



## The Publisher's Column



Hello good friend, and welcome to our Motorvation Newsletter and to your new 2018 Price Guide. This year all rewind prices have increased. See the article to

the right for the details. Be sure to update your Price Guide with these new pages so your prices and profits will reflect the latest National Averages for motor and pump repairs.

### Improved Pump Pricing on Vaughens.com

During 2017 we worked on improvements to the Pump Pricing tab on Vaughens.com. Soon we will be releasing improvements that give you the option to price the motor portion of a pump repair using Vaughen's National Average Prices. You will be able to price pump repairs and motor end repairs on one quote. Also, you will have the ability to save your pump quotes on our server and edit them anywhere you have access to the Internet. See the article on page 3 for all the details.

### What We Will Be Working on in 2018

Early in 2018 we will be completing our project to provide pricing for high-thrust bearings. Our proposed pricing takes into account the many variables you may encounter when pricing a high-thrust bearing. We are now looking for subscribers willing to give us some feedback on the proposed pricing. If you would be interested in reviewing this new pricing give us a call at 1-800-828-4436.

Each January we review all of the improvement ideas subscribers have given us over the years. Based on this review we then decide what will be included in the next year's Price Guide. If you have any suggestions or ideas on how we can improve any of our products give us a call anytime or email us at sales@vaughens.com.

Remember, we are always available at 1-800-Vaughen to help you with your pricing needs. We wish you a happy, healthy, and prosperous New Year.

*Donald M. Lammers*

Donald M. Lammers  
Publisher

**P.S. Let us know how we are doing by completing the Customer Feedback Form on page 4 and save \$10 on your next invoice.**

## Vaughen's 2018 Price Guide Improvements

Each year we update all of our National Average Prices for motor and pump repairs, Billing Rates, and Markups based on the data from our annual Survey. In the General Information section you will find updated prices for MG Sets, Machining a New Shaft, and Prices for Shaft Extensions.

This year we have also updated the information on what shops charge for shop supplies, and mileage charges. In this section you will also find pricing for special AC & DC motors and other services. To make it easy to find information each topic is identified with a bold heading. Take a few minutes and review the headings or read through the table of contents to see all the useful information included.



**Your  
New 2018  
Edition is  
Here**

**Vaughen's 2018 Pump Repair Guide is included** and has been updated with new *Condensed Price Lists* and *Machined Parts Prices*. Also included in this section are labor hours for pump repairs, dimensional drawings for machined parts, and *Vaughen's Pump Repair Checklists*. To demonstrate how easy pricing pump repairs can be using *Vaughen's Condensed Price Lists* and *Checklists* we have added Pump Pricing Examples to Vaughens.com. These examples can be found on Vaughens.com under the Pump Pricing tab.

*The Labor and Material Guide* information has remained the same this year so we have just included a new title page and the latest quarterly update on material costs. The 4<sup>th</sup> Quarter 2017 update will be faxed to all current subscribers in mid-January 2018. If you would like to review any of the past quarterly updates they can all be found on Vaughens.com under the L&M Tools tab.

**Also enclosed is your 2018 Pocket Pricing Pal.** Additional Pals are available for \$10 each while supplies last. Additional copies of *Vaughen's Motor and Pump Repair Price Guide* can be ordered at 33% off your first subscription fee. Call 1-800-828-4436 for details or to order.

## 2018 Survey Results — All Prices Are Updated!

This year 138 shops replied to our Annual Pricing Survey. Thanks to all of our subscribers who took the time to complete the survey!

### Here are the results of our survey:

- AC random-wound rewinds are up 3.4%
- AC form-wound rewinds are up 4.0%
- DC rewinds are up 2.6%
- Extras prices are up 1.8%
- Hourly billing rates increased 0.2% to 3.1%
- AC random-wound new motor markup is down 3.1%
- New motor prices have been updated

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## High-Thrust Bearing Prices — We Need Your Input

During the past year we have been working with a number of consultants to include pricing for *Furnish & Install One Upper or High-Thrust Bearing and One Lower or Guide Bearing*. While developing this pricing we took into consideration the wide variation in types of high-thrust bearings. The new pricing is for a “typical” high-thrust bearing and suggests an additional charge should be applied if premium bearings are required. Plus, an adder is provided for each additional high-thrust bearing. The pricing will give you a quick way to price repairs requiring high-thrust bearings.

### Proposed High-Thrust Bearing Prices Tell Us What You Think

We now need subscribers to take a look at the pricing. If you are interested in evaluating this new pricing and giving us your feedback give us a call at 1-800-828-4436. The proposed pricing and a brief survey will be sent out to you. As a thank you we will send you a \$25 Amazon Gift Card for your help. It is with your help we can provide all the pricing you need for quick and profitable pricing every time.

