

MD INDUSTRIAL SERVICES

COMMERCIAL EPOXY JOB PROFIT KIT

FIELD GUIDE

Look at risk. Control the scope. Review a finished job.

A concise operating guide for commercial resinous-flooring risk, scope, production, and closeout. This kit does not price the next bid.

Inside: margin leaks • seven numbers as concepts • site risk • production plan • scope controls • completed-job review • reprice / walk-away signals

If you want a live pricing calculator that builds selling price, gallons, labor, break-even, margin, or a risk flag, that product is **MD Price Engine** (\$497/month) — a separate product. It is not in this zip.

HYPOTHETICAL EXAMPLES ONLY. Educational use only—not financial, legal, tax, safety, product-selection, or engineering advice. Verify each project with contract documents, manufacturers, the owner, and qualified professionals. No promised revenue, valuation, buyer, or sale.

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Where Margin Leaks

Profit rarely disappears in one dramatic event. It leaks through ordinary assumptions.

Theoretical coverage, optimistic production, unpriced prep, uncontrolled add-ons, and slow closeout compound. A bid can look healthy per square foot while carrying weak dollars after travel, burden, rentals, repairs, and one extra shift.

Material leak: porosity, profile, temperature, packaging, mixing loss, and recoat waste. **Labor leak:** access delays, cure windows, handwork, cleanup, and supervision. **Scope leak:** “minor” repairs and schedule changes completed without written authorization.

Do not use this kit to price a live bid. Look at a **completed** job — hours, gallons, travel, rentals, and what you actually collected — and name where the margin leaked. Then use written scope and daily production tracking to defend the next comparable job. Live pricing is MD Price Engine, not this field guide.

- Separate direct cost from contingency — as a concept, not as a bid engine.
- Talk about labor with burden in mind — not wage alone.
- Name what one extra day cost the last finished job before you promise the next schedule.

If a finished job cannot explain where the margin came from, do not copy that model onto the next proposal.

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The Seven Numbers to Know

These are concepts. This kit does not compute them for a live bid.

Know the language before a proposal conversation starts. Learn the numbers from records and from jobs you have already finished — not from a free spreadsheet that prices the next one.

- 1. Billable square footage.** Confirm deductions, edges, verticals, cove, striping, and transitions.
- 2. Revenue per square foot.** A comparison signal from work you already billed — not a substitute for a cost build-up, and not a selling price this kit produces.
- 3. Installed material cost per square foot.** Practical coverage, waste, and landed cost as you observed them on finished work.
- 4. Loaded labor cost per square foot.** Crew, scheduled hours, wage, and burden as concepts you should be able to name.
- 5. Total direct cost.** Travel, lodging, per diem, rentals, prep, mobilization, subs, and fixed costs.
- 6. Break-even price.** The conceptual point where estimated gross profit is zero. This page does not calculate it.
- 7. Max allowable labor hours.** The production ceiling that would have preserved the margin you thought you bought. Read it off a finished job's actuals — this kit does not spit it out.

Write the seven concepts on the production handoff. Estimating and field leadership should share the same language. If you need those figures computed on a live bid, that is MD Price Engine.

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Site-Risk Review

Inspect the conditions that make “standard production” impossible.

Review substrate, existing coatings, contamination, moisture evidence, cracks, joints, flatness, drainage, and required profile. Confirm who owns testing, acceptance criteria, repair decisions, and concealed conditions.

Map access, loading, power, dust control, ventilation, temperature, humidity, shutdown windows, noise, permits, waste, adjacent operations, and cure protection.

Convert uncertainty into one of four controls: **verify before you commit, state an assumption, create an allowance, or exclude and change-order**. Those are scope treatments — not a price this kit computes.

- Photo-document representative and worst areas.
- Confirm mockup and acceptance authority.
- Name the condition that stops work.
- Define who pays for remobilization.

A site walk is complete only when risks have owners, evidence, and a written treatment.

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Production Planning

Build the job backward from handoff and cure windows.

Sequence mobilization, protection, prep, repairs, vacuuming, mixing, application, broadcast, scrape, recoat, striping, punch, cure protection, and demobilization. Assign crew count and hours to each phase in writing.

Check batch size, pot life, induction, recoat windows, environmental limits, access, lighting, power, and waste staging against current manufacturer data.

Track daily: area completed, crew hours, gallons used, downtime, remaining quantity, and tomorrow's constraint. Compare today's run rate to the hours you believed the job could absorb. The cheapest day to correct a production miss is the first day it appears — closeout is too late.

- Pre-stage consumables and backup tooling.
- Give one person ownership of mix/yield records.
- Escalate variance the same shift — not at closeout.

Production control is a field habit. It is not a cell in a free pricing engine.

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Scope Controls

Protect the job with clear commercial boundaries.

Identify included system, area, profile/prep, repair allowance, thickness or coverage basis, finish, color, texture, transitions, cove, striping, schedule, access assumptions, testing, acceptance, exclusions, and warranty basis.

Define change triggers: added repairs, moisture mitigation, contamination, inaccessible work, owner delay, after-hours changes, remobilization, extra protection, acceleration, and work outside measured limits.

Field direction is not commercial authorization. Record request, cost/time effect, approver, and written acceptance before proceeding unless life safety requires action.

- Use measurable language.
- Attach marked plans or area exhibits.
- Tie payment milestones to progress.
- Address retainage and pay-if-paid with counsel.

Ambiguity transfers risk to the contractor who starts first.

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Post-Job Review

Turn every completed job into a better next conversation — not a priced bid.

Within 72 hours of a finished job, sit down with the one-page Post-Job Review in this kit. Handwrite estimated versus actual area, revenue collected, gallons, crew, hours, labor, travel, rentals, prep, and the total cost you recorded. This page has no formulas. It does not spit out a bid price, break-even, dollars per square foot, or a risk flag.

Classify the largest variance: estimate, scope change, procurement, site, production, staffing, schedule, equipment, quality/rework, or customer delay. Identify the earliest visible signal.

Close with one update: coverage factor you will watch, production habit, checklist question, clause, supplier setup, or crew standard. Assign an owner and a review date. Do not turn that lesson into a live selling price inside this kit.

- Save photos and yield records.
- Separate authorized changes from execution variance.
- Update estimating history only from comparable finished work.

No closeout lesson is complete until it changes a future decision. Pricing that next bid is MD Price Engine, not this worksheet.

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Reprice, Pause, or Walk Away

A full schedule does not repair a structurally bad job.

Reprice: incomplete drawings, uncertain area, abnormal prep, compressed schedule, small phases, remote travel, volatile pricing, extended terms, retainage, bonds, or high unknown exposure. Reprice means you stop and reopen the commercial conversation — this kit does not generate the new number.

Pause: missing substrate data, no approved system, unresolved moisture ownership, unclear acceptance, unknown access/power, contradictory documents, or no written change process.

Walk away: pressure to omit known costs, unsafe conditions, impossible manufacturer requirements, refusal to document scope, unacceptable payment risk, uninsurable obligations, or a plan that only works on best-case production.

Live pricer: If you want software that computes selling price, gallons, labor, break-even, margin, or a risk flag on a live bid, that is **MD Price Engine** at **\$497/month** — a separate product. It is not included here.

Operating room: Join *How to Grow and Sell Your Epoxy Business* for **\$99/month** — practical systems for estimating discipline, sales, production handoff, job review, and building a more transferable operation. No promised revenue, valuation, buyer, or sale. Contact MD Industrial Services to learn more.

Complete the Preflight Checklist and make the go / reprice / pause / walk-away decision before mobilization. Do not use this kit as a bid engine.