



# Profit-Driven Estimating & Bidding Strategies That Work!

### - How To Develop Accurate & Winning Estimating Systems

Workshop  
Or Seminar

## George Hedley, CSP

### Building Entrepreneurial Excellence!

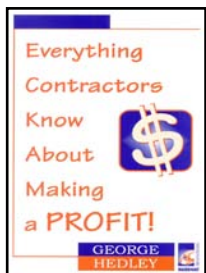
George Hedley is the owner of a successful commercial construction and real estate development company. Over 28 years ago, he founded and built his business from \$0 to \$50 million dollars in only 7 years! As recognition, George received the nationally recognized award: 'Construction Entrepreneur of the Year' by Ernst & Young and 'Venture' magazine.

Mr. Hedley's experience starting, growing & building his business into an organized management run company enables him to show you how to get your business to work. As a general contractor, he has built over 250 projects valued in excess of \$500 million, executed over 10,000 subcontracts & currently owns over 50 buildings.

As a 'Certified Professional Speaker' he will help your organization build people and leaders, create long-time repeat loyal customers, focus on bottom-line priorities, install systems that always make a profit, continuously improve, grow equity, and build wealth.

George has served as President of 3 construction industry associations and is the author of

- 'Get Your Business To Work!'
- 'The Business Success Blueprint'
- 'Everything Contractors Know About Making A Profit!'



### What They Say About This Program:

"What a pleasure to hear from someone who has actually done it in construction, versus someone telling how to do it without actual experience. With over 20 years in construction association management, your seminar was the ultimate! Your motivation alone was worth it."

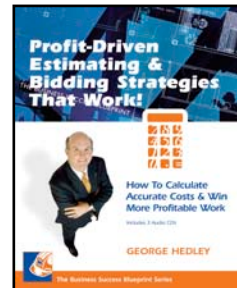
- Charles Kahl, EVP, Indiana Constructors AGC

### Estimate Accurate Prices Every Time

- Calculate The Right Mark-Up For Overhead & Profit
- Track Accurate Job, Labor & Man-Hour Costs & Burden Rate
- Determine What To Job Charge VS. Overhead Charge
- Bid The Right Price for Labor, Equipment & Materials
- Use the 12 Step Formula To Always Make A Profit
- Figure Your "Break-Even" Overhead Fixed Cost
- Calculate Accurate General Conditions

### Win More Profitable Work

- Get Last Look
- Be The Select Bidder
- Get In Front Of The Decision Maker
- Track & Improve Your "Bid-Hit" Ratio
- Be Low Bid Using Winning Estimating Tactics
- Get On The Right Bid Lists & Bid The Right Jobs
- Inclusions, Exclusions, Alternates & Allowance Strategies
- Present Winning Proposals & Win At The Project Interview
- Effective Conceptual Estimating & Value Engineering



Profit Begins With Accurate Estimating and knowing what to charge! Making a consistent profit year after year starts by determining exactly what to charge for labor, equipment, materials, subcontractors, general conditions and overhead & profit.. In this fast-paced practical session, learn how to calculate your fixed cost of doing business, what it takes to break-even and make the profit margin you want.

Learn the 12 Step Formula To Always Make A Profit! Use advanced estimating tactics, inclusions, exclusions, alternates and allowances to improve your 'bid-hit' ratio. Strategies to get on the right bid lists, get last look and tactics to improve your bid odds and bottom-line profit. Set up a cost history library & job cost system to track preliminary budgets vs. estimates & actual costs. Also learn how to get in front of the decision maker, present your proposal and win at the project interview. Presented by a contractor who is an expert in estimating and winning lots of negotiated and hard bid contracts.



## BUSINESS BUILDING PROGRAMS

3189-B Airway Avenue, Costa Mesa, CA 92626 714-437-1122 Fax 714-437-1125  
800-851-8553 gh@hardhatpresentations.com www.hardhatpresentations.com



HARDHAT