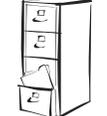
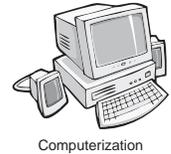
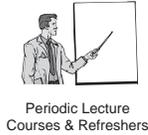


# COPPERHEAD

## MECHANICAL

**When that professional service technician knocks on your door, many costs have been incurred just to get him/her there, ready to do the job.**



**Don't judge service charges solely by the time the technician spends in your home or business.**

When our professional service technician arrives at your home, many costs have already been incurred just to get the technician and our service truck there, ready and able to complete the job.

Without years of training, it would not be possible for a doctor to make a diagnosis and prescribe a remedy. Consider for a moment that it isn't just his/her initial training, but an on going variety of continuing study, and the expense of maintaining an adequately equipped staff and office.

As a patient, you pay for his/her knowledge and skill plus a share of his/her business costs (overhead). Even if he/she spends only a few minutes with you, his/her fee could range from \$50.00 to \$150.00 depending upon his/her degree of expertise.

This analogy holds true in any service business. The charge for providing service on your premises cannot be determined solely by the time it takes the technicians to make the repairs.

A qualified service organization's costs begin with the salary of the professional technician. This amount is the same whether the technician is actually making repairs on customer premises, traveling to keep service appointments, or participating in training programs to sharpen skills.

The cost of doing business (overhead) must also be added to the technicians salary.

These overhead costs can amount to substantially more than the technicians salary.

Now comes profit. A 15% net profit on the selling price, although seldom realized, would be ideal. Accordingly, if your service charge is \$200.00, and we are efficient enough to earn 15% of the \$200.00, we earn 30 taxable dollars. We are sure you'll agree that is not excessive for providing top quality services on your premises.

All things considered, the cost to a service organization for its service technician's time on the job is the same whether he/she works with tools or not. A service call that results only in a diagnosis and estimate for resolving the problems warrants a service charge.

mechanical services & solutions