

Home Watch Pricing Worksheet

Work out what to charge per visit from your own time and costs, then check it against your market. The example column shows one way the numbers can come out. The Excel version does the sums for you.

Step 1: Your hourly rate

	Example	Yours
A. Pay you want for the year	\$57,000	
B. Yearly business costs: insurance and bond, licenses, technology, marketing, accounting	\$3,000	
C. Total you need (A + B)	\$60,000	
D. Weeks you'll work in a year	48	
E. Visit hours a week: time on visits and driving between them, not admin or marketing	25	
F. Visit hours a year (D × E)	1,200	
G. Hourly rate (C ÷ F)	\$50	

Step 2: Your time per visit

	Example	Yours
H. Minutes driving to this home from the stop before it on your route	10	
I. Minutes on site	30	
J. Minutes writing and sending the report	5	
K. Hours per visit ((H + I + J) ÷ 60)	0.75	

Use the drive from the previous stop, not from home. A tight route is what makes home watch pay.

Step 3: Price per visit

	Example	Yours
L. Time cost (G × K)	\$37.50	
M. Miles from the stop before	5	
N. Cost per mile: the IRS standard mileage rate, or your own figure	\$0.70	
O. Mileage cost (M × N)	\$3.50	
P. Price per visit (L + O), rounded up to the next \$5	\$45	

Step 4: Monthly price

	Example	Yours
Q. Visits a month: weekly 4.33, every two weeks 2.17, monthly 1	4.33	
R. Monthly price ($P \times Q$), rounded to the nearest \$5	\$195	

Step 5: Check your market

Ask two or three local home watch companies for their prices, or look them up. If you're far below them, you're leaving money behind. If you're above, make sure your reports and how fast you respond show why.

Company	How often	Price	What's included

Step 6: Extras

Extra	Your price
Meeting a vendor or contractor (per hour)	
Storm preparation visit	
Check after a storm	
Extra visit at short notice	
Errands (per hour)	
Starting and running a vehicle	
Picking up or returning keys	

Good to know

- ☐ Price a home far from your route higher, or add a travel fee, since its drive time is all yours.
- ☐ Review your prices once a year, and give clients the notice your agreement asks for.
- ☐ Write your prices down before a walk-through, so you can answer on the spot.