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THE SHOP PRICING PLAYBOOK

Price for profit: tint, PPF, wrap
& coating menus that close



TINT



PPF



WRAP



COATING

CHAPTER 1

Stop pricing from the competitor's website

Most shops set prices by calling three competitors and picking the middle. That anchors your revenue to whoever in your market is most afraid. This playbook replaces guesswork with a simple cost-up model you can run in an afternoon.

Your floor price for any service is: (film or material cost) + (labor hours x fully loaded hourly rate) + (overhead per job) + (target margin). Everything below that number is a donation to your customer.

- **Know your fully loaded hour**

Wages plus taxes, insurance, training time, and the idle hours between jobs. Most shops discover their real hourly cost is 1.6-2x the wage they pay.

- **Assign overhead per bay-day**

Rent, utilities, software, marketing divided by working days. A job that occupies a bay all day must carry a full bay-day of overhead.

- **Set margin by category**

Commodity work (basic tint) earns thinner margin than specialty work (color PPF, ADAS-aware installs). Price the expertise, not the film.

FIELD NOTE

If your calendar is booked more than ten working days out, you are underpriced. Raise the number until roughly one in four prospects says no.

CHAPTER 2

Menus that close: good, better, best

Buyers do not want a lecture on film chemistry. They want three clear options with obvious differences. Structure every service line as good, better, best - and make the middle option the one you want to sell.

Name packages by outcome, not brand code. 'Daily Driver', 'Texas Heat', and 'Show Car' communicate more than any product SKU ever will.

- **Anchor high**

Present the premium option first. Everything after it feels reasonable.

- **Bundle inspection-friendly add-ons**

Windshield strips, sunroofs, and front-two matching convert at high margin when offered at booking, not at pickup.

- **Print the warranty difference**

The cheapest package carries the shortest workmanship warranty. Let the customer talk themselves upward.

FIELD NOTE

Shops that moved from single-price quotes to three-tier menus report average ticket lifts of 18-30 percent without changing film brands.

WORKSHEET

Your pricing rebuild, start to finish

- ☐ Calculate fully loaded hourly labor cost (wage x 1.7 as a starting estimate).
- ☐ Add per-job overhead: monthly fixed costs divided by jobs per month.
- ☐ Set floor price for each core service - never quote below it.
- ☐ Build good / better / best menus for tint, PPF, wrap, and coating.
- ☐ Rename packages by outcome (Daily Driver, Texas Heat, Show Car).
- ☐ Raise your most-booked package by 10 percent and track the close rate for 30 days.
- ☐ Review pricing every quarter - film costs and labor move, your menu should too.

KEEP GOING

From the Installer Report desk

Pricing is a system, not an event. The shops that win treat their menu like software: version it, test it, and ship updates quarterly.

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FIELD NOTE

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