

CALCULATE THE COST

Every decision to grow comes with an investment—time, money, or both. Understanding the cost of growth ensures that you make the right move for your business.

1 Growth Requires Investment

Before making any decision, ask:

- Can I afford this financially?
- Will this decision create more income or efficiency?
- What are the hidden costs I need to prepare for?



Growth is not just about expansion; it's about making strategic investments that pay off in the long run.

2 Comparing Growth Options & Their Costs



Hiring a Manager (Salary/Level/Support)

- Break hourly wage from salary later.
- Allow you to make decisions to work your way.
- Requires time investment for training.
- Not independent depends on your guidance.
- Additional Costs: Payroll taxes, worker comp, unemployment.

3 Understanding the Risk vs. Reward of Growth

- Some investments provide immediate returns (Journeyman, Vehicle).
- Others take time to show results (Manager, Office Manager).
- Making the wrong investment at the wrong time can slow down your business.



Before committing to growth, ask:

- Can I sustain this investment for at least a month?
- Am I solving my biggest problem or creating a new one?
- Will this move increase revenue, efficiency, or both?



Hiring a Journeyman (Skilled Worker)

- Can handle job independently, increasing revenue.
- Less training/investments to work.
- Higher pay, benefits, and insurance costs.
- May require additional tools & vehicle.
- Additional Costs: Health, vehicle, tools, insurance, higher wages.



Hiring an Office Manager (Administrative Support)

- Allow your time to focus on creating, marketing, & growing.
- Allow you to stay in the field and focus on growth.
- Increased productivity with no direct revenue generation.
- Must have steady work to justify cost.
- Additional Costs: Payroll taxes, office setup, software.



Buying or Leasing a Vehicle (New vs. Used)

- Leasing gets you everything: more equipment, lower liability.
- Can improve business image & professionalism.
- New vehicles = higher upfront cost & financing.
- Used vehicles = lower cost but higher repair costs.
- Additional Costs: Insurance, fuel, maintenance, licensing fees.