x3', which might be quoted at \$100 and a door to paint, a good quote might be \$225. If the same job is on a roof top, increasing your quote might be a good idea to cover some of the assistants wages or extra time you'll need. You should have a minimum call out price for all jobs based on competition and your local market threshold. We recommend somewhere between \$120 and \$220. This is why you see a tag quoted at \$20, but in reality, could be quoted at \$179 (or whatever your minimum call out is). If there are multiple tags, you still might only come to \$179, but if they're big and the total comes above the minimum then you will obviously charge more. Your discretion is needed when quoting. A single tag could be big enough that the quote is \$350.

Try to avoid price wars with competitors and don't quote too low on a job. Make your quality of work speak for itself. If you drop your minimum charge to \$79 to get a job, you might get a customer for life, but you'll be losing \$100 every time you work for them. Offering an introductory or first time customer discount is a good idea to build your client base, but just giving a low quote can work against you on the second job that might be smaller and quoted higher. If you do give a price adjustment on a quote, make sure that it is indicated on the invoice or quote. For example, if you are going to charge \$400 for a job, but want to give a new client a discount to show them your quality, you should show that you are charging \$400 and are discounting it at x% with it noted as to why (First time client discount/New customer/Promotional discount/etc...). There can also be unexpected expenses, which could make a job unprofitable if you don't charge enough, such as having to go to a job-site twice because of a rain delay, unseen graffiti, graffiti on top of preexisting graffiti, etcetera.

The following pages and photos are examples of graffiti quote ranges. This is a guideline for setting your pricing and over time you'll find what works in your local market.

## Products Used For Removals By Category.

### VAMOOSE

SMOOTH  
SURFACE  
GRAFFITI  
REMOVER



V1: This metal cover on the side of a building showed that there's a lot graffiti happening in this neighbourhood, so checking on this building regularly is a good idea.

**Quote:** \$175 - 235

**Product Volume:** 0.5-2 ounces (oz)

**Job-Site Time:** 3 minutes (min)



V2: This factory painted door and sign were on the same building and required a very small amount of Vamoose.

**Quote:** \$150 - 240

**Product Volume:** 0.5 oz

**Job-Site Time:** 2 min



V3: These were 2 different dumpsters on the same property. The product volume and size of tags would come to the minimum call out, but the time to do the job is much longer than job V2, so the price was increased.

**Quote:** \$180 - 260

**Product Volume:** 2 oz

**Job-Site Time:** 5 min



V4: These 3 photos (above) were on the same property and included in the quote. Even though the street sign is city property, it will still attract graffiti to the owner's building. The quote was actually for the first 2 photos and said that the city sign would be included free of charge. If you include it in a quote and charge a minimum fee, you could be putting yourself in an awkward position if they ask you to take the 3rd photo out of the quote and reduce the price. Make sure you know what belongs to the property and what doesn't. Typically any utility box isn't the owners responsibility, but ask them first before assuming anything. Commercial properties are much more likely to clean utilities on their properties because of budgets and education on graffiti. If a property owner doesn't remove graffiti off of a utility box that is on their property, it could attract graffiti on to their buildings. This is a good reason for people to take responsibility for utilities that are on their property even if they don't own them.

**Quote:** \$130 - 190

**Product Volume:** 0.5 oz

**Job-Site Time:** 1.5 min



# BEAVER BITE

SMOOTH  
SURFACE  
GRAFFITI  
REMOVER



B1: The before and after photos are of Beaver Bite, but Vamoose or Graffiti Syrup could also have been used.

**Quote:** \$325 - 450

**Product Volume:** 6-8 oz

**Job-Site Time:** 25 min

B2: (Below) This door could have been cleaned with Vamoose, but because the paint was thick, Beaver Bite was a better option.



**Quote:** \$155 - 235

**Product Volume:** 1.5 oz

**Job-Site Time:** 5 min



B3: These 2 garbage cans were in the same park and quoted together.

**Quote:** \$180 - 250

**Product Volume:** 1.5 oz

**Job-Site Time:** 4 min





B4: Synthetic materials are very porous and are often hit with felt markers. Graffiti Syrup can also be used and let dwell for a long time without damaging the finish. Make sure to test the material as the dwell time carries on to make sure it isn't changing in any way. Because of the long dwell time, the cost of removing off of these materials greatly increases.

**Bench Quote:** \$180 - 250

**Product Volume:** 1.5 oz

**Job-Site Time:** 5 min



**B5: Table Quote:** \$215 - 290

**Product Volume:** 2 oz

**Job-Site Time:** 6 min

B6: Cross walk paint is extremely resilient. Normally any painted surface with graffiti on it would require paint or Vamoose if it's factory painted. Beaver Bite or Graffiti Syrup can often be used on these surfaces, but it is extremely important to test the product on the cross-walk paint before and during the removal. Because it is so durable, the porosity of the surface doesn't allow other paints or liquids to penetrate it, which makes removing graffiti from it easier than many other surfaces. It may still require long dwell time, which should be considered in the quote.

