



GEORGE HEDLEY CSP

"Entrepreneur Of The Year"
Award Recipient



The Construction Business Builder

Calculate Accurate Labor, Equipment, Overhead & Profit!



George Hedley, CSP

Building Entrepreneurial Excellence!

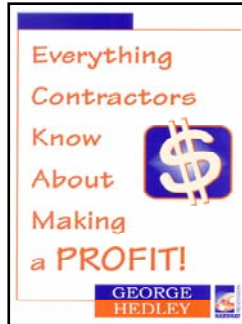
George Hedley is the owner of a successful commercial construction and real estate development company. Over 28 years ago, he founded and built his business from \$0 to \$50 million dollars in only 7 years! As recognition, George received the nationally recognized award: 'Construction Entrepreneur of 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!'
- 'Conversations On Leadership'
- 'The Business Success Blueprint'
- 'Everything Contractors Know About Making A Profit!'

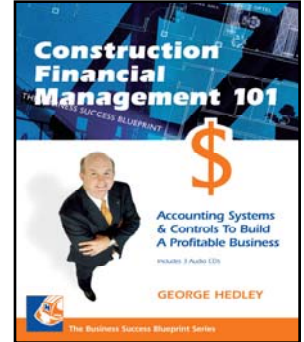


Know Your Costs!

- Labor & Burden Rate
- Hourly Equipment Costs
- Material Costs
- Crew Rates
- Subcontractor Costs
- General Conditions Costs

Know Your Numbers!

- Fixed Costs
- Overhead Nut
- Breakeven Sales Needed
- Profit Goals
- Sales Volume Required
- Return On Equity
- Return On Overhead
- 12 Step Formula To Always Make A Profit
- Markup Required To Hit Your Goals



Calculate Accurate Labor, Equipment, Overhead & Profit!

Making a profit begins with knowing and estimating accurate costs and markup. Determining exactly what to charge for labor, equipment, overhead & profit is the key to making money year after year. In this fast-paced and practical session, learn how to calculate your fixed overhead cost of doing business and your sales needed to breakeven. Figure your exact labor, material & equipment costs. Calculate the right markup to insure you hit your annual profit goals. You will also learn the 12 Step Formula To Always Make A Profit! Presented in a fast paced step by step process by a contractor, who is an expert in estimating and winning lots of negotiated and hard bid contracts.

What They Say About This Program:

"We can count on you to deliver **hard-hitting programs** that meet personal growth and business management needs. Your programs **inspire excellence** and keep them coming back for more!"

- Pam Wagner, VP, National Utility Contractors Assn.



BUSINESS BUILDING PROGRAMS

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