



The Electrical Contractor's Bid & Markup Cheat Sheet

Price every job with confidence—**without leaving money on the table or scaring off clients.**

INSTRUCTIONS

1. Print this one-pager or keep it open on your phone.
2. When estimating a job, use the table to check your **minimum markup %**.
3. Apply the markup to your direct costs (labor, materials, subs) to ensure you cover overhead and profit.
4. Adjust for complexity or risk, but **never bid below the minimums**.

Bid & Markup Cheat Sheet (Minimum Recommended Markups)

Job Type	Minimum Markup %	Why It Matters
Service Call (small)	50%	Covers travel + idle time.
Panel Swap	35%	Higher material cost; risk of surprises.
EV Charger Install	40%	Permits + specialty knowledge justify margin.
Lighting Retrofit	30%	Competitive but labor-heavy—don't underbid.
New Construction (res)	25%	Lower risk, steady volume jobs.
Commercial TI	30%	Scope creep common—protect margin.

Quick Formula:

Direct Costs × (1 + Markup %) = **Bid Price**

Example: \$2,000 costs × 1.40 (40% markup) = **\$2,800 bid**

WHY IT'S IMPORTANT

Most electricians underbid because they only think about labor + materials. This cheat sheet bakes in overhead and profit so you:

1. Never work for free.
2. Protect yourself from "surprise" costs.
3. Build enough margin to hire and grow.

Bidding with discipline is the difference between barely surviving and running a business that scales.

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