

## Tips & Tricks: Bidding & Estimating

You've got a customer, you've got a design, and now you've got to give an estimate. This can be an overwhelming task if you haven't done it before. Here are a few tips & tricks to help you create an accurate measurement.

### **Materials: Design Elements**

First you'll need to add up the cost of the materials needed. You can break the project down into 5 major areas which correspond with the 5 design elements.

1. Power
2. Architectural Outlining
3. Wreaths & Garlands
4. Landscape Plants & Trees
5. Special Embellishments

### **Labor at a Glance**

While each design element will differ slightly from job to job, here is what you can expect in terms of labor required for each one.

**Power:** no less than 5% of the total installation cost and a minimum of \$150

### **Architectural Outlining:**

- Ladder Roofline Installations = 75 ft. per hour with 2 people
- Roof-Top Roofline Installations = 100 ft. per hour with 2 people

**Wreaths & Garland:** plan on 30 mins. with 1 person - 10 mins. per strand of garland

**Landscape Plants & Trees:** estimate based on the number of strands needed

- 1 person can install about 20 70-count 24" LED strands in one hour
- Be sure to factor in extra time & additional costs for exceptionally tall trees

**Special Embellishments:** typical installation times are:

- Tube Lights = 5-10 mins. per tube
- Silhouette Figures = 30-60 mins.
- RGB Trees = 1.5 hours with 2 people



### **Finishing Your Estimate**

Add together your labor and material costs, format it, and include a sketch of the design on the front page, and now you've got yourself a professional estimate ready to be approved by your client!

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### **Additional Resources**

Seasonal Source has an estimation worksheet that will automatically calculate base labor and material costs for each of the major areas. It's also available on our website. Check it out!

#### **[Seasonal Source Estimation Tool](#)**

For a more in-depth training on bidding & estimating a professional holiday decorating job, be sure to sign up for an account on our FREE Seasonal Source online training portal.

#### **[Online Training Portal](#)**

