



## The Publisher's Column



Hello good friend, and welcome to our Motorvation Newsletter and to your new 2024 Price Guide. This year all rewind prices have increased. See the

article to the right for the details. Be sure to update your Price Guide with these new pages so your prices and profits will reflect the latest National Averages for motor and pump repairs.

### Vaughen's New Digital Price Guide

This year we have been busy working on a new product - **Vaughen's Digital Price Guide**. The Digital Price Guide will be released in the 1<sup>st</sup> quarter of 2024, and looks just like your printed book. You will be able to take it with you where ever you go. Use it on your computer or cell phone. See the article on page 2 for all the details. We can't wait for you to try **Vaughen's New Digital Price Guide!**

### 2024 Projects – What Do You Need?

We are always looking for new information and tools to provide our subscribers. On our feedback survey we ask what should we include in the Price Guide Book or on Vaughens.com? Please take a few minutes to fill the survey out and let us know your wishes. We are evaluating projects for 2024 now and want to include your ideas in our evaluation.

Remember, we are always available at 1-800-Vaughen to help you with any or all of your pricing needs. We wish you a happy, healthy, and prosperous New Year.

*Donald M. Lammers*

Donald M. Lammers  
Publisher

**P.S. Let us know how we are doing by completing the Customer Feedback Form on page 4 and save \$10 on your next invoice.**

## Vaughen's 2024 Price Guide Improvements

Each year we update all of our National Average Prices for motor and pump repairs, Billing Rates, and Markups based on the data from our annual Survey. The General Information section has also been updated with new pricing for Employee Utilization Percentage and Percentage of Jobs Repaired under Warranty. To make it easy to find information each topic is clearly identified with a bold heading. Take a few minutes and review the headings or read through the table of contents to see all the useful information included.



Your  
New 2024  
Edition is  
Here

You will also notice all of our price pages have been updated. We have added column headings on the line that specifies RPM. We have added these headings to make our New Digital Price Guide easier to use. See the article on page 2 regarding the New Digital Price Guide.

### Vaughen's 2024 Pump Repair Guide has been completely updated with new Condensed Price Lists and Machined Parts Prices.

Also included in this section are labor hours for pump repairs, dimensional drawings for machined parts, and Vaughen's Pump Repair Checklists. To demonstrate how easy pricing pump repairs can be using Vaughen's Condensed Price Lists and Checklists we have added Pump Pricing Examples to Vaughens.com. These examples can be found on Vaughens.com under the Pump Pricing tab.

**The Labor and Material Guide** information has remained the same this year so we have just included a new title page and the latest quarterly update on material costs for this section. The 4th Quarter 2023 update will be faxed to all current subscribers in mid-January 2024. If you no longer have a fax machine the current and all past updates can be found on Vaughens.com under the L&M Tools tab.

**Also enclosed is your 2024 Pocket Pricing Pal. Additional Pals are available for \$10 each** while supplies last. Additional copies of Vaughen's Motor and Pump Repair Price Guide can be ordered at 33% off your first subscription fee. Call 1-800-828-4436 for details or to order.

## 2024 Survey Results – All Prices Are Updated!

This year 141 shops replied to our Annual Pricing Survey. Thanks to all of our subscribers who took the time to complete the survey!

### Here are the results of our survey:

- AC random-wound rewinds are up 9.9%
- AC form-wound rewinds are up 10.7%
- DC rewinds are up 6.8%
- Extras prices are up 6.0%
- Hourly billing rates are up 3.5% to 7.1%
- AC random-wound new motor markup is up 3.6%
- New motor prices have been updated

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## 2023 EASA Convention

Don and Jason enjoyed seeing everyone at the EASA Convention.



**“Success is not final, failure is not fatal: it is the courage to continue that counts.”**

- Winston Churchill

## Always Improving Vaughens.com

We have updated the pricing that displays for **Recondition NEMA frame motors** on Vaughens.com for random-wound explosion proof, vertical, and wound rotor motors. The Recondition NEMA frame motor pricing is the same as the Recondition TEFC/Special Motor pricing found in the Price Guide Book.

The recondition pricing for these motors now includes the adders below found on page G1-12 of the General Information section. These adders cover the additional time these motors take to recondition.

