

Key Forecasts – Accounting Services

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Precision Job Costing & Profit Margin Optimizer

The Challenge

Many trade contractors (HVAC, Electrical, Construction) operate with a "cash-in-the-bank" mentality, often realizing a project was unprofitable only after it is completed. Without real-time visibility into labor burdens and material price fluctuations, scaling a business safely becomes impossible.

The Key Forecasts Solution

I developed a custom **Job Costing Tracker** in Google Sheets designed to bridge the gap between field operations and financial oversight. This tool provides a "live" look at project health, allowing business owners to pivot before margins disappear.

Key Features & Functionality

- **Dynamic Variance Analysis:** Real-time tracking of Budgeted vs. Actual costs across Materials, Labor, and Subcontractors.
- **Automated Profitability KPIs:** Instant calculation of Gross Profit and Net Margin % per project.
- **Visual Budget Monitoring:** Integrated Sparkline progress bars that visually alert the user when spending exceeds 80% of the estimate.
- **Labor Burden Integration:** Accounts for the true cost of employees, including taxes and insurance, not just hourly wages.

The Strategic Result

By implementing this level of financial recording, Key Forecasts empowers contractors to:

1. **Identify "Slippage":** Spot specific categories where costs are trending over budget in real-time.
2. **Refine Future Bidding:** Use historical "Actuals" data to bid more accurately on future contracts, ensuring guaranteed profitability.
3. **Optimize Cash Flow:** Coordinate draw requests and progress billings based on actual work completed.

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