**Quote:** \$180 - 250

**Product Volume:** 3 oz

**Job-Site Time:** 10 min



**Stickers / Slap Tags:** Removing a sticker is graffiti removal, so add an extra \$15-25 per sticker on your quotes for each of them if you are close to (or above) your minimum call out price.



# GRAFFITI SYRUP

POROUS  
SURFACE  
GRAFFITI  
REMOVER



G1: Before and After. Split face brick is one of the best surfaces to remove from because of the texture. However, applying product can be time consuming and it often can take 2 applications because of the small pores that are hard to see if your Graffiti Syrup is in deep enough. On a smaller tag, you can apply Beaver Bite to it before the Graffiti Syrup. The viscosity of Beaver Bite will run into the pores easily and the Graffiti Syrup will lock it in and allow a longer dwell time without drying out or running down the wall.

**Quote:** \$175 - 240

**Product Volume:** 6 oz

**Job-Site Time:** 25 min

G2: A lot of old buildings used much different masonry products than what are available today. Fortunately, they were typically made much less porous, so graffiti doesn't penetrate as deep and removing graffiti is very easy. Make sure to use low water pressure as it can be very brittle.

**Quote:** \$175 - 260

**Product Volume:** 7 oz

**Job-Site Time:** 30 min



G3: **Quote:** \$180 - 275  
**Product Volume:** 6 oz  
**Job-Site Time:** 25 min



G4: (Below) There are some rare exceptions, but rock is extremely dense, which means that graffiti paint doesn't soak into it. The second best part about doing removals on rock is that there is usually some type of organic material on it that acts as a barrier. Moss, dirt, pollution, etc. all help with the process. When pressure washing off the graffiti, make sure to wash the whole area as it can look obvious that graffiti was once there. A super clean area on a dirty surface can have the same effect as a mismatched painted square can on a building.

This job below was not within city limits and the price reflects that in the quote.

**Quote:** \$280 - 400  
**Product Volume:** 10 oz  
**Job-Site Time:** 30 min







G5: (Left)  
**Quote:** \$175 - 250  
**Product Volume:** 2 oz  
**Job-Site Time:** 10 min



G6: (Right)  
**Quote:** \$235 - 300  
**Product Volume:** 10 oz  
**Job-Site Time:** 35



G7: (Left)  
**Quote:** \$275 - 420  
**Product Volume:** 15 oz  
**Job-Site Time:** 40 min



G8: (Right)  
**Quote:** \$175 - 250  
**Product Volume:** 2 oz  
**Job-Site Time:** 15 min

This building has 2 different tags, but you might notice that the one on the left could possibly be the neighbours wall. Make sure to get the details before giving a quote. If you give 1 quote that could have been 2 individual quotes instead



of 1, you could actually not make as much money as doing them individually. For example, the painted wall would need to be painted to the top and the remaining 10 feet to the left (not shown in photo). This quote would be \$325. The bare brick removal quote would be \$275, but since it was all for one owner in this scenario, the quote was \$480 because there was only one minimum call out and 1 trip needed for this job. If it were 2 owners each looking after their own separate quotes, there could have been an extra \$120 in profit (\$325 + \$275 = \$600).

## PAINTED SURFACES



P1: This wall was painted multiple times with the wrong colours of paint, which is why graffiti kept coming back. Now that there are many layers of paint, it would be an enormous job to try and get the wall back to bare brick. The thickness of paint that has been rolled on with layers of graffiti in-between would take days of work and thousands of dollars to do, so painting is the best option at this point. The way to paint this wall is to colour-match the original brick and paint from the ground up to the highest level of paint, and then to the top of that brick. Having a straight and level line of paint across the top makes the paint job look intentional and when it's dark out at night it might not even look like it's been painted. It also doesn't look like there was ever graffiti there, which is the main objective.

This wall also appears to be a hot spot for graffiti, so future removals will be much easier to manage now that you have a paint match and a large area to use it. This is a great building to try and get on a GPP, which will be mentioned in the next section, because the owner has experienced a long history of being hit with graffiti.

**Quote:** \$400 - 500

**Product:** \$60, but not all of it was used. Remainder would be used for future removals at a product cost of \$0. This will apply for all paint jobs unless all of the paint is used on the first job.

**Job-Site Time:** 60 min

P2: Similar to the previous quote, this wall gets frequent graffiti and has layers of paint on it. You can also see that it is the same brick as the last quote too. This colour would be a good one to have on hand at all times, as it will become a regularly used paint. Take your time and be particular with the paint store to get the colour you want. Don't settle for a colour that is close enough. Don't let your standards drop when using paint to do your removals. Close enough is never good enough.



**Quote:** \$200 - 260

**Paint:** \$60

**Job-Site Time:** 30 min



P3: Don't settle for close enough with paint matching. Go back to the paint store and get the colour you need. Unless you are going to paint an entire wall, you will end up with a squared out paint job.

