

Make a COPY to edit. How to: *See Top Left. File > "Make a copy."

What is CLV: https://docs.google.com/document/d/1ensAI_R5x1a3S3P9WJh-JrybPT7Lw08dbDoOMFrxFU/edit#

Customer Lifetime Value (CLV)

\$ 1,600

Suggested Minimum Investment

11%

\$ 10,560

Projected Campaign ROI

\$ 96,000

Cost per Customer
\$176.00

Fill Below this Line.

Average Purchase Value

\$ 400.00

Projected New Customers / Leads per Campaign

60

Patronage (Customer Life Span * Purchase Frequency)

4

Example using "Botox" from the Cosmetics tab below. Priced @ \$408.00 with 4 treatments a year. [How many Botox treatments needed per Year](#)

Source - Suggested Minimum Investment [What is a good Marketing Budget?](#)

Procedure Name (eg. BOTOX, Dysport, Xeomin)	Code	QTY	Total
Injection Lipoma (eg KYBELLA®)		1	\$1,027
PR Treatment			\$406
Laser Skin Resurfacing			
Ablative			\$1,363
Non-ablative			\$1,261
Laser Treatment Leg Veins			\$463
Non-surgical fat reduction			\$1,376
Non-surgical skin tightening			\$2,134
Hyaluronic acid (eg. JUVÉDERM®, Restylane®, VOLLIA™)			\$662
Chemical peel			\$664
Microdermabrasion			\$136
Laser hair removal			\$227
Dermabrasion			\$1,266
Breast Augmentation			\$2,167
Breast Implant Removal			\$2,641
Breast Lift			\$4,693
Breast Reduction			\$6,476
Buttock implants			\$6,004
Buttock LIFT (BBL)			\$4,960
Calf Augmentation			\$3,677
Chin Implant			\$2,666
Ear Surgery (oplasty)			\$3,220
EyeBli Surgery			\$3,282
Facelift (rhytidectomy)			\$7,467
Forehead Lift			\$1,400
Gynecomastia			\$4,123
Leptoplasty			\$2,864
Liposuction			\$3,646
Lower Body Lift (Belt Liposcopy)			\$6,073
Neck Lift (platysmaplasty)			\$5,110
Protoplasty (nose job)			\$6,468
Pectoral Implants			\$4,244
Tummy Tuck			\$6,682
Money Makeover2			\$10,000,000.00

Hire a Plumber		
(84,850 projects)		
\$329 Average National Cost		
Repair a Clogged Drain		
(29,328 projects)		
\$230 Average National Cost		
Install a Water Heater		
(26,491 projects)		
\$1,104 Average National Cost		
Repair a Water Heater		
(14,625 projects)		
\$588 Average National Cost		
Install or Repair Gas Pipes		
(7,854 projects)		
\$550 Average National Cost		
Install a Water Treatment & Purification System		
(6,634 projects)		
\$2,044 Average National Cost		
Clean Septic Tank		
(5,922 projects)		
\$417 Average National Cost		
Install a Faucet		
(5,628 projects)		
\$255 Average National Cost		
Install New Plumbing Pipes		
(5,591 projects)		
\$1,174 Average National Cost		
Repair a Well Pump		
(4,851 projects)		
\$918 Average National Cost		
Repair a Sump Pump		
(4,738 projects)		
\$519 Average National Cost		

Install a Water Main		
(4,680 projects)		
\$1,596 Average National Cost		
Install a Shower		
(4,610 projects)		
\$6,355 Average National Cost		
Clean a Sewer Line		
(4,315 projects)		
\$335 Average National Cost		
Repair a Toilet		
(4,276 projects)		
\$246 Average National Cost		
Install a Bathtub		
(3,216 projects)		
\$4,741 Average National Cost		
Install a Sewer Main		
(2,992 projects)		
\$3,247 Average National Cost		
Install a Tankless Water Heater		
(2,767 projects)		
\$2,343 Average National Cost		
Repair a Water Treatment & Purification System		
(2,688 projects)		
\$524 Average National Cost		
Inspect a Sewer		
(1,678 projects)		
\$783 Average National Cost		
Repair a Septic Tank		
(1,503 projects)		
\$1,749 Average National Cost		
Install and Replace a Sump Pump		
(1,484 projects)		

\$1,281 Average National Cost		
Repair a Water Main		
(1,375 projects)		
\$934 Average National Cost		
Repair a Drain Line Breakage		
(1,160 projects)		
\$696 Average National Cost		
Replace a Well Pump		
(1,120 projects)		
\$1,716 Average National Cost		
Install a Sink		
(1,077 projects)		
\$405 Average National Cost		
Install a Bathtub or Shower Liner		
(1,014 projects)		
\$5,028 Average National Cost		
Install a Septic Tank		
(953 projects)		
\$6,813 Average National Cost		
Install a Toilet		
(950 projects)		
\$373 Average National Cost		
Repair a Sewer Main		
(832 projects)		
\$2,898 Average National Cost		
Remove a Water or Fuel Storage Tank		
(642 projects)		
\$1,199 Average National Cost		
Replace a Fuel or Water Holding Tank		
(204 projects)		
\$2,120 Average National Cost		
Install a Solar Water Heater		

(150 projects)		
\$3,506 Average National Cost		

Landscape Maintenance Services Pricing List			
Annual estimates for landscaping projects range anywhere from \$50 to \$700 or more if you combine them. These annual tasks maintain your landscape, lawn, plants, and trees. Some annual projects you might consider are listed below.			
Landscaping Task		Average Cost	
Winterizing Sprinklers Cost	\$50 – \$125		
Lawn Mowing Cost	\$50 – \$220		
Lawn Aerating Cost	\$75 – \$200		
Lawn Fertilizing Cost	\$75 – \$400		
Mulching Cost	\$100 – \$300		
Yard Dethatching Cost	\$100 – \$700		
Tree Trimming Cost	\$75 – \$1,500		
Tree Removal Cost	\$200 – \$2,000		
Planting Flowers Cost	\$300 – \$3,000		
Lawn Seeding Cost	\$425 – \$1,550		
Landscape Installation Services Pricing List			
Click on each landscaping task for more specific cost breakdowns.			
Landscaping Task		Average Cost	
Landscaping Installation Cost (from scratch)	\$1,400 – \$5,700+		
Sod Installation Cost	\$1,050 – \$2,800		
Lawn Grading Cost or Lawn Resloping Cost	\$1,000 – \$3,000		
Artificial Turf Installation Cost	\$2,800 – \$6,700		
Sprinkler System Installation Cost	\$1,750 – \$3,550		
Pea Gravel Installation Price	\$300 – \$400		
Landscape Curbing Cost	\$750 – \$1,850		
Misting System Installation Cost	\$2,050 – \$3,400		
Pond Installation Cost	\$1,300 – \$5,600		
Water Fountain Installation	\$1,000 – \$4,700		
Landscape Designer Fees	\$2,000 – \$7,000		
Landscaping Cost per Square Foot			
Basic Services	\$4 – \$6 per square foot		
Intermediate	\$6 – \$10 per square foot		
Full Tear-Out and Remodel	\$10 – \$40 per square foot		