

# Alterations Pricing — Research & Method

How Hook & Eye Co.'s proposed alterations price charts were developed

**DECISION-SUPPORT — prepared for Hook & Eye Co.** This is the research behind Hook & Eye's proposed alterations pricing. It cites specific market sources (named, with links) and shows how each proposed figure was derived. The proposed numbers are *suggested starting points for Lindsey to approve, adjust, or override* — Hook & Eye sets its own prices.

Prepared for Lindsey Rae Thurston — Hook & Eye Co., Austin TX

Subject The research behind the proposed alterations rate charts (Option A / Option B)

Compiled 2026-06-05 · market data harvested 2026-06-04 · HAE base list dated "Updates 11/14/23"

Evidence base HAE's own price docs + 11 captured market sources (611 hash-pinned snippets, 554 with price data)

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## 1 · In short — how the charts were built

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We anchored the pricing on **two independent foundations** and cross-checked one against the other, so no number is a guess:

**1. Hook & Eye's own price list (the base).** Lindsey's actual flat-rate alterations menu from the shop's Drive — the sheet tab dated “Updates 11/14/23”<sup>H1</sup>, plus two specialty docs (a chainstitch guide<sup>H2</sup> and the western-suit pricing<sup>H3</sup>).

**2. A current market scan (the primary anchor).** A respectful, automated harvest of **11 alteration price lists and cost guides** (captured 2026-06-04), Austin-first, to see what comparable shops charge *today*.

Two sanity layers sit on top: an **inflation check** (HAE's 2023 numbers nudged forward ~+8.5% using the U.S. Consumer Price Index<sup>C</sup> — this is “Option A” on the sample pages), and a **market**

**check + gap-fill** (each service positioned mid-to-upper of the current found range, plus new services HAE's old men's-suit-era list never had — this is “Option B,” the recommended one).

**Headline read:** HAE's basic alterations are **modestly underpriced** versus the current market — chiefly the simple hem (~\$15 → ~\$20), darts (~\$11 → ~\$15–20), and suit-jacket sleeves (~\$34 → ~\$40–45). Almost nothing looked *over-priced*. The real “price shock” lives in wedding/bridal and structural work (\$95–450), not basic alterations — which supports being *transparent on alterations, consultative (quote-based) on custom*.

## 2 · The pivotal finding that reset our approach

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The original plan was to *average Hook & Eye's Square receipts* into a rate table. When we looked (read-only) at the shop Drive, that source **did not exist in usable form**:

- The **Finances** “transactions” CSVs are **bank ledgers** — Square appears only as lump payout deposits, never per-service line items.
- The **Receipts** folder holds **expense/bookkeeping** receipts (materials HAE bought), not customer sales.
- **Invoices & Bids** are bespoke B2B production quotes (opera, ballet, university, commercials) — not a retail menu.

So we re-anchored on the real source: Hook & Eye's own authoritative **Alterations Price List** in the shop's *Shop Docs / Pricing* folder<sup>H1</sup>. That is why the base is the price sheet, not transaction data. (Lindsey had pre-warned that Square line-items are non-descriptive — they “might just say *alterations*” — and would need interpreting anyway.)

## 3 · Method & research process

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### 3.1 — The two-anchor method

For each service: **HAE's 2023 price** → cross-checked two ways — (a) **+8.5% inflation** as a *sanity* anchor, and (b) the **current market range** as the *primary* anchor (it's current; the 2023 number is two years stale). Proposed figures are rounded and positioned **mid-to-upper** of the comparable range: Hook & Eye is a skilled custom shop, not a dry-cleaner counter — no race to the floor.

### 3.2 — The inflation factor

U.S. Consumer Price Index (CPI-U, all items): Nov 2023 ≈ 307.1 → spring 2026 ≈ 333.0, about **+8.5%** cumulative<sup>C</sup>. This was an *orientation* figure — the current market ranges, not the inflation number, do the real anchoring.

### 3.3 — The market harvest (how the competitor data was gathered)

The market figures came from a **GOLD-tier web harvest** run through our operator research factory (a headless-browser pipeline: capture → quality-check → chunk/“foundry” → consolidate → refine → hash-“pin”). Run characteristics:

- **12 source URLs targeted; 11 captured successfully, 1 failed** (Men's Wearhouse — server error<sup>12</sup>).
- **611 snapshot “pins,”** each a SHA-256-hashed copy of the captured page; **554 carried price data**. Every figure in this report is quoted verbatim from one of those hashed snapshots, so any number can be traced back to exactly where it came from.
- **Respectful harvest:** reasonable pacing, honoring site terms — explicitly *not* aimed as stealth scraping at small competitors. Captured page content is aggregated to *ranges*, not republished wholesale.
- All captured copies live in operator space, never on Hook & Eye's Drive.

