



"Price for Profit"

(How to make more profit without more overhead.)

Tuesday, February 9, 2016

Two Sessions Available - Morning and Afternoon

Morning Session

7:30 a.m. Registration
8:00 a.m. Program
12:00 p.m. Session Ends

Afternoon Session

12:30 p.m. Registration
1:00 p.m. Program
5:00 p.m. Session Ends

Ace Supply
4749 Old Hwy 8
Mounds View, MN 55112

Refreshments provided by:



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 half-day 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 4-hour investment 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: \$149.00 Member, \$199.00 Non-Member.

Additional Registrant from the Same Company: \$99.00 Member, \$149.00 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)

BE CERTAIN TO SELECT SESSION

Session Choice

(Circle One)

Name: (first) _____ (last) _____

AM PM

Name: (first) _____ (last) _____

AM PM

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

REGISTRATION FEE

	<u>Member</u>	<u>Non-Member</u>
Attendee	\$149.00 first attendee \$99.00/additional	\$199.00 first attendee \$149.00/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