## Pump Repair Pricing Examples on Vaughens.com

Many subscribers have told us how helpful they find our *Pump Repair Pricing Checklists*. The *Checklists* are designed to be used in conjunction with the *Pump Condensed Price Lists*. Both include step-by-step instructions to quickly and easily price pump repairs. In addition each *Checklist* contains repair tasks for the specific pump type: Submersible, Close Coupled, ANSI Chemical Process, Horizontal Split Case, or Vertical Turbine.

Sample Submersible Pricing

### Check Out How to Use Our Pump Checklists

To demonstrate how easy it is to price pump repairs using our *Checklists* and *Price Lists* review the Pump Pricing Examples on Vaughens.com. The examples include a completed Checklist and the Condensed page with the prices used circled.

The examples can be found on Vaughens.com under the Pump Pricing tab. Take a few minutes to review the examples so you can see how easy it is to price pump repairs. If you have any questions don't hesitate to give us a call.

## Use Vaughen's to Establish Annual Contracts

In the General Information on page G1-5 we list fifteen profitable ways to use Vaughen's Price Guide. You are probably familiar with most of the ideas in the list. For example, the Price Guide can save time, help you explain prices to customers, help you set efficiency targets, etc. However, you might not have thought about how valuable it can be when setting up an annual contract.

### Agree on Pricing Method

To use Vaughen's Price Guide in an annual contract the repair shop and customer agree on a set pricing method. Prices can be based on a percentage of the National Average, or Vaughen's labor hours can be used along with an agreed upon billing rate and markup. Vaughen's checklists for motor and pump repairs may also be used for each repair to document tasks completed. How the contract is written varies based on the needs of the customer.

### Advantages for Shop and Customer

We have had subscribers tell us basing their contract on Vaughen's Price Guide allows them to get their motor and pump repairs done quickly since a request for quote is not required for each repair. Also, invoices get paid quickly because the accounts payable department can quickly verify the prices on the invoice are correct. There are definite advantages for the repair shop and their customer when Vaughen's pricing is used.

Take a few minutes to think about how you can use Vaughen's in your next annual contract.

## Customer Feedback Form

Over the past year we have noticed some changes in the motor repair industry. Our goal is to always provide all of the information you need to make pricing motor and pump repairs quick, easy and profitable. To make sure we are meeting all of your current needs we have updated our Customer Feedback Form. Even if you have completed this form in the past please take a few minutes to complete the new feedback form and let us know how we are doing. As a thank you for your time we will deduct \$10 from your next invoice.



*If someday they say of me that in my work I have contributed to the welfare and happiness of my fellow man, I shall be satisfied.*

**George Westinghouse**

## Vaughen's Is Always There to Help You

With your Vaughen's subscription you have access to our Toll-Free Telephone Assistance at 1-800-VAUGHEN (1-800-828-4436). If you need help using our Price Guide, just call our FREE hotline. Our staff will be happy to help you get the most out of your Price Guide.

### Monthly Pricing Tip

We also provide a monthly pricing tip each month by email. We select one of the calls from our hotline and provide the answer in our Monthly Pricing Tip and Vaughens.com Contest Winner Email. Just some of the topics covered this year are listed below.

- Where can I find Condensed Price Pages at 140% of the National Average?
- How do I price a submersible pump motor not listed on the Condensed Price List?
- What is included in a recondition price for synchronous motors?

If you have not been receiving this monthly email give us a call or send us an email at sales@vaughens.com to make sure we have your email address on file.

### Vaughens.com FAQ

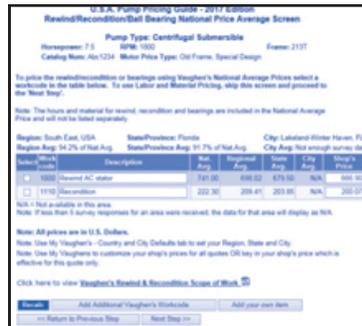
Users of Vaughens.com can find the answers to the most commonly asked questions under the Help tab on Vaughens.com. Also, all subscribers are welcome to call us anytime and have a guided tour of all Vaughens.com has to offer. Vaughens.com is packed full of useful tools so call today to make sure you are getting the most out of your Vaughens.com subscription.

### New Binder, Tabs, or Replacement Pages

If your Guide has any pages missing, or if your binder or tabs need to be replaced, contact us and we will ship out whatever you need at no charge. Thank you for using Vaughen's and remember we are always here to help.

## Coming Soon – Saving Pump Quotes on Vaughens.com

Whenever we are talking to subscribers we ask if there is anything we could add or improve on Vaughens.com to make pricing repairs easier. While most subscribers can't think of any improvements one request we have been getting more and more often is the ability to save pump quotes. Subscribers have also requested a way to price the motor repair using *Vaughen's National Average Motor Repair Prices* without creating separate motor and pump quotes. During 2017 we worked on both of these projects and will be releasing these changes in the first quarter of 2018.

