

The Art of the Estimate, a New Plumbers Guide

written by Vicky Barry | September 4, 2024



Alright, young apprentice, gather 'round! It's time to learn **The Art of the Estimate** – not just numbers, but the secret sauce that makes you a plumbing legend and a plumbing profit wizard.

1. The 1st Question to Ask? What You're Really Selling?

- **"Peace of Mind:"** You're not just fixing a leak; you're preventing a flood. You're the hero keeping their basement from becoming an unexpected swimming pool.
- **"Your Expertise:"** You've seen it all – from the tiniest drip to the mightiest gush. Your experience is your superpower. You'll use the right tools and the appropriate parts to get the job done right the first time.
- **A Dry Future:** You're not just patching; you're promising a future where water stays in pipes, not on floors. Where a glog stays unclogged, where that gas line remains leak free and safe.

2. An Inspection of The Unseen, Preventable Problems:

- **Hidden Horrors:** Pipes love to play hide and seek, you fix one leak and another one springs up further down. Always expect there's more lurking behind that wall or under that floor. With a proper inspection as part of your estimate, you are preventing future issues and saving the homeowner unwanted headaches.
- **Remember to include a small Buffer Zone:** Think of this as your "just in case" fund. Because, trust me, there's always a "just in case."

3. Crafting Your Masterpiece:

- **Tell a Story:** Make your estimate exciting. “Imagine your bathroom, not just fixed, but transformed into a sanctuary of serenity.”
- **Make It Real:** Even the oldest, creakiest pipes can be rejuvenated. Make them believe in the magic of your wrench.
- **Room for Twists:** Just like a good movie, your estimate needs space for unexpected plot developments.

4. Your Guide to Estimating:

- **Know Your Market:** What are other plumbers charging? You don’t want to be the plumber who charges a fortune for a simple unclogging, but at the same time you don’t want to leave money on the table. My rule of thumb is 1st time customers get your best price to earn their business and trust. Once a relationship is established, it’s save to come up to market value, so long as your quality is as good as the competition
- **Break It Down:** Show them, with as much detail as possible, what they’re paying for. From the first knock on the door to the final twist of the tap. Customers appreciate a better understanding of what led to the charges, such as travel time, fuel, etc.

5. The Final Estimate Flourish:

- **Look the Part:** Your estimate should look as professional as you are. Maybe not a work of art, but definitely not a doodle on a napkin. Use tools such as [Selling Lane](#) to build and [present your menu](#) of options.
- **Believe in Yourself:** Deliver your estimate like you’ve just solved the plumbing puzzle of the century. Because, let’s face it, you probably have.

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