Explosion Proof	Add 20%
Vertical	Add 20%
Wound-Rotor	Add 25%

## Add a Logo to Your Quote

We are currently working on giving users the ability to add a logo to their quote on Vaughens.com. As soon as this update is released we will let you know. If there is anything we can add to Vaughens.com to make your job easier give us a call at 800-828-4436 or send an email to sales@vaughens.com.

## Vaughen's Digital Price Guide - Coming Soon!

We are putting the finishing touches on our newest product - **Vaughen's Digital Price Guide!** Now you will have the best of our Price Guide Book and Vaughens.com in one simple-to-use product.

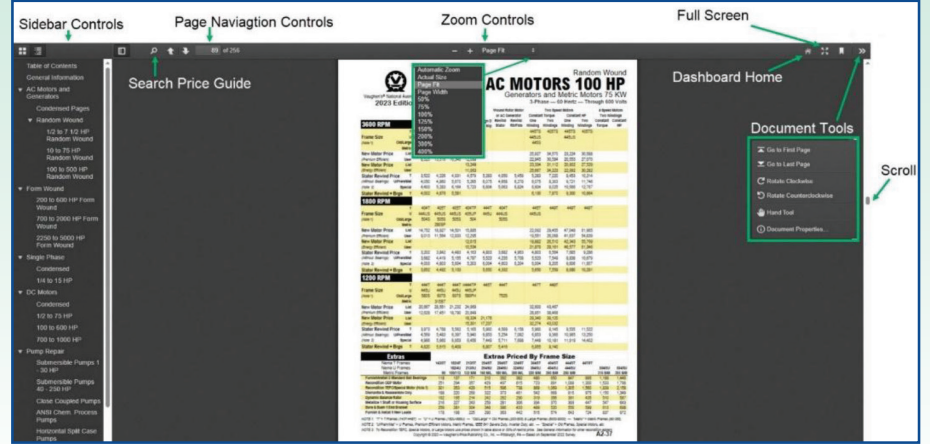
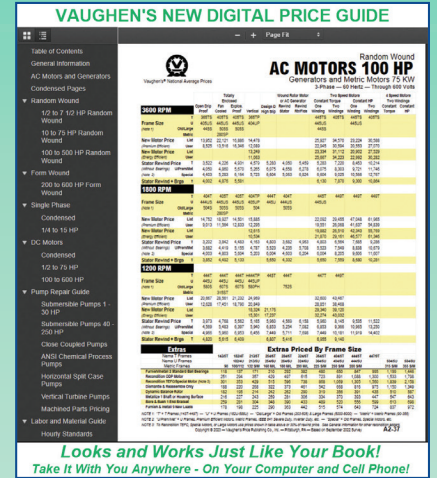
**Vaughen's Digital Price Guide** looks just like our printed Book and you can take it with you where ever you go. You can use it anywhere - on your computer or cell phone.

Subscribers who tested our new product gave it rave reviews and said it would be a great compliment to their other Vaughen's products. Below are just a few of the comments from subscribers that tested the Digital Price Guide.

*We really liked that the price guide is now a digital option, especially because we do everything online these days - it just makes things easier to click on a link and have what we need readily available while quoting!*

*Great resource when paper copy isn't available.*

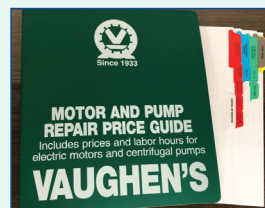
**Watch your email for the release date announcement! With the Digital Price Guide it will be easier than ever to use Vaughen's to "Keep Your Profit in Your Price" where ever you are doing your pricing!**



**Easily find just what you are looking for and select how it displays**

## Need New Binder, Tabs, or Replacement Pages?

If your Guide has any pages missing, or if your binder or tabs need to be replaced, contact us and we will ship out whatever you need at no charge.



## Thank You for Your Help!

We would like to take this opportunity to thank all of our subscribers who responded to our annual pricing survey. It is with your help that we are able to provide a Price Guide that can best meet the needs of our industry. Thank you!