**Quote:** \$150 - 210

**Paint:** \$60

**Job-Site Time:** 30 min



P4: This job is difficult to quote without experience or testing the surfaces. They could both be done with Vamoose, or both need paint, or a combination in some order. If the white door needs paint, it would increase the cost, but every other option would be at the same quote. The only paint needed was for the small door.

**Quote:** \$325 - 380

**Paint:** \$60

**Job-Site Time:** 60 min

P5: Rooftop graffiti is common and when it happens it can be very large because of the privacy that is available. Building owners are less likely to care about how the graffiti is removed, so price is a major deciding factor. For this reason if the rooftop graffiti isn't visible from the street or windows in the building, 2 options for removing the graffiti is a good idea. In this photo the surface was already painted, so it was the only option in the quote.

**Quote:** \$315 - 380

**Paint:** \$60

**Job-Site Time:** 75 min





## Photo Database

Over the years you will encounter hundreds of pieces of graffiti and it will become nearly impossible to remember the details of each one. Often there will be multiple tags of the same name, so the police or city bylaws may ask you for any information you might have on a certain tag/graffiti name. It isn't required by law that you assist them, but it's a good idea to help them if you can.

As a standard practice you should photograph every piece of graffiti that you remove, both before and after. Keep these filed on a hard drive and try to be as specific as you can, such as naming the building, date, and tag name. You will probably be able to help their cases against taggers who get caught more than anyone. They may think they have caught someone who did 15 tags, but you might have a file of 30 other tags under the same street name that you've removed. This can make a huge case for the police if they press charges.

It's also a good idea to keep this history for your GPP. Even though clients love this style of program, you will likely hear a comment one day that goes like this. "I like the program, but I'm not sure if we need it anymore. There doesn't seem to be any graffiti on the building."

This is because you've been removing it and they don't ever see it. However, if you can provide them with a file of photos that shows how much graffiti they have been getting, they will be shocked and you've just retained a customer. Without a digital history of what you've erased, it's going to be hard to show what you did. Most industries build things, or make them nicer. The graffiti removal industry is about making something look original again, so people may (and hopefully so) never know you were even there.

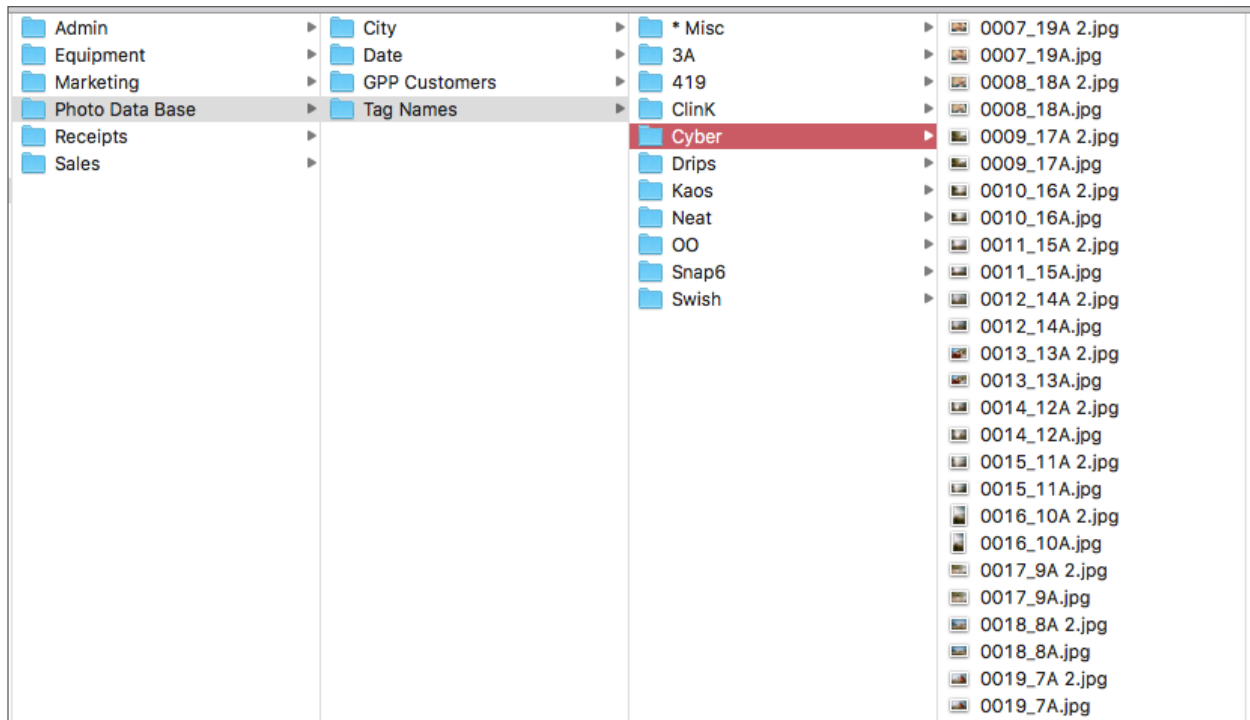


Photo data base organized.