

Put More **Profit**
In Your **Price!**

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PUMPS!**

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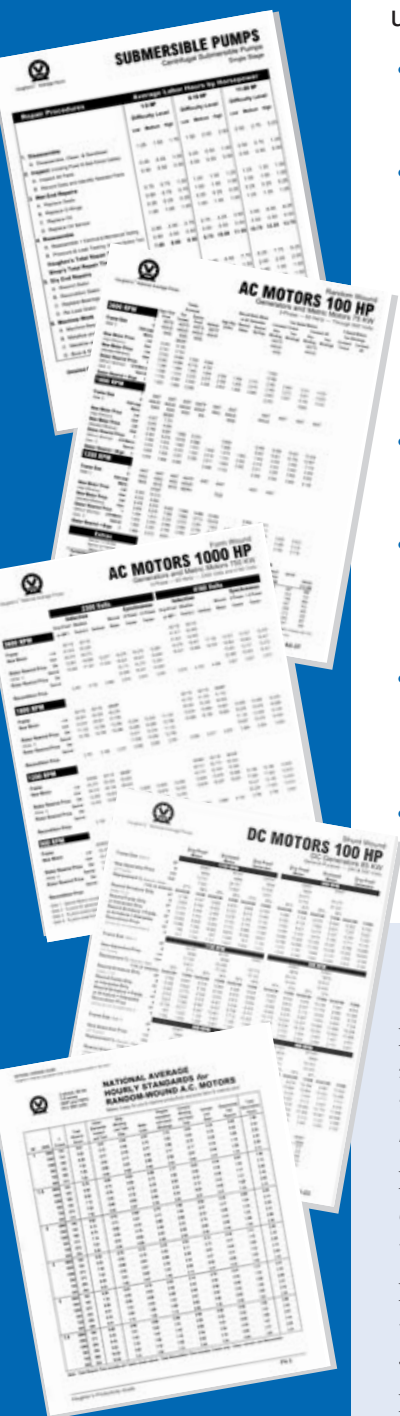


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Vaughen's *NEW* 2009 price guide *will help you build Your profits*

Sample pages from Vaughen's Price Guide



13 TOP REASONS WHY YOU NEED IT... All of our prices are up and if you are using prices that are out of date, you may be greatly reducing your profit and competitiveness. In today's tough motor repair market you have to make sure you're getting every bit of profit on each and every job. Our new 2009 Guide contains many updates and changes that make it easier than ever to quote the best price on every job!

- **All our AC & DC motor prices are up this year!** Put these new *Profit-Builders* to work in your shop and stop leaving money on the table!
- **New AC form-wound pricing!** Form-wound prices are completely updated and extra prices are now on every page. Pricing form-wound motors is easier and more profitable than ever!
- **Our DC pricing section has been updated.** DC repair prices better reflect actual work being done. We have taken the guess work out of pricing DC motors!
- **Profit from our new higher prices for extras** such as ball bearings, reconditioning, etc. We even have extra prices for above-NEMA frames!
- **Close more orders for pump repairs** with our expanded Pump Repair Guide. Now covers submersible pumps up to 150 HP, and sewage pumps. Machined parts pricing updated this year.
- **Easily tailor National Average prices for your customers** with our "Condensed" price pages. Everyone in the shop can now quote consistent prices.
- **Use our Profit-Building adders and multipliers to price those "oddball" motors that you don't usually repair.** Plus we provide a handy "Labor and Material Pricing Worksheet" to work up quotes on tough-to-quote special motors.
- **Keep on top of the ever changing costs of materials** with our Material Costs Updates – updated quarterly by fax so you always have the latest cost information.
- **Our New Labor and Material Guide will help you quote the best price on every job.** With material costs constantly changing, labor and material pricing is so important. **New labor hour standards are also included.**
- **Consult our Regional Wage and Billing Rates to see what shops in your region are paying mechanics...**and what they are charging for work!
- **Carry our "Pocket Pricing Pal" in your pocket with instant pricing** for the most popular motors. Impress your customers with your quick answers!
- **Subscribe to Vaughens.com** and access all of our prices anywhere, anytime. **All for just \$49.00 a year.**
- **Call us anytime for help with your tough pricing problems** on our FREE Telephone Hotline. We are the pricing experts – pricing is all we do.

Here's what a few of VAUGHEN'S subscribers say:

From Buffalo — *"We have been in the motor repair business for 35 years and from the very day we started using Vaughen's Price Guide, our business has improved and has been more profitable to us."*

From Houston — *"Your pricing service is certainly a great help to us and we consult it daily in working up quotes. You have done a wonderful job."*

From Los Angeles — *"We can truthfully say after using your service, we don't know why we didn't subscribe years ago. It is essential to our business!"*

From Pittsburgh — *"I would cut my salary before I would go without my Vaughen's Price Guide."*

From Toronto — *"Every Canadian electric motor repair shop that uses your Pricing Service will save yearly many times the cost of your service. We have found it invaluable in pricing our repair jobs."*

From Oregon — *(Calling to order a replacement Guide after his was lost in a flood), "Please ship this right away. We use Vaughen's Price Guide every day and we're lost without it. Everyone keeps asking, 'What should I charge?!'"*

From Chicago — *"I use Vaughens.com every day at the shop and at home. It is so easy, simple and fast."*

Take *the* test

to see how you can stay on top of your market and build your profits

If you answer "Yes" to just one of the following questions - VAUGHEN'S 2009 Price Guide can ADD MORE DOLLARS TO YOUR BALANCE SHEET.

