

What we found

Demo Supply Co. · sales from Oct 1, 2025 to Sep 30, 2026 · checked on Sep 28, 2026

Your prices missed at least \$125,011 a year in cost increases.

At your old margins it's about \$192,019 a year.

Missed cost increases **\$125,011 a year**
Per year at the current pace. The low estimate.

Sold below cost **\$2,513**

Cash in dead and extra stock **\$603,864**
About \$150,966 a year to keep, at 25% of its value.

Coming cost increases **up to \$10,862 a year**

These are separate numbers. They measure different things, so they are never added together.

The top 20 missed increases

Biggest first. The suggested price passes the same dollars through as the cost went up, rounded up to the cents the item is priced in. The other 667 are in the Excel file and the price review list.

Customer	Item	Cost, old to new	Price, old to new	Lost / yr	Suggested
High Point Industrial S... 010477	WC-0259 THHN 12 AWG BLK	\$2.7652 to \$3.0271	\$4.1337 to \$4.1337	\$6,373	<u>\$4.3957</u>
Stonebridge Electric Co... 010333	WC-0026 UF-B 12/2	\$2.098 to \$2.270	\$2.907 to \$2.907	\$4,697	<u>\$3.079</u>
Northgate Electric 010018	WC-0259 THHN 12 AWG BLK	\$2.7652 to \$3.0271	\$3.8903 to \$3.8903	\$4,514	<u>\$4.1523</u>
Summit Electric & Sons 010423	WC-0259 THHN 12 AWG BLK	\$2.7652 to \$3.0271	\$4.6339 to \$4.6339	\$3,983	<u>\$4.8958</u>
Riverbend Mechanical &... 010246	PF-0431 PVC PIPE 2" SCH40	\$2.2839 to \$2.4711	\$3.8916 to \$3.8916	\$3,796	<u>\$4.0788</u>
Fairview Plumbing & Sons 010450	PF-0100 BRASS BALL VALVE 1"	\$3.1297 to \$3.4053	\$4.3171 to \$4.3171	\$3,633	<u>\$4.5928</u>
Summit Electric 010003	WC-0373 THHN 12 AWG BLK	\$2.9466 to \$3.2952	\$3.8604 to \$3.8604	\$3,534	<u>\$4.2090</u>
Twin Lakes Electric LLC 010348	WC-0295 UF-B 12/2, BULK	\$2.0608 to \$2.2426	\$2.9574 to \$2.9574	\$3,502	<u>\$3.1392</u>
Bluff Park Industrial S... 010822	001024 UF-B 12/2	\$1.9942 to \$2.1490	\$2.6982 to \$2.6982	\$2,982	<u>\$2.8530</u>
Stonebridge Electric In... 010273	WC-0011 THHN 12 AWG BLK	\$1.8708 to \$1.9623	\$3.1161 to \$3.1161	\$2,783	<u>\$3.2077</u>
Old Mill Mechanical Inc. 010516	PF-0670 PEX TEE 1/2"	\$2.3771 to \$2.5585	\$3.8304 to \$3.8304	\$2,575	<u>\$4.0118</u>
Summit Electric Contrac... 010123	WC-0275 SER 2-2-2-4 AL	\$2.2127 to \$2.3140	\$2.9674 to \$2.9674	\$2,465	<u>\$3.0687</u>
Red Clay Industrial 010027	WC-0321 MC CABLE 12/2	\$1.1967 to \$1.2958	\$1.6364 to \$1.6364	\$1,909	<u>\$1.7355</u>
High Point Industrial &... 010597	WC-0323 SER 2-2-2-4 AL, BULK	\$1.8266 to \$2.0319	\$2.5794 to \$2.5794	\$1,873	<u>\$2.7848</u>
Summit Electric LLC 010243	000854 UF-B 12/2	\$1.5612 to \$1.6922	\$2.3851 to \$2.3851	\$1,594	<u>\$2.5162</u>
Northgate Electric 010018	WC-0315 SER 2-2-2-4 AL	\$2.0006 to \$2.0670	\$2.9746 to \$2.9746	\$1,481	<u>\$3.0410</u>
High Point Industrial C... 010357	WC-0295 UF-B 12/2, BULK	\$2.0608 to \$2.2426	\$3.1869 to \$3.2626	\$1,398	<u>\$3.3688</u>
Stonebridge Electric &... 010153	WC-0295 UF-B 12/2, BULK	\$2.0608 to \$2.2426	\$2.7932 to \$2.8506	\$1,387	<u>\$2.9750</u>
Mill Creek Mechanical S... 010711	PF-0670 PEX TEE 1/2"	\$2.3771 to \$2.5585	\$3.3338 to \$3.4340	\$1,153	<u>\$3.5153</u>
Brookside Builders LLC 010474	TL-0272 HOLE SAW 2-1/8"	\$327.00 to \$360.90	\$514.81 to \$514.81	\$1,100	<u>\$548.71</u>

Where it's coming from

Missed increases per year, by product line and by vendor.