**P.S. Don't forget to include your \$50 coupon with your next payment.**

## Winner Email and Monthly Pricing Tip

Each month we send out an email answering a question we have received from a subscriber. The monthly email also includes the name of the monthly Vaughens.com drawing winner. If you haven't been receiving the monthly email contact us with your current email address. You can email us at sales@vaughens.com or call 800-828-4436.

Below we have included a few of the questions we have answered during 2023.

### Recently a subscriber called and asked "Where are the Condensed Price Lists on Vaughens.com?"

The Condensed Price List for Motors can be found under the Motors tab and the Pump Condensed Price Lists are under the Pumps tab. The Price Lists can be customized for your shop using your shop's percentages of the National Average.

### Recently a subscriber called and asked "Where can I find the average times for rewinding motors?"

Vaughen's Labor Hour Standards can be found in the Price Guide Book under the yellow Labor and Material Hourly Standards tab and under the L&M Tools tab on Vaughens.com.

On Vaughens.com you can even print out a Shop Labor Hour Report showing the Vaughen's hours and your shop's hours. You can then give this report to your employees so they can see how many hours the tasks they were assigned should take to complete. The technician can record their hours and document anything that affected their times on the report. We think you will find this report helpful.

### Recently a subscriber called and asked "Where can I check what is included in Vaughen's National Average Prices?"

Book subscribers can find this information on pages G1-6 and G1-7 of the General Information Section. Vaughens.com subscribers can find this information on the screen displaying rewind and extras prices, and also under the Help tab by selecting the heading Motor Pricing Questions, and then Vaughen's Scope of Work Questions. All the information you need is right at your fingertips.

### Recently a subscriber called because they were having trouble logging in to Vaughens.com.

You can call us for help at 800-828-4436 anytime, but if we are out of the office use the forgot password button found at the bottom of the login box. This option will be helpful if you keep your email address in the My Vaughens tab current.

To confirm your email address is current just select the Subscriber Profile option under the My Vaughens tab. Review your email address along with your other company information. If you need to make any changes select the Edit button, make your changes, and then select the Update Subscriber Information button. If you would also like to update your password select the Change Password button.

### Recently a subscriber called to ask where they could find Cost and Labor Rates.

The Average and Highest Direct Labor Cost Rate for shop mechanics and Total Cost Hourly Rate from the 2024 Pricing Survey can be found on Vaughens.com. Select the Manager's Tools tab, then National Average Billing, Labor & Cost Rate option. **Please note only Shop Owners and Managers can access this information and need a special password to access.** We also have information from Vaughen's 2020 Wage & Benefit Guide under the Manager's Tools tab on Vaughens.com.

### Recently a subscriber called and asked "How can I save motor quotes on Vaughens.com?"

Saving a motor quote on Vaughens.com is very easy. Before you start saving quotes go to the My Vaughens tab, Subscriber Profile option to update your next quote number. Then, once your quote it completed select the Save Motor Quote button on the quote screen. This will save your motor quote to Vaughen's server.

You can then use the Saved Motor Quotes option under the Motors tab to lookup saved quotes. You can search for quotes by Quote Number, Company, HP, RPM, plus additional criteria.

If you don't want to save your quotes to Vaughen's server you can select to save your quotes to your computer as a PDF file. Simply select Print Quote from the quote screen, and after selecting how you would like your quote formatted select the Print Preview/Print Quote button. Next use your Browser Print option to select Save as PDF.

These same options are available to save pump quotes.

### Recently a subscriber called for help pricing a Brake Motor.

We have a 15% adder for Brake Motors on page G1-15 of the General Information section. This can be found in both the Book and Vaughens.com.

Below is an example of pricing a 10 HP, TEFC, 1800 RPM, 215T frame brake motor rewind.

Special Rewind Price	\$1,106
15% Adder for Brake Motor	\$166
<b>Total</b>	<b>\$1,272</b>

## Price Pages Updated with Headings

We have made some changes to the complete pages in the Price Guide. We have added column headings at each RPM line. We have done this to make our new Digital Price Guide easier to use. The Digital Price Guide will be ready for release soon. Watch your email for the announcement.