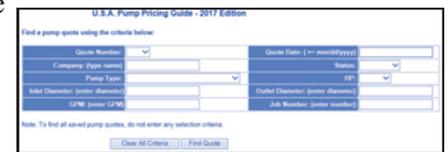


**New National Average Motor Price Screen**

Your shop's price will even display using your shop's percentage of Vaughen's National Average. If you wish to price the motor repair using time and material you don't have to make any entries on this screen - you simply select the next step button. Creating a pump quote just got easier.

### Save and Edit Pump Quotes

After creating your pump quote you will be able to save your quote to Vaughen's server. Then whenever you need to lookup or edit a saved quote you can use our pump quote search criteria to quickly find the quote you need. After you have selected the quote simply select the edit quote button to make any necessary changes. It is no longer difficult to find and update a pump quote days, weeks or even months after it was created.



**Pump Quote Search Criteria**

### Save 100 Quotes/Customers With Your Vaughens.com Subscription

All Vaughens.com subscriptions come with the ability to save up to 100 quotes/customers. Additional items can be saved for a small additional fee. If you would like to increase your quote/customer save limit give us a call at 1-800-828-4436.

### Evaluate Changes Before Release

If you would be interested in testing these changes for us before the actual release give us a call at 1-800-828-4436. We will provide you with a special password to access the changes and ask you to fill out a short evaluation form. As a thank you for your help we will send you a \$50 Amazon Gift Card.

## Thank You

### Thank You for Your Help!

We would like to take this opportunity to thank all of our subscribers who responded to our annual pricing survey. It is with your help that we are able to provide a Price Guide that can best meet the needs of our industry. Thank you!

# Vaughen's Price Publishing Co., Inc. — Customer Feedback Form — Save \$10

Could you please take a few minutes to help us in our quality improvement efforts? Your input is very valuable to us. Complete this form and fax it to us at 1-412-367-4884 and we will apply a \$10 credit to your account. Thank you! (Only 1 credit honored per year.)

1. How often do you use Vaughen's Price Guide?.....  Daily .....  Weekly .....  Monthly.....  Only a few times a year
2. Which of Vaughen's Products do you use? .....  Price Guide Book .....  Vaughens.com .....  WinPDQ Software
3. How do you use Vaughen's prices?.....  Quote directly from the Guide ....  Discount off the Guide ....  Add to prices in the Guide
4. How satisfied are you with our products and service? .....  Very Satisfied .....  Somewhat Satisfied.....  Not Very Satisfied
5. How satisfied are you with the fees we charge? .....  Very Satisfied .....  Somewhat Satisfied.....  Not Very Satisfied
6. How likely are you to recommend our products to another motor shop? .....  Very Likely ....  Somewhat Likely ....  Not Very Likely
7. How likely are you to recommend our products to one of your customers? ...  Very Likely ....  Somewhat Likely ....  Not Very Likely
8. In the past year my motor repair sales have: .....  Increased .....  Stayed the Same .....  Decreased .....  Don't Know
9. Place a check mark in the box that best describes your opinions about the following: *(Please check only one per line.)*

Features and Benefits of Vaughen's Price Guide:	Strongly Agree	Somewhat Agree	Disagree	Not Applicable
The General Information section makes it clear how to use the Guide .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Condensed pages are useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quarterly fax updates on copper costs etc. are useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The AC motor pricing section meets my needs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The DC motor pricing section meets my needs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Single-Phase motor pricing section meets my needs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Labor and Material Guide and labor hour standards are useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Centrifugal Pump Repair Guide is useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pump Condensed Price Lists and Checklists are useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pocket Pricing Pal is useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Motor Pricing section on Vaughens.com is useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saving my quotes and customers on Vaughens.com is useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pump Pricing section on Vaughens.com is useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Customized Condensed Price Lists on Vaughens.com are useful to me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The L&M Tools section on Vaughens.com is useful to me .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. If you disagree with anything in question 9 above, please explain: \_\_\_\_\_

11. What is the biggest problem you face in your business today? \_\_\_\_\_

12. Other than motor and pump repairs what services does your shop offer? \_\_\_\_\_

13. Is there anything else we should include in the Price Guide? \_\_\_\_\_

14. Please provide any comments you have on the motor and pump repair industry that have not been addressed above. \_\_\_\_\_

**Please provide your company information if you wish to receive your \$10 credit: (Note: Only 1 credit honored per year.)**

Name: \_\_\_\_\_ Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address/City/State or Province/Zip: \_\_\_\_\_

**Please fax this completed form to us at 1-412-367-4884. Thank you for taking the time to complete our survey.**