

# Mike Holt's

# UNDERSTANDING ELECTRICAL ESTIMATING

## Video Library

## BECOME MORE PROFITABLE...

All businesses exist for one reason and that is to make money! One important step is to know what it costs to complete your projects. Topics include how to prepare for and complete a takeoff, calculate your bottom line, and prepare and submit a bid. Armed with the right information, you will know how to be competitive, make more money, and, more importantly, when to say no and walk away!

While today most people use electrical estimating software to create estimates, you need to understand the numbers and the process behind the estimate if you want to stay in business.

**Who should have this product?** Whether you are a business owner, a full-time estimator, or an employee tasked with managing jobs, this program is for you. As you progress in your career you will find that even specialty work and service calls can use many of the same principles that are discussed in this course regardless of the types of documents that are being provided at the time of the estimate.

## We Make It Easy...

- ☐ **You'll understand the Estimating Process.** We explain how to determine material cost, labor cost, and the calculation of direct job costs, overhead, and profit to complete the bid.
- ☐ **Practical Examples.** Reinforce your understanding of the concept with sample calculations and case studies.
- ☐ **Tips, Words of Caution and Comments.** Highlight the topic being discussed with practical suggestions, areas of concern, and observations from the field.
- ☐ **Videos.** Showcase estimating professionals as they analyze the steps involved in mastering this important topic.
- ☐ **Questions.** Chapter Review Questions help you test your knowledge.



“Electrical Estimating is a must for electricians starting their own business. Avoiding the mistakes that cause most startups to fail is critical to success.” — Keith H.

### PROGRAM INCLUDES:

- Textbook
- Digital book
- Streaming videos
- Digital answer key

**Product Code:** [ESTMM]  
**Price:** \$325.00

**Order Today**  
**MikeHolt.com/Estimating**

