



“Pricing for Profit”

(How to make more profit without more overhead.)

Wednesday, February 8, 2017

7:30 a.m.	Registration
8:00 a.m.	Program Begins
12:00 p.m.	Lunch
4:00 p.m.	Program Concludes



**Xcel Energy Service Center
8701 Monticello Lane N
Maple Grove, MN 55369**

Location & Break Refreshments provided by:  **Xcel Energy**
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Ask yourself: **Do you REALLY understand your business financially?** Do you know exactly what your hourly breakeven rate is for your service work? **Are you charging correctly for what you do?** How can you get your price without customer complaints?

Most contractors price their service work based on what the market *appears* to allow, but some have found the secret to greater profits. Come to this program and **learn about the secrets these contractors have learned that yield double-digit net profits.** Knowing what to charge and when to change prices is a science based on a sound understanding of your operating costs.

In this program, you will learn about flat rate pricing (and how to maximize its potential) and you’ll discover other tools that help you capture higher profits. Service company often invest thousands of dollars on technical training – and that’s good - but rarely do they invest in financial management. **This class will improve your profit more than any other investment of time or money you will likely make.**

Suggested Attendance: Owners, General Manager, Service Manager, & Office Managers

About the Instructor: Jeremy Lowe serves as the Chief Technology Officer of Callahan Roach Business Solutions, the premier provider of flat rate pricing and marketing products in the heating, air conditioning, swimming pool and plumbing industry. Lowe has over 34 years’ experience in the HVAC industry, starting in service & installation and working through sales and management and, ultimately, into consulting. **He is an experienced industry instructor and he has been published in several trade journals.** His strength is in looking at problems from multiple directions, helping him to facilitate discussions, to keep conversations on track, and to solve problems.



First Registrant: \$250.00 Member, \$350.00 Non-Member.

Additional Registrant from the Same Company: \$125.00 Member, \$225.00 Non-Member.

JOIN MHCA FOR \$395.00 AND SAVE ON THIS AND EVERY PROGRAM THIS YEAR!



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ATTENDEE INFORMATION

(COPY FORM FOR ADDITIONAL ATTENDEES)

Name: (first) _____ (last) _____
 Name: (first) _____ (last) _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip _____
 Phone: (____) _____ Fax: (____) _____
 Email: _____

REGISTRATION FEE

	<u>Member</u>	<u>Non-Member</u>
Attendee	\$250.00 first attendee \$125.00/additional	\$350.00 first attendee \$225.00/additional
# Attendees	_____	_____
Total	\$ _____	\$ _____

**JOIN MHCA FOR \$395.00
 AND START SAVING TODAY!**

PAYMENT INFO

Credit Card: VISA MasterCard Discover AmEx
 Name on credit card: _____
 Billing Address: _____
 CC Number: _____ Exp Date: _____ CVC Code: _____
Check: Payable to "MHCA"

Mail, fax, or email completed registration form to:
 Minnesota Heating and Cooling Association
 6066 Shingle Creek Parkway, Suite 167
 Brooklyn Center, MN 55430

Ph: 888-782-6815
 Fax: 888-287-4116
 Email: jane@assocmgmtservices.com