



The Publisher's Column



Hello good friend, and welcome to our Motorvation Newsletter and to your new 2021 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 2020 Projects

While 2020 was not the year any of us anticipated we are happy to report we were able to release a new 2020 Wage & Benefit Guide on Vaughens.com in August of 2020. See the article on page 2 for the details. Also, we improved quoting on Vaughens.com by adding a quote notes field. Now you can provide more information to your customers on each motor and pump quote. In addition we began the work of improving our website and will be releasing an improved website during 2021. See the article on page 3 regarding the website improvements. I am always happy to report on improvements to our products.

Celebrating Our 40th Anniversary

This year my wife Sherye and I celebrated owning Vaughen's for 40 years. We reminisced about purchasing the business from Mr. Vaughen and moving it from Chicago to its current home in Pittsburgh, PA. The first few years in business were a big challenge. But with hard work and the support of our dedicated employees especially Karen and Dawn, we were able to build Vaughen's into the successful business you have come to know and trust. I also couldn't have done any of this without the support and help of my many dedicated subscribers. Thank you all so much for your support and business throughout the years!

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 2021 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 High-Thrust Bearings, MG Sets, Machining a New Shaft, and Shaft Extensions. This year we also asked shops how they price the repair of Servo Motors and this information can be found on page G1-23. 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 2021
Edition is
Here**

Vaughen's 2021 Pump Repair Guide is also included and has been 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 2020 update will be faxed to all current subscribers in mid-January 2021. 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 2021 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.

2021 Survey Results — All Prices Are Updated!

This year 115 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 3.7%
- AC form-wound rewinds are up 3.7%
- DC rewinds are up 4.7%
- Extras prices are up 3.5%
- Hourly billing rates decreased 1.0% to increased 1.3%
- AC random-wound new motor markup is up 2.6%
- New motor prices have been updated



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Vaughen's 2020 Wage & Benefit Guide Is Now Available on Vaughens.com

In today's challenging market your shop must do everything possible to keep costs in line while still holding on to your valuable employees. So, in the spring of 2020 Vaughen's conducted its sixth Wage & Benefit survey as a service to the electric motor and pump repair industry. Vaughen's 2020 Wage & Benefit Guide with newly updated information from our latest survey is now available on Vaughens.com. You can also access the information from the five previous Wage & Benefit Guides on Vaughens.com for easy comparison. Log on today to see all our Wage & Benefit Guide has to offer.

Check Out What Other Shops are Paying Their Employees

Now you can easily compare your shop's hourly pay rate to other electric motor and pump repair shops for over 25 different EASA job titles. Plus, regional information is available on average hourly wages for the most popular job titles.

Compare Your Benefits Package to Other Electric Motor and Pump Repair Shops

See the benefits other shops offer their employees and the costs. Plus, we have information on Overtime Pay/Policies, Pay Increases/Bonuses, Paid Leave, and Company Vehicle Policies.

Calculate the "True Cost of an Employee"

Use our "True Cost of an Employee" Excel® worksheet to detail each employee's total wage and benefit package. You can easily show each employee all of the hidden costs not shown on their pay stub.

Shop Owners or Managers can Call Vaughen's at 1-800-828-4436 for the Password

As you can see this is information that no electric motor or pump repair shop should be without. Please note only Shop Owners and Managers can view this information. To receive the special password contact us at 1-800-828-4436.

The Question Most Asked on Our Hotline

All Vaughen's subscribers have access to our Toll Free Hotline Assistance at 1-800-828-4436. The question we receive most often is how to price a random-wound motor larger than 500 HP. We don't have actual random-wound price pages above 500 HP but this pricing can easily be calculated using our Price Guide Book or using our Vaughens.com website.

How to Price Random-Wound AC Motors Above 500 HP With our Book or Vaughens.com

To use the Price Guide Book use the pricing rule from page G1-10 — "For 460 Volt Random-Wound Motors larger than 500 HP Subtract 10% from the 2300 Volt Form-Wound price".

