BUILD & SCALE
ACADEMY

THE BUILD & SCALE ACADEMY · FREE DOWNLOAD

What's Your Real Hourly Rate?

Find out what an hour of your time is really worth, in about 20 minutes

BUILD YOUR BUSINESS. SCALE YOUR LIFE.

Most owners know what they charge a client and what they pay their team. Very few know what they earn per hour themselves. This sheet shows you, and shows where your week goes.

WHAT TO GATHER BEFORE YOU START

- What the business paid you last year: salary, dividends or drawings.
- Any benefits the business pays for you, such as pension, vehicle and phone.
- Your honest hours in a normal week, including evenings and weekends.
- Roughly what you pay a skilled tradesperson and a site supervisor per hour, with employer costs.

How to use the sheet

Open BSA-F01_Whats_Your_Real_Hourly_Rate.xlsx. Blue cells are yours to fill in. Example figures are shown, so overwrite them with your own. Everything else calculates itself.

Step 1: Enter what you take out

In section 1, type what the business pays you in a year before personal tax: salary, dividends, drawings and benefits. B9 totals it.

Step 2: Count your real hours

B12 is your normal week, including evenings, weekends, calls and paperwork. B13 is the weeks you really work, so 52 minus the holiday you actually take. B14 gives your hours in a year.

Step 3: Read your real rate

B17 divides what you take out by the hours you work. Compare it with B20 and B21, the hourly cost of a skilled tradesperson and a supervisor. B27 tells you in one line where you stand.

Step 4: Set the rate you want

Type the hourly rate you would be proud to earn in B22. B25 is the gap and B26 is what that gap costs you each year.

Step 5: See where your week goes

In section 5, split your normal week across five types of work. The hours must add up to B12, or the check in B37 will warn you.

> Your hourly rate is not what you charge. It is what you keep, divided by every hour you give.

What your number means

If your real rate is	It usually means
Below a skilled tradesperson	You are subsidising the business with your time. Price better and stop doing low value work yourself.
Between a tradesperson and a supervisor	You are paid like an employee but carrying an owner's risk. Hand over the biggest blocks of your week.
Above a supervisor, below your target	The business pays you fairly, but too much of your week is work others could do.
At or above your target	Protect it. Watch that growth does not drag your hours back up.

Common mistakes

Mistake	The fix
Counting only site hours	Count every hour you work, including evenings, weekends and phone calls.
Using the business profit	Use what you actually take out, not what the business makes.
Leaving out benefits	Include pension, vehicle and phone so the comparison is fair.

Mistake	The fix
Guessing the hours	Note your hours for one normal week, then enter the real figure.

Your first-week checklist

DO THESE IN YOUR FIRST WEEK

- Fill in sections 1 and 2 and read your real rate.
- Split your week in section 5.
- Circle the two biggest blocks and write down who else could do them.
- Put 20 minutes in the diary in three months to run the sheet again.

What comes next

Month 1 of the Build & Scale Academy programme is Cashflow Command. It shows what the business can afford to pay you, and when, with a 13-week forecast you update every Monday. The programme runs for 12 months, with a playbook, templates, a how-to guide and a video for every month. You can sign up online at buildandscaleacademy.co.uk.