



The Publishers Column



Hello good friend, and welcome to our Motorvation Newsletter and to your new 2022 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.

Improved Vaughens.com Released

We have released our new and updated website. We are sure you will agree the changes make pricing on Vaughens.com easier than ever to use. See the article on page 3 regarding the website improvements. I am always happy to report on improvements to our products.

2022 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 2022 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 2022 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 updated the information on charges for a UL Label, shop supplies, and mileage charges. 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 2022
Edition is
Here

Vaughen's 2022 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 2021 update will be faxed to all current subscribers in mid-January 2022. 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 2022 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.

2022 Survey Results – All Prices Are Updated!

This year 118 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 8.5%
- AC form-wound rewinds are up 7.0%
- DC rewinds are up 7.0%
- Extras prices are up 6.0%
- Hourly billing rates increased 4.7% to 8.1%
- AC random-wound new motor markup is up 4.4%
- New motor prices have been updated

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EASA Convention 2021

Don was at the EASA convention in Fort Worth during 2021. It was good to reconnect with everyone after the convention took a year off. This year we had a new look! If you didn't get to stop by our booth look for us in St. Louis, MO June 26-28, 2022.



Conversation From the Convention "Customer Uses Price Guide for 64 Years."

The convention is a great time for us to catch up with current customers and meet new customers. This year at the convention Don spoke with Johnny and Laura from Interstate Electric in Sand Springs, Oklahoma. They told Don about their employee Rose who has been using Vaughn's for over 64 years! We decided to give Rose a call and thank her for using Vaughn's for so many years. Rose has been working at Interstate Electric since 1957. At first she just used Vaughn's to check their shop's prices but then started using it more and more. When new employees came on board and they wanted to make sure everyone was on the same page they started to primarily use Vaughn's prices.

Rose told us she looks at pricing 3 ways: **1.** Time and Material, **2.** Vaughn's National Average Price, **3.** Their Shop's Price. She reviews the time and material against the Vaughn's price to confirm everything looks good because she wants her pricing to be fair. We are always interested to hear how our subscribers are using Vaughn's.

It was a pleasure talking to Rose, and we would like to take this opportunity to thank Rose for using Vaughn's for so many years. Whether you have used Vaughn's since 1933 or just a few months we appreciate you choosing Vaughn's for all your pricing needs.

20 ANNIVERSARY

Vaughens.com 20 Year Anniversary!

Take a look at the home screen of Vaughens.com when it was released 7/1/01.



2001 Vaughens.com



New Vaughens.com

We now have Pump Pricing, Metric Pricing, Condensed Price Lists, Labor & Material Pricing Tools, Saving of Quotes, and so much more. Many of our subscribers have come to rely on Vaughens.com daily. 22% of our subscribers have switched to using Vaughens.com all the time, while 42% use both the Book and Vaughens.com.

If you haven't taken a look at Vaughens.com in a while give us a call and we will get you set up with a 30-day free trial. We will even walk you through the website and show you how to use all the tools available. Here is what one of our subscribers said **"I use VAUGHENS.COM every day. It is so easy, simple and fast. I use it to do all my pricing both at the shop and at home!"**

Additional Vaughens.com Passwords And Options to Save Additional Quotes Available—Order Yours Today

During the past 18 months many of our subscribers found the flexibility of Vaughens.com useful. Purchasing passwords for each employee made it easy for everyone to complete their tasks from the shop, home, or job site. 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.

We also offer the option to save additional quotes and customers. While all users have the option to save up to 100 quotes and customers we offer options to increase your save limit. We offer save levels from 101 – 5,000. And for as little as \$99 you can save up to 500 quotes and customers.

Give us a call at 800-828-4436 to setup passwords for all your employees, or increase your save limit.

Vaughen's Mission, Vision and Principles

- Mission:** Provide Electric Motor and Pump Repair Shops with tools to help them increase their profit, price with confidence, and save time.
- Vision:** Produce a book and website that subscribers can rely on daily and trust completely. Maintain our excellent reputation in the industry. Add value to our products on an ongoing basis. Help subscribers solve problems anytime they call for assistance.
- Principles:** Customers First, Trust, Service, Community

New Look Just Released on 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. Our new website is optimized for Edge and Chrome. So, now 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.

Under the Motors Tab 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. Give us a call at 800-828-4436 for a guided tour of our new and improved website. Remember if you don't have a Vaughens.com subscription we can set you up with a 30-day FREE trial.



New Screens - Easier to Read and Navigate

Welcome Back Jason

Some of you may have met Jason Lammers back in 1997 when he was an intern at Vaughen's. If the last name sounds familiar it's because he is Don and Sherye's son. Jason is married, has two children, and is the Niagara University Hockey Head Coach. Plus, he is back at Vaughen's as our new Project Manager.



During the summer he has been reviewing and catching up on all the changes we have made since 1997. Plus, he is helping us evaluate our products and procedures for new and innovative ways to keep Vaughen's moving forward. Jason was instrumental in the new Google Forms version of the survey this year. We look forward to working with Jason in the years ahead.

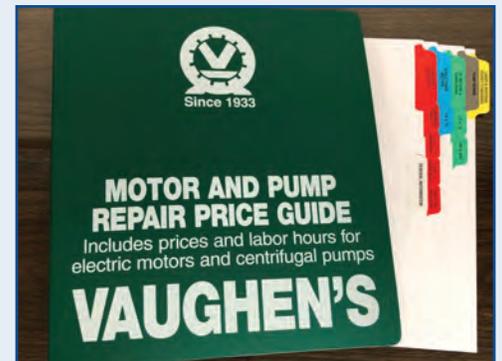
How to Customize Vaughens.com Pricing for Your Shop

Vaughens.com can be customized so your shop's price displays right on your screen. Once you follow the 3 simple steps below your shop's prices and billing rates will display on Vaughen's screens. With this information readily available you can make sure you are always quoting the best price.

1. Select the Pricing and Rates Defaults Option

2. Enter your shop's multipliers, markups, billing, and cost rates.

3. Select Update Subscriber Pricing Information button.



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 \$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 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.