Example:
2300 Volt, 1800 RPM
Stator Rewind Price.....\$24,962
Subtract 10%.....\$2,496
Net Price\$22,466

3600 RPM	2300 Volts					
	Induction			Synchronous		
	Dip-Proof or WP1	Weather Proof II	Vertical	Wound Rotor	8 Power Factor	1.0 Power Factor
Frame	5012	5012				
New Motor	List					
Stator Rewind Price \$/kVA	25,017	28,770	30,020	27,510	27,510	25,017
(Notes 1 & 2)	30,020	34,523	36,024	33,022	33,022	30,020
Rotor Rewind Price \$/kVA	35,024			27,510	27,510	25,017
Special				42,026	33,022	30,020
Recondition Price	7,505	8,631	9,006	8,256	8,256	7,505
1800 RPM	2300 Volts					
	Induction			Synchronous		
	Dip-Proof or WP1	Weather Proof II	Vertical	Wound Rotor	8 Power Factor	1.0 Power Factor
Frame	5012	5012	5012P			
New Motor	List					
Stator Rewind Price \$/kVA	21,498	24,962	26,047	23,877	23,877	21,706
(Notes 1 & 2)	25,047	29,564	31,257	28,852	28,852	26,047
Rotor Rewind Price \$/kVA	30,388			23,877	23,877	21,706
Special				36,466	28,852	26,047
Recondition Price	6,512	7,489	7,814	7,163	7,163	6,512

To price on Vaughens.com you simply select the class "AC Thru 600V Form Wound". This class is calculated by subtracting 10% from the 2300 Volt Form-Wound price so no additional calculations are needed. Pricing for this class is available up to 1,000 HP.

U.S.A. Electric Motor Pricing Guide - 2020 Edition

Class: AC Thru 600V Form Wound Horsepower: 600 RPM: 1800
 Motor Type: TFC or WP1 Price Type: Standard/VPI Frame: 5012

Check the following items that you want to include in the quote:
 Tip: Use My Vaughens to customize your shop's prices for all quotes OR
 log in your shop's price which is effective for this quote only.

In order to view local prices, please set your default region by going to "My Vaughens", click the "Country and City Defaults" tab, click "Edit", and update your defaults.

Select	(Work) (Code)	Description	Nat. Avg.	Shop's Price
<input type="checkbox"/>	3000	Rewind AC motor	22,465.71	\$22,466
<input type="checkbox"/>	1010	Rewind AC rotor	0.00	0.00
<input type="checkbox"/>	1020	Rewind AC generator field	0.00	0.00
<input type="checkbox"/>	1110	Recondition	6,739.71	6,739.71
<input type="checkbox"/>	2000	1 roller bag + 1 old bag - form & install	1,955.00	1,955.00
<input type="checkbox"/>	2200	2 new ball bearings - form & install	1,589.00	1,589.00
<input type="checkbox"/>	4000	Dynamically balance rotor	513.00	513.00
<input type="checkbox"/>	4100	Metalize one surface	562.00	562.00
<input type="checkbox"/>	4150	Bore & bush bracket	611.00	611.00

Note: All prices are in U.S. Dollars.

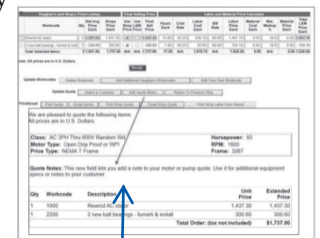
AC Thru 600V Form Wound Price = \$22,466

On Vaughens.com we are able to provide additional pricing and make preparing quotes easy, simple, and fast. If you don't have a Vaughens.com subscription to accompany your Price Guide Book give us a call today to get set up with a username and password for Vaughens.com. If you subscribe to the Price Guide Book additional subscriptions start at just \$65 a year.

Quote Notes Can Now Be Added to Quotes on Vaughens.com

Another question we receive often is "How can I add more info to a quote on Vaughens.com?" To provide users a solution we added a Quote Notes field to both motor and pump quotes. Now users can specify more data than just equipment specs on each quote. Simply select the Add Quote Notes button to enter additional equipment specs or communicate important information to your customer. The notes will print under the equipment specs on quotes and reports.

Remember all current subscribers have access to our hotline — give us a call at 1-800-828-4436. We are always here to help.