- Are you responsible for making sure your prices cover the ever changing cost of copper wire and the other materials used in motor repairs?
- Are you responsible for determining your shop's profits and break-even costs and how much to charge for your work?
- Are you responsible for the profitable estimating and pricing of all types of electric motors and centrifugal pumps?
- Would you like to know the average cost of thousands of new motors so you can help your customer quickly determine whether to repair or replace?
- Would you like to know how to price repairs so your customers repair rather than replace?
- Would you like to know local and regional prices for motor repairs charged by thousands of shops, large and small, coast-to-coast?
- Are you using an obsolete copy of Vaughen's Guide that could be leaving money on the table?
- To help you gauge your employee's efficiency, would you like to know the average time it takes to rewind or repair motors or pumps?
- Are you responsible for providing wages and benefits that keep good employees and attract new employees?
- When customers call asking you to cut your prices do you need a trusted and reliable source to help you justify your pricing?
- If you had all this information for instant reference – on the phone – on the computer – at your counter – and at your salesman's side – would it save your valuable time?

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If you order now, you'll receive TWO editions of our Price Guide for the price of one. The 2009 edition will be sent right now, and the 2010 edition will be sent early next year – all for the price of ONE subscription!

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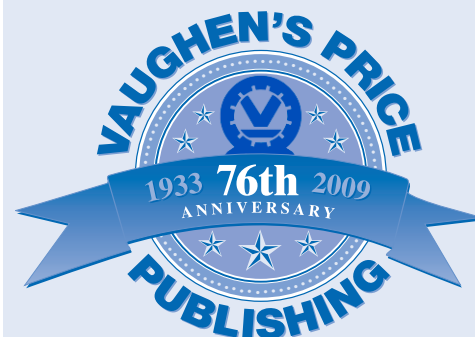
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Vaughen's Price Guide is updated yearly so your prices will always reflect current market conditions. Please be aware that using out-of-date pricing can greatly affect your profit and competitiveness. Quantity discounts, semi-annual, and quarterly payment plans are available, please inquire. Your credit card is gladly accepted.

Vaughen's is Used & trusted by Thousands of Shops

Vaughen's has served the industry for over 75 years. Our Price Guide is used and trusted by thousands of motor shops in every major city and state in the USA, all over Canada, and in many other countries throughout the world.

And over 85% of our subscribers resubscribe year after year as they find that their old in-house pricing methods often leave money on the table. Our Guide pays for itself on just one job. With the latest Vaughen's Price Guide, our subscribers find they can quote with confidence and protect their profits.



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No matter how you like to do your pricing – with a pen and paper, using your computer, or using the Internet, **we have a product that will build profits for you and keep you current on changes in the industry.** Take a look at each of our products listed below and then **call 1-800-828-4436** for your **FREE 30 day trial!**

Remember, all of Vaughen's products come with a **FREE Pocket Pricing Pal Mini Guide**, with repair and new prices for the most popular AC and DC motors. Put it in your pocket, and save time every day!

Plus, all subscriptions also include a **FREE Telephone Hotline Assistance Service.** Call us toll-free at 1-800-828-4436 for help with any of your tough pricing problems.



BOOK Vaughen's Motor and Pump Repair Price Guide – Newly Updated for 2009!

Our printed version of the Guide contains all of Vaughen's newly updated prices and comes in three versions; 75 HP – 600 HP – and 5000 HP. All guides provide complete and profitable pricing at your fingertips for AC, DC and Single-Phase motors. Plus, each version includes our *Labor and Material Guide* with *Labor Hour Standards*, our *Pump Repair Guide*, and our quarterly *Material Costs* fax update. Call today for your free trial.



SOFTWARE Vaughen's WinPDQ Pricing System – Quick, Easy and Profitable!

Our WinPDQ Pricing software makes pricing of jobs using your computer quick, easy, and profitable. With WinPDQ you can maximize profits by comparing your shop's prices to: (A) Vaughen's national averages, (B) labor and material costs, and (C) new motor prices. Plus, WinPDQ includes AC form-wound prices to 10,000 HP and DC form-wound prices to 3,500 HP. WinPDQ comes in both a single user version, and a multi-user version. Call today for your free trial.



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Our on-line pricing service includes all of the prices from Vaughen's Guide plus additional pricing for large motors up to 10,000 HP AC and 3,500 HP DC. Use VAUGHENS.COM easy-to-use price lookup screens to print and email quotes. Also available on VAUGHENS.COM: *City and State Averages* • *Vaughen's L&M Tools with Labor & Material Price List Calculator* • *Pump Repair Pricing* • *Vaughen's Manager's Tools with Wage & Benefit Guides*, and so much more! VAUGHENS.COM comes in three versions; 1/2 thru 75 HP, 1/2 thru 600 HP, and 1/2 thru 10,000 HP. Call today for your free trial.



ACSMaster Vaughen's ACSMaster Pricing Database – Automates Your Pricing!

You can now easily use your ACS software system to look up Vaughen's prices, and to customize shop prices for different types of motors and individual customers. All of this can be done quickly and simply from within your ACS software system. Plus, you receive additional pricing for large AC form-wound motors to 10,000 HP and large DC motors to 3,500 HP. Call today for your free trial.



CANADA Vaughen's Canadian National Average Prices – Now Available in Canadian Dollars!

Canadians can now quickly and easily look up Canadian National Average Prices on our website VAUGHENS.COM. Simply log on and you are ready to prepare quotes in Canadian dollars. Or use Vaughen's Price Guide Book to also easily calculate Canadian National Averages. Plus, included FREE with every subscription – Vaughen's 2009 *Canadian Pocket Pal*. Call today for your free trial.



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