

# The Cost of Declined Bids

What doesn't appear on the P&L but still costs.

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

## 01 THE SCENARIO

A mid-size GC with **2 estimators** reviews **6 bid opportunities a month**. They decline 3 because their team **cannot produce the documentation in time**. At a 10% win rate and \$2M average contract value, **that decision hurts**.

**DECLINED CAPACITY-BOUND**

**3**

**bids per month**  
reviewed but not submitted

**RECOVERED SAME TEAM + SCALABID**

**3**

**more bids per month**  
without extra headcount

## 02 WHAT DECLINED BIDS COST EVERY YEAR

STEP 01	36 declined bids x 10% win rate	~ 4 projects lost / yr
STEP 02	4 projects x \$2,000,000 avg contract	\$8,000,000 revenue not pursued / yr
STEP 03	\$8,000,000 x 10% gross margin	\$800,000 profit lost / yr

THE SILENT LOSS · ANNUALIZED

**\$800,000** / year

That is 4 projects awarded to firms with capacity yours does not have. No line item on the P&L shows it. No variance catches it. It requires nothing to go wrong, only that your team keeps operating at current capacity.

## 03 IN A COMPETITIVE MARKET, THAT LOSS IS SOMEONE ELSE'S GAIN

**Up to 90%**

win rate for incumbent contractors on follow-on work. Every declined bid today is a relationship a competitor starts — and keeps for the next 3–5 years.

**Shortlisted?**

You sit on the plan holders list. Owners see who showed interest but did not submit. Repeat patterns affect future shortlisting decisions.

**6-18 months**

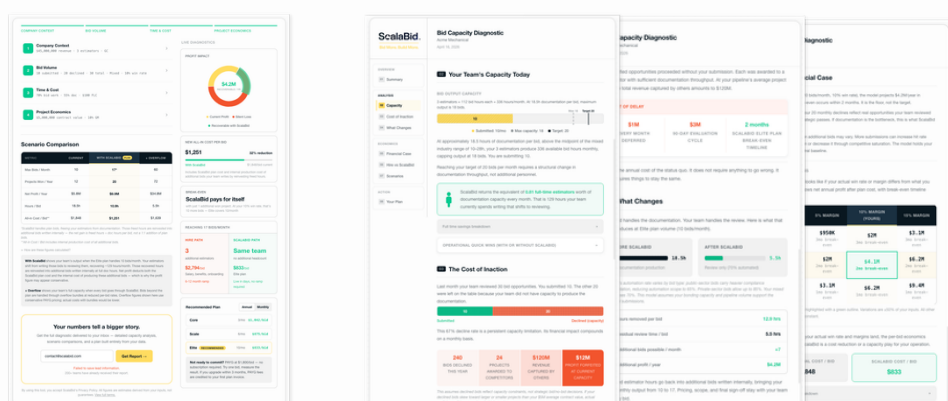
typical lag between declined bids and visible backlog pressure. Today's capacity problem is tomorrow's revenue problem requiring justification.

**Largest first**

Declined bids skew toward your highest-value, highest-documentation projects. Capacity constraints bite hardest on the bids that would have made the biggest difference.

## 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