



Retail Value Determination

It is really important to retail price your projects accurately. This will allow you to recover all costs and give you decent margins in your pocket. You will determine a multiplier of your choosing but we suggest you choose from the following range of 1.8 to 2.2. In the closet industry the client is used to seeing one price for their project and not a break down. This one retail value cost will have to include the following: material, freight, sales and installer costs, hardware, and miscellaneous.

In 2020 design software use the Cost Sell Report. The Cost column is the price for just our wooden core material. The List price is the price for the wooden core material and the hardware/consumables together.

Calculate Revenue Example

List Price	Multiplier	Retail
2127.38	1.6	\$3403.808
	1.7	\$3616.546
	1.8	\$3829.284
	1.9	\$4042.022
	2	\$4254.76
	2.1	\$4467.498
	2.2	\$4680.236

IF we did a multiplier of 2.2

List Price	Multiplier	Retail
2127.38	2.2	\$4680.236

Breakdown	Example
\$468.0236	10% of revenue to installer
\$468.0236	10% of revenue to sales person
\$2127.38	Material cost
\$600	Freight 13% (estimate)
\$1016.8088	Margins

Please note, some Dealers offer promotions such as buy our kitchen cabinets at full price and will give you closets at a discounted rate.

Please do reach out to us if we can further assist you with this.

Thank You. The Perfect Fit Closet Team