*Coverage is uneven by nature — many small shops don't publish prices, so “found ranges” are partial. National cost-guide ranges are labor-only unless a city is named.*

## 4 · Foundation 1 — Hook & Eye's own price list

Three of HAE's own documents (read-only copies, sequestered in operator space):

Document	Scope	Currency
Alterations Price List <sup>H1</sup>	Core flat-rate retail menu (the base for this work)	tab dated “Updates 11/14/23” (~2023 — confirm)
Chainstitch Price Guide <sup>H2</sup>	Specialty (denim/chainstitch hemming)	current (Jan 2026)
Western Suit Pricing <sup>H3</sup>	Specialty (hourly / by quote)	2024

*The single best base would be Lindsey's current prices — she may already charge differently than the 2023 sheet. This research is the fallback, sanity-check, and gap-filler so she can **review & approve** rather than reprice from scratch.*

## 5 · Foundation 2 — the market “found ranges”

The most directly comparable source is the Austin shop **Neighborhood Alterations<sup>1</sup>**, whose public price page lists, verbatim:

“Women Shirts Hem **\$20** · Take in sides **\$20** · Darts **\$20** ... Pencil Skirts Adjust waist **\$25** · Hem **\$30** ... Cocktail Dresses ... Hem without lining **\$30–35** / with lining **\$35 and up** ... Wedding Dresses Take

in/out sides **\$150–200** · Hem **\$150–450** · Bustle **\$30–60**<sup>1</sup>

Aggregated across all captured sources, the found ranges by service:

Service	Market range (found)	Key cited data points
Pants / trouser hem (simple)	~\$15–25	Imperial "Pants/trousers hem \$18 and up" <sup>2</sup> ; Airtasker trouser "Re-hem around \$18" <sup>6</sup> ; Real Men Real Style ~\$25 <sup>4</sup>
Jeans hem (original hem)	~\$35 (premium)	Imperial "Jeans hem (original) \$35 and up" <sup>2</sup>
Shirt hem	~\$20	Neighborhood Alterations "Shirts Hem \$20" <sup>1</sup>
Shirt sleeve shorten	~\$10–20	Real Men Real Style "\$15 to \$20" <sup>4</sup> ; H&H tiered \$20/\$40/\$50 <sup>3</sup>
Take in sides / darts	~\$20–35	Neighborhood "Take in sides \$20 · Darts \$20" <sup>1</sup> ; RMRS "slimmed \$25 to \$35" <sup>4</sup>
Taper trouser leg	~\$10–50 (job-dependent)	Airtasker "Taper \$10 to \$50" <sup>6</sup> ; RMRS "\$35 to \$40" <sup>4</sup>
Suit jacket — take in sides	~\$55–65	Imperial "sides in/out \$55 and up" <sup>2</sup> ; Airtasker suit "side seams \$65" <sup>7</sup>
Suit jacket — sleeves	~\$45–65 (from cuff)	Imperial "Taper sleeves \$45–\$65" <sup>2</sup> ; Airtasker suit "sleeves \$60" <sup>7</sup>
Suit jacket — shorten / shoulders	shorten ~\$75–145; shoulders \$95–165	Imperial "Shorten jacket \$125–\$145", "Shorten shoulders \$95–\$165" <sup>2</sup> ; Airtasker suit "Reduce shoulders \$160" <sup>7</sup>
Dress hem (casual / cocktail)	~\$30–50	Neighborhood "\$30–35 / \$35 and up" <sup>1</sup> ; Imperial "\$50 and up" <sup>2</sup>
Dress take-in	\$25–75 (casual)	Neighborhood "\$25 / \$35" <sup>1</sup> ; Airtasker dress "\$10 to \$75" <sup>5</sup>
Wedding / bridal (own path)	hem \$125–450; sides \$95–250	Neighborhood "Hem \$150–450" <sup>1</sup> ; Imperial "hem (1 layer) \$125 and up", "sides \$95–\$250" <sup>2</sup>
Zipper replacement	~\$18–25 → \$45–65 (complex)	Airtasker "New zipper \$15 to \$25" <sup>6</sup> ; Thumbtack example "\$18" <sup>8</sup> ; Imperial "\$45–\$65" <sup>2</sup>
Buttons	\$1–5 each	RMRS "\$1 to \$2 a button" <sup>4</sup> ; Imperial "\$5" <sup>2</sup>
Rips / patches	\$20+	Neighborhood "\$20 and up" <sup>1</sup>

National headline context (broad, not per-service): Airtasker dress \$11–200, trouser \$10–50, suit \$10–200<sup>567</sup>; Thumbtack tailoring \$73–232 — but those are bundled fixed-price jobs, not per-service<sup>8</sup>.

## 6 · The pricing worksheet (proposed numbers)

**These are suggested starting points, not final prices.** Built from the evidence above, for Lindsey to approve, adjust, or override.