By product line

WIRE & CABLE		\$56,792
HVAC FILTERS		\$31,244
PIPE & FITTINGS		\$20,940
TOOLS		\$10,291
BREAKERS		\$3,731
FASTENERS		\$2,011

By vendor

Southwire		\$28,288
Encore Wire		\$17,700
Flanders		\$16,882
Honeywell		\$14,362
Cerro Wire		\$10,804
Mueller		\$9,482
NIBCO		\$7,867
Klein Tools		\$4,935

Customers whose prices look frozen

- **Northgate Electric** (010018): prices haven't moved on 33 items where cost went up. Check their price sheet.

Whole lines that missed

- **HVAC FILTERS** — probably a list price or price matrix that didn't update. One fix may cover all of these.
- **Flanders** — probably a list price or price matrix that didn't update. One fix may cover all of these.
- **Honeywell** — probably a list price or price matrix that didn't update. One fix may cover all of these.

Below cost and dead stock

Sold below cost – the top 10

Customer	Item	Sales	Cost	Lost
Fairview Plumbing & Sons	TL-0167 IMPACT DRIVER KIT	\$1,295	\$1,611	\$316
Iron City Mechanical Co.	TL-0122 STRIPPER 10-18 AWG	\$2,033	\$2,332	\$299
Iron City Mechanical LLC	TL-0216 STRIPPER 10-18 AWG	\$983	\$1,183	\$200
Iron City Mechanical Services	BR-0092 CH 20A 1P GFCI, BULK	\$517	\$632	\$116
Walnut Grove Builders	BR-0278 QO 50A 2P	\$486	\$558	\$72
Bluff Park Industrial	TL-0077 IMPACT DRIVER KIT	\$302	\$367	\$65
Bluff Park Industrial Co.	BR-0097 BR 15A 1P AFCI	\$327	\$386	\$60
Red Clay Industrial Inc.	BR-0428 CH 20A 1P GFCI, BULK	\$279	\$332	\$53
High Point Industrial & Sons	TL-0286 TAPE MEASURE 25FT	\$635	\$687	\$52
Brookside Builders Inc.	TL-0373 TAPE MEASURE 25FT	\$357	\$403	\$46

Dead and extra stock – the top 10

	Item	On hand	Last sold	Cash tied up
Too much	PF-0431 PVC PIPE 2" SCH40	121,903	Sep 18, 2026	\$133,768
Too much	WC-0063 MC CABLE 12/2	54,576	Sep 24, 2026	\$34,254
Too much	PF-0652 BRASS BALL VALVE 1", BULK	65,202	Sep 30, 2026	\$30,883
Too much	000034 GALV NIPPLE 1-1/4" X 6"	54,893	Sep 22, 2026	\$28,110
Too much	001054 SER 2-2-2-4 AL	60,655	Sep 30, 2026	\$25,336
Too much	PF-0512 CPVC COUPLING 3/4", BULK	29,958	Sep 29, 2026	\$24,670
Too much	WC-0359 THHN 10 AWG RED	40,159	Sep 30, 2026	\$23,962
Too much	WC-0308 SER 2-2-2-4 AL	32,332	Sep 5, 2026	\$20,720
Too much	TL-0216 STRIPPER 10-18 AWG	165	Sep 23, 2026	\$19,404
Too much	TL-0160 STRIPPER 10-18 AWG	156	Sep 25, 2026	\$11,259

20 transfer ideas: items not selling at one branch but selling at another. Move them before you mark them down. They're listed in the Excel file.

How we got these numbers

We looked at what you paid and what you charged for each item, for each customer, in two stretches of time: Oct 1, 2025 to Dec 29, 2025, and Jul 3, 2026 to Sep 30, 2026.

When your cost went up 2% or more and your price went up by fewer dollars than your cost did, we listed it.

The dollar amount is how much more profit you would have made in the last 90 days if your price had gone up by the same dollars as your cost. We multiply that by about 4.1 to show a year at the current pace. That's the low estimate.

If you had kept your old margin percentage instead, the number is bigger, and we show that too.

We skipped returns, free goods, lines with no cost, and lines that look like a different unit of measure. We didn't change your files. Your data never left this computer.

The data we used

Lines read	59,590
Lines used for comparing	57,394
Skipped: Returns and credits	1,140
Skipped: Contract or special price (shown separately)	556
Skipped: No cost on the line	288
Skipped: Same invoice and line number twice	118
Skipped: Price far from normal (usually a different unit of measure)	57
Skipped: Given away free	37

Settings used

Smallest cost change counted	2%
Differences ignored below	\$0.005 a unit
Least sold to a customer, last 90 days	\$100
Unusual price (a different unit)	3x above or below
Margin floor	10%
Dead after	365 days, no sales
Too much stock above	12 months on hand
Cost to keep stock	25% a year
Contract lines in comparisons	Left out

What to do next

1. Start with the HVAC FILTERS line. One price matrix fix can cover hundreds of items.
2. Check the price sheet for Northgate Electric. Prices haven't moved on most items while costs went up.
3. Work down the price review list from the top. The first 20 rows usually hold most of the money.
4. Look at the below-cost lines by salesperson. A few overrides often explain most of it.
5. Move the transfer ideas first, then decide what to do with the dead stock before you order more of it.

The Excel file has every row, with the math in each one, so you can check any number yourself. The price review list is a worklist for whoever sets prices — not a file to load straight into your system.

Questions: Thomas at JTS, caliper@jtsapps.com.