

# Are you still saying *no* to \$2.4M?

Three years of forfeited profit when your team declines bids they could have won.

[Get your first submission package in the next 72h](#) | [Get in touch with our team](#)

## 01 THE DECISION

You're already running one of these three plays. The only question is whether you picked it, or defaulted into it.

|                         | ABSORB THE LOSS<br>Option 1                           | HIRE +1 ESTIMATOR<br>Option 2                       | OUTSOURCE DOCUMENTATION<br>Option 3                |
|-------------------------|---|---|--|
| WHAT IT COSTS           | <b>\$800,000/yr</b><br>forfeited profit *             | <b>\$160K-\$220K/yr</b><br>fully loaded **          | <b>\$37.5K/yr</b><br>Core plan, 3 bids/mo ***      |
| TIME TO IMPACT          | Immediate – negative                                  | 6-12 months to full productivity                    | Days   |
| ADDITIONAL BIDS / MONTH | 0   | 2-3 (after ramp, if retained)                       | 3 – immediately                                    |
| NEW PAYROLL LIABILITY   | None  | Multiple. Salary, benefits, burden, severance, etc. | None. Variable cost tied to output.                |
| SCALABILITY             | Flat – capacity doesn't grow                          | Linear – 2-3 bids per hire                          | Elastic – adjust plan as needed                    |
| VOLUME SPIKES           | Decline more bids                                     | Salaried – idle or overloaded                       | Add-ons available on demand                        |
| RISK IF VOLUME DROPS    | None  | Full: salaried regardless of volume                 | Minimal – cancel or downgrade                      |
| YEAR 1 TOTAL COST       | <b>\$0 out of pocket</b><br>(\$800K forfeited profit) | <b>\$160K-\$220K</b>                                | <b>\$38K</b> (incl. one-time \$500 onboarding fee) |
| 3-YEAR TOTAL COST       | <b>\$2.4M forfeited profit</b>                        | <b>\$480K-\$660K</b>                                | <b>\$113K</b>                                      |

\* Option 1 cost is forfeited profit, not cash outlay. Based on a representative mid-size GC. Your actual figure depends on your numbers.

\*\* Option 2 fully loaded cost includes salary, benefits, burden, and onboarding. Does not include the ramp and the senior estimator supervising the new hire effectively doing 1.3 jobs for 6-12 months.

\*\*\* Option 3 based on ScalaBid Core plan (3 bids /mo). Other plans: Scale (6 bids/mo), Elite (10 bids/mo).

## 02 WHAT THE TABLE DOESN'T SHOW

### The ramp tax

A new estimator costs **\$190,000 fully loaded** in Year 1 - salary, benefits, burden, onboarding. They produce **zero additional bids on day one**, partial output through months 6-12 and **consume senior estimator hours for supervision during ramp**. The capacity you're adding temporarily reduces the capacity you already have.

### Flight risk

Roughly **40% of accepted offers in construction fall through due to counteroffers or no-shows**, meaning the hiring timeline often includes 2-3 failed cycles. **Average tenure once hired is 2.3 years** – the \$190K Year 1 investment frequently walks out the door before it's fully recouped, taking institutional bid history with it.

### Fixed burn

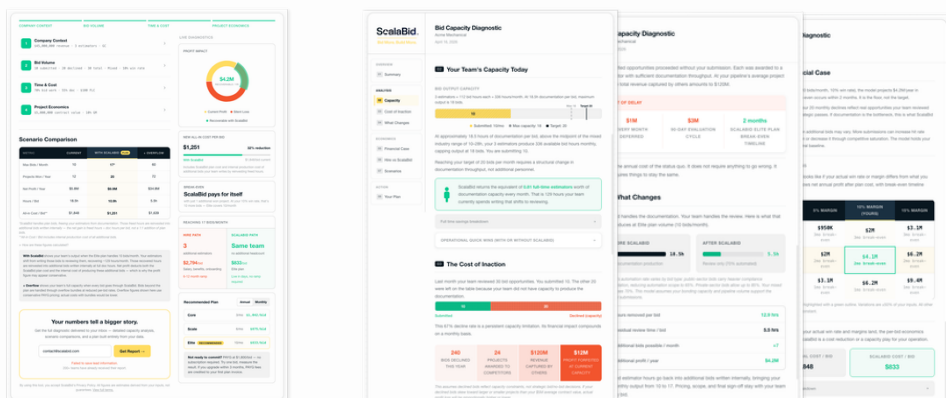
**Payroll is a fixed cost regardless of bid volume** – in a downturn you still pay the estimator. And the output carries variance: early bids from a new hire run **higher error risk from unfamiliarity** with your pricing history, subcontractor relationships, and owner preferences. **A single material error on a won bid can exceed the hire's annual salary.**

### The blind spot

**Most CEOs frame the decision as "hire or don't hire."** Documentation and pricing are separable activities. Freeing estimators from documentation doesn't replace them, it **returns them to the work they were hired to do**. This isn't outsourcing estimating. It's outsourcing the **55% of bid time** that doesn't require an estimator.

## This is one contractor's math. What are *your* numbers?

Your estimator count, bid volume, project value, and win rate produce a specific annual figure. The Bid Capacity Check calculates it in 2 minutes using your own data.



**Run Your Bid Capacity Check**

FREE · QUICK · NO COMMITMENT