

PLAN TO PRICE ESTIMATING

Five-area tile installation

Fictional demonstration based on contractor measurements. No customer name or address. All rates are illustrative and are not market-price guidance.

1. Quantity takeoff - internal use

Assumptions: rectangular rooms, measurements in feet, no deductions, straight tile layout. Contractor must verify all field measurements before ordering.

Area	Dimensions (ft)	Net area (SF)
Entrance foyer	6 × 8	48
Hallway bathroom	5 × 8	40
Kitchen	10 × 12	120
Living room	12 × 15	180
Dining room	10 × 10	100
Total		488

Tile purchasing allowance: $488 \times 1.10 = 536.8$, rounded up to 537 SF. Round up again to whole cartons using the selected product coverage. Labor is calculated on 488 SF, not the waste quantity.

Mortar, grout and preparation are lump-sum allowances because tile dimensions, substrate and product coverage have not been specified. No drawings or structural review are included.

2. Internal cost estimate

For the contractor only. Do not send this cost sheet to the homeowner.

Item	Basis	USD
Tile material	537 SF × \$3.00	\$1,611.00
Mortar and grout allowance	LS	\$300.00
Installation labor	488 SF × \$5.00	\$2,440.00
Minor preparation allowance	LS	\$350.00
Protection and cleanup	LS	\$150.00
Calculation		USD
Direct costs		\$4,851.00
Overhead and profit markup: 20% of direct costs		\$970.20
Illustrative selling price		\$5,821.20

20% markup is not a 20% gross margin. Taxes, if applicable, are not calculated in this demonstration. Confirm tax treatment, product selections, preparation and final pricing before issuing a real proposal.

DEMONSTRATION CONTRACTOR

Tile installation proposal

Fictional proposal | Reference DEMO-TILE-01

Project: entrance foyer, hallway bathroom, kitchen, living room and dining room; approximately 488 SF total.

Included work

Protect adjacent surfaces. Perform minor substrate preparation within the stated allowance. Supply standard floor tile within the \$3.00/SF material allowance and install in a straight layout with mortar and grout. Clean the work areas and remove installation debris.

Proposed price before applicable taxes	\$5,821.20
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Allowances and exclusions

Includes \$350 for minor floor preparation. Excludes demolition, hazardous materials, structural repairs, extensive leveling, waterproofing systems, baseboards, transitions and moving plumbing fixtures or appliances. Any additional work requires a written price and approval before proceeding.

Before approval

Confirm measurements, tile selection, substrate suitability, taxes, work dates and payment terms. Schedule and payment terms are intentionally unassigned in this fictional demonstration. This sample is not a construction contract ready for signature.

This client proposal omits the contractor’s internal labor costs and markup.