

# ***HOW TO PUT MORE MONEY IN YOUR POCKET***

***Led by Nationally Recognized Author & Consultant  
Michael Stone of Construction Programs and Results  
Author of Markup and Profit: A Contractor's Guide***

Miami Valley NARI  
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***APRIL 6, 2005***  
***Dayton, Ohio***

*This seminar has been exclusively designed to teach small to medium volume contractors (sales volume of under 5 million dollars a year) how to calculate the correct markup and other math formulas for their companies. Additionally, a variety of other subjects will be discussed, including customer service, telephone use, sales, job production, management procedures, contracts and additional work orders, and why contractors should avoid doing cost plus or time and material type contracts.*

**Overall Goal of the Course**

The goal of the course is to help contractors who specialize in remodeling, renovation and restoration work learn the basic technique of how to calculate the correct markup on job costs to arrive at a sales price that will cover the contractor’s job costs, overhead costs and allow them to make a reasonable profit for their work.

**Who Should Attend?**

Business owners and managers in the remodeling and construction arena should plan to attend this full-day educational seminar.

**Program Outline**

**Wednesday, April 6, 2005**

7:30 a.m. - 9:00 a.m.

Registration and Continental Breakfast

9:00 a.m. - 12:00 p.m.

Morning Session

12:00 p.m. - 1:00 p.m.

Lunch and Networking

1:00 p.m. - 4:00 p.m.

Afternoon Session

4:00 p.m.

Wrap Up and Conclusion

**COURSE OUTLINE**

- Why Construction Companies Fail
- Calculating Overhead
- Figuring Markup
- Financial Problems
- Advertising, Marketing and Sales
- Allowance Amounts and Incorporating into the Contract
- Unbudgeted Expenses
- Operating Capitol Reserve Account: How to Set Up and Use an OCRA
- Employee to Volume Built Formula
- A Quick Formula to Find Break-Even Points
- Design/Build Contracts
- Cost Plus and Time and Material Contracts
- Customer Service
- Telephone Use and Techniques
- Additional Work Orders
- Q&A

Starting as a “gopher” in his father’s construction company, seminar leader, Michael Stone, moved up to wiring houses, installing heating systems, earned an Oregon and Washington plumbing supervisors license, and worked in a variety of other building trades. He was the National Association of Home Builder’s National Remodeler of the Month in February 1983. Michael does fee arbitration, expert witness and neutral evaluation work, and serves as a business coach and consultant for construction companies throughout the United States.

Michael wrote the book, Markup and Profit; A Contractor’s Guide, published by Craftsman Book Co. This best selling business management book is focused on the subject of overhead and profit margins for the residential and light commercial construction industry. The book is considered an industry standard and is used by many construction associations and educational providers to teach the fundamentals of overhead and profit margins, and business management to general and specialty contractors of all types.

**GENERAL INFORMATION**

**Location**

The seminar and all related activities will take place at the Holiday Inn, 2455 Dryden Road, Moraine, OH 45439. The facilities include free parking and on-site amenities.

**Registration and Confirmations**

All registrants will receive a confirmation and receipt within three days of registration receipt. All materials will be distributed the day of the seminar at check-in.

**Registration Fees**

Those registered for the “How to Put More Money in Your Pocket” seminar will receive all meeting materials, continental breakfast, lunch, refreshment breaks and over 6 hours of instruction. Discounted fees are available to those registering on or before March 11, 2005.

**Cancellation Policy**

Registrations may be cancelled until March 19, 2005 with a \$25 fee. Cancellations received after March 19, 2005 will not be eligible for a refund. Registrations are transferrable.

**Registration Discounts**

Members of NARI, the Home Builders Association, National Guild of Professional Paperhangers, Associated Builders & Contractors, American Subcontractors Association, and area Chambers are eligible for member registration rates. All others should register as non-members. Non-members may join Miami Valley NARI and take advantage of member rates by selecting the NARI Package registration option and submitting an application with the registration form. All applicants subject to membership review and approval.

**REGISTRATION**

Yes, please register the following for the Miami Valley NARI Seminar.

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Fees**

	On or Before 3/11/05	After 3/11/05
<input type="checkbox"/> Member	\$159	\$209
<input type="checkbox"/> Non-Member	\$209	\$259
<input type="checkbox"/> NARI Package	\$459	\$509

Check this box if you have a copy of Michael Stone’s book, Markup and Profit. If so, you will be required to bring the book to the seminar. If this box is not checked, a book will be available at check-in.

**Payment**

Invoice Me (members only)  Check Enclosed

Charge My Visa or MasterCard

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Register By**

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