

MULTIPLIERS - COST & RETAIL PRICING

Our 2020 PFC Catalog will provide our dealers with the total cost of materials (including doors, drawers, glass, nuts, bolts, hardware and accessories, etc.) as designs are rendered in real-time the pricing will fluctuate accordingly. Packaging & freight is not included in this cost.

We recommend you apply a multiplier range of **1.5 to 2.2 plus** to the total cost of materials only to obtain your retail value. DO NOT include packaging and freight when using a multiplier, as this will overprice your project. Please allow room in the retail value to offer discounts and subtract additional costs related to the project. The packaging & freight cost can be fully subtracted from the retail value or a portion of it may be subtract. Some dealers do share the cost of packaging & freight with their clients.

[Sample Retail Pricing & Profit Calculation for ONE closet design for illustration only:](#)

Cost of Materials: \$6,215.22

Multiplier: 2.0 (Manufacturer Suggested Retail Price)

Retails Subtotal Value: \$12,430.44

Packaging & Freight: \$2,486.08 (varies pending what amount you pass onto your client.)

Total Cost To Client: \$14,916.52

SUBTRACT Expenses (\$9,988.80) from Retail Subtotal Value: \$12,430.44

Material Cost \$6,215.22

Packaging & Freight \$2486.08 (varies pending what you charge the client.)

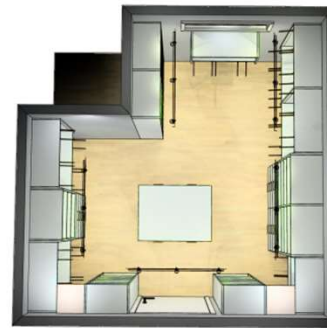
Designer Cost \$162.50 (example: PFC in-house designer fee \$65/hour x 2.5 hours)

Installer Cost \$1,125.00 (example: estimated at \$45 per hour for 25 hours at 2.5 Days)

Third Party Receiving Costs (if applicable) \$0.00

Additional Incidentals: \$0.00

Dealer Remaining Profit: \$2,440.92



TIP:

Dealers may increase their multiplier on their kitchen and vanity projects but use a lower multiplier on the closets, as this may allow them to get the contract for all the services. Product cross promotions between Kitchens and Closets is a great way to add more profits in your pocket.