Quote Notes Print on Quote

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 using Vaughen's.

A Look Back at Vaughen's in 1966

A subscriber sent us a letter they found while cleaning out their office. We found the letter interesting and thought you might also.



**Fair Prices,
Fair Profit,
Customer
Good Will**

“Your Profit's In Your Price”

In November of 1966 “inside electricians” were paid \$4.00 an hour and that included fringe benefits. This was an increase of \$1.00 since 1960. Imagine a 33% increase in employee wages in just 6 years.

While reading the letter we were reminded that when Don purchased the business in 1980 all of the prices in the book were hand written. The updated pages were sent out in sections as the pricing was completed. With all of the changes in technology it is great that now we can provide the complete updated book at one time.

The letter also enforces the statement “With the help of subscribers like you we can provide the best Vaughen's products”. We are proud to say that the moto at the bottom of the letterhead has stood the test of time and is still used today. “Your Profit's In Your Price”

Thank you to all of our loyal subscribers. Without you we wouldn't be here today.



Another blast from the past — Vaughen's Key Chain — anyone still using theirs?



“The only man who never makes mistakes is the man who never does anything.”

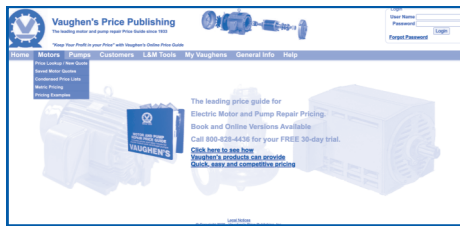
Theodore Roosevelt

New Look Coming Soon to Vaughens.com

Here at Vaughen's we like to keep all of our products up-to-date with new pricing and updated software. We have been busy improving Vaughens.com so it is easier than ever to find the pricing and information you need. While the current website is optimized for Internet Explorer the new website will be optimized for Edge and Chrome also. You will be able to use the browser you are most comfortable with and price with confidence.

Improved Main Menu

Our improved main menu simplifies finding the tools you need. Now you can simply mouse over the heading and find all the tools available without leaving the home page. No more time wasted searching for motor tools under different tabs.



All Your Motor Tools in One Place

Under Motors you will find:

- Price Lookup/New Quote
- Saved Motor Quotes
- Condensed Price Lists
- Metric Pricing
- Pricing Examples

We have also added more color and shading to the screens to make everything easier to read and navigate.

Pricing Screens Improved

We are excited for the release of our new website and will be looking for a few users to try the website out before it's released. If you are interested in testing the new website give us a call at 1-800-828-4436.

Watch for an email announcing the release in 2021.

WinPDQ Users Have All Migrated to Vaughens.com

We will no longer be providing support or annual price updates for our WinPDQ CD based pricing software. It was after much evaluation we made the decision to discontinue our WinPDQ software program. For WinPDQ to be compatible with current operating systems it would take a great deal of time to redesign the whole program. Since the release of Vaughens.com subscribers using WinPDQ have steadily decreased to a very small number of users.

We contacted all subscribers this year and assisted each one in making the transition to Vaughens.com. We are happy to report users found the switch to Vaughens.com to be smooth and easy.

Additional Vaughens.com Passwords Are Available Order Yours Today

During the COVID-19 shutdowns we were able to easily switch all of our operations to work remotely. We were also able to help our customers work remotely using Vaughens.com. We setup users with additional passwords to Vaughens.com so employees could access Vaughens.com from the shop, home, or job site. Using this method they didn't have to worry about more than one person being logged in at a time. Users found this feature to be so useful they have continued the additional subscriptions even after all employees were back at the shop. Each Vaughens.com username is a separate subscription and available for as low as \$65 a year. Give us a call to setup passwords for all your employees.

Thank You

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 \$20 coupon with your next payment.

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 WinPDQ Software
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. 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"/>

10. If you disagree with anything in question 9 above, please explain: _____

11. What is the biggest problem you face in your business today? _____

12. Other than motor and pump repairs what services does your shop offer? _____

13. Is there anything else we should include in the Price Guide? _____

14. 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.