

SETTING YOUR LABOR RATE (EXAMPLE)

WAGE	<i>The actual hourly cost of your techs: 22%-30% of the rate you charge customers</i>		\$35/HR
BENEFITS	<i>The typical benefits load: 22-24% of wage</i>		24%
FULLY LOADED HOURLY COST	<i>Average tech hourly wage multiplied by one plus the benefit load: $35 \times (1 + .24) = 43.4$</i>		\$44
EXPECTED MARGIN	<i>A benchmark target—determine after you research and calculate your overhead.</i>		60%
HOURLY LABOR RATE	<i>Your fully loaded cost, divided by one minus your expected margin: $\\$44 / (1 - 60\%) = \\109.55</i>		\$109.55/HR

Kubota Flat Rate Labor Guide

**Megan Lane, Melissa Milar, William
Brohaugh**



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