1800 RPM	ODP	TEFC	Explos.	Vertical	Hi Slip	Wound Rotor	Two Speed Motors			4 Speed Motors
Frame Size	404T	405T	405T	404TP	444T	404T	445T	449T	449T	449T
Frame Size (Note 1)	444US	445US	445US	405US	445U	444US	445US			
Dist.Large	504S	505S	505S	504		505S				
Metric	280SP									
New Motor Price List	14,752	18,927	14,501	15,885			22,092	29,455	47,048	61,965
(Premium Efficient) User	9,013	11,564	12,833	12,295			19,551	26,068	41,837	54,839
New Motor Price List				12,615			19,882	26,510	42,343	55,769
(Energy Efficient) User				10,534			21,870	29,161	46,577	61,346
Stator Rewind Price T	3,202	3,842	4,483	4,163	4,803	3,682	4,963	4,803	6,564	7,685
(Without Bearings) UPremMat User	3,682	4,419	5,155	4,787	5,523	4,235	5,708	5,523	7,549	8,838
(Note 2) Special	4,003	4,803	5,604	5,203	6,004	4,603	6,204	6,004	8,205	9,606
Stator Rewind + Brgs T	3,852	4,492	5,133		5,650	4,332		5,650	7,559	8,880

← New Headings

Use the QR code below to view all the help videos on Vaughens.com



# Vaughen's Price Publishing Co., Inc. – Customer Feedback Form – Save \$10

**Could you please take a few minutes to help us in our quality improvement efforts? Your input is very valuable to us. Complete this form and fax it to us at 1-412-367-4884 and we will apply a \$10 credit to your account. Thank you! (Only 1 credit honored per year.)**

1. How often do you use Vaughen's Price Guide?    Daily    Weekly    Monthly    Only a few times a year
2. Which of Vaughen's Products do you use?    Price Guide Book    Vaughens.com    Book & Vaughens.com
3. How do you use Vaughen's prices?    Quote directly from the Guide    Discount off the Guide    Add to prices in the Guide
4. How satisfied are you with our products and service?    Very Satisfied    Somewhat Satisfied    Not Very Satisfied
5. How satisfied are you with the fees we charge?    Very Satisfied    Somewhat Satisfied    Not Very Satisfied
6. How likely are you to recommend our products to another motor shop?    Very Likely    Somewhat Likely    Not Very Likely
7. How likely are you to recommend our products to one of your customers?    Very Likely    Somewhat Likely    Not Very Likely
8. In the past year my motor repair sales have:    Increased    Stayed the Same    Decreased    Don't Know
9. How interested are you in a digital format of the Price Guide Book?    Very Interested    Somewhat Interested    Not At All
10. How do you prefer to receive Vaughen's Pricing Survey?    Mail    Email/Google Forms    Fax
11. Place a check mark in the box that best describes your opinions about the following: *(Please check only one per line.)*

Features and Benefits of Vaughen's Price Guide:	Strongly Agree	Somewhat Agree	Disagree	Not Applicable
The General Information section makes it clear how to use the Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Condensed pages are useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quarterly fax updates on copper costs etc. are useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The AC motor pricing section meets my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The DC motor pricing section meets my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Single-Phase motor pricing section meets my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Labor and Material Guide and labor hour standards are useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Centrifugal Pump Repair Guide is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pump Condensed Price Lists and Checklists are useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pocket Pricing Pal is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Motor Pricing section on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saving my quotes and customers on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Pump Pricing section on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Customized Condensed Price Lists on Vaughens.com are useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The L&M Tools section on Vaughens.com is useful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. If you disagree with anything in question 11 above, please explain: \_\_\_\_\_

13. What is the biggest problem you face in your business today? \_\_\_\_\_

14. Other than motor and pump repairs what services does your shop offer? \_\_\_\_\_

15. Is there anything else we should include in the Price Guide Book or on Vaughens.com? \_\_\_\_\_

16. Please provide any comments you have on the motor and pump repair industry that have not been addressed above.

**Please provide your company information if you wish to receive your \$10 credit: (Note: Only 1 credit honored per year.)**

Name: \_\_\_\_\_ Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address/City/State or Province/Zip: \_\_\_\_\_

**Please fax this completed form to us at 1-412-367-4884. Thank you for taking the time to complete our survey.**