### A — Core alterations (HAE already lists these)

Service	HAE 2023	+8.5%	Market range	Proposed	Note
Trouser — simple hem	\$15.00	\$16.28	\$15–25 (Austin \$20–30)	<b>\$20</b>	at/below market floor → modest round-up
Trouser — taper outseam	\$30.00	\$32.55	\$10–50 (RMRS \$35–40)	<b>\$32–35</b>	market-consistent
Trouser — repair pocket (zigzag)	\$10.00	\$10.85	minor repair	<b>\$12–15</b>	small round-up
Shirt — shorten hem	\$22.50	\$24.41	~\$20	<b>\$22–25</b>	hold ~inflation
Shirt — shorten sleeve hem	\$22.50	\$24.41	—	<b>\$22–25</b>	hold ~inflation
Dress shirt — shorten sleeves	\$45.00	\$48.83	simple \$15–20; cuff higher	<b>\$45–48</b>	HAE's is the involved (cuff) job — don't lower to the simple figure; confirm scope
Dress shirt — sleeves, move placket	\$67.50	\$73.24	—	<b>\$70–75</b>	hold ~inflation
Dress shirt — darts (existing)	\$11.25	\$12.21	~\$20	<b>\$15–20</b>	<b>underpriced vs market → room up</b>
Dress shirt — darts (create)	\$22.50	\$24.41	~\$20–25	<b>\$24–25</b>	market-consistent
Dress shirt — side seam (through hem)	\$22.50	\$24.41	—	<b>\$24–25</b>	hold ~inflation
Suit jacket — shorten sleeves	\$33.75	\$36.62	\$45–65 / \$25–35	<b>\$40–45</b>	<b>below market → room up</b>
Suit jacket — lengthen sleeves	\$33.75	\$36.62	(as above)	<b>\$40–45</b>	<b>below market → room up</b>

Service	HAE 2023	+8.5%	Market range	Proposed	Note
Suit jacket — narrow sleeves (sleeve only)	\$22.50	\$24.41	—	<b>\$25</b>	round
Suit jacket — narrow sleeves (through cuff)	\$22.50	\$24.41	—	<b>\$25</b>	round
Coat — side seam (one side)	\$22.50	\$24.41	jacket take-in \$55–65 (full)	<b>\$25</b>	one-side only; keep modest
Coat — narrow sleeve (one side)	\$22.50	\$24.41	—	<b>\$25</b>	round

Most rows simply round up ~inflation. The genuine gaps are the **simple hem, darts, and jacket sleeves**, which sit below the current market.

## B — Gap-fill candidates (market covers these; HAE's old men's-suit list doesn't)

Validate against HAE's actual capability before listing — only what Hook & Eye actually does.

Service	Market anchor	Suggested starting point
Women's dress hem (casual/cocktail)	\$30–50 (Austin \$30–35) <sup>12</sup>	<b>\$35</b>
Women's dress — take in sides	\$25–75 (Austin \$25–35) <sup>15</sup>	<b>\$30–35</b>
Skirt — hem	~\$30 (Austin) <sup>1</sup>	<b>\$30</b>
Skirt — adjust waist	~\$25 (Austin) <sup>1</sup>	<b>\$25</b>
Jeans hem (original / chainstitch)	~\$35 <sup>2</sup>	<b>\$30–35</b>
Zipper replacement (pants/casual)	\$18–25 <sup>68</sup>	<b>\$20–25</b>
Zipper replacement (complex/jacket/dress)	\$45–65 <sup>2</sup>	<b>by garment</b>
Rips / patches	\$20+ <sup>1</sup>	<b>\$20+</b>
Buttons	\$1–5 each <sup>42</sup>	<b>\$2–5 each</b>

Wedding/bridal (\$95–450 in the market) stays in the dedicated wedding path, not the general table.

## 7 • Open decisions — Lindsey's call

The gates before anything publishes:

1. **Currency.** Are these (or her current) prices right? Confirm or supply current numbers — don't publish stale.
2. **Framing.** Show exact figures, rounded “starting at,” or ranges? (The worksheet proposes clean rounded “starting-at” numbers.)
3. **Which services to list** — especially the gap-fill set; only what HAE actually does.
4. **The dress-shirt-sleeve scope nuance** (simple vs through-cuff) so we don't mis-anchor it.
5. **Publish or hold** — and where on the site (transparent on alterations, “request a quote” for custom).

## 8 • Honesty & limitations

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- **Two market sources didn't yield usable prices:** the Nordstrom list captured as an *image* (no readable text)<sup>11</sup>, and Men's Wearhouse *failed to load* (server error) and is excluded<sup>12</sup>.
- **Thumbtack's headline (\$73–232) is bundled fixed-price jobs**, not per-service — we used its per-item examples, not the headline<sup>8</sup>.
- **National cost-guide ranges are labor-only / national** unless a city is named; the Austin shops are the most comparable<sup>110</sup>.
- **The inflation factor is an orientation lookup**, not the load-bearing anchor — the current market ranges do the real work.
- **HAE's base list is ~2023; the market data is current (June 2026)** — confirming the base is still accurate is Open Decision #1.
- **Posture:** this competitor data is internal decision-support. Market data should be presented as *context as of a date*; Hook & Eye independently sets its own prices.

## 9 · Sources register

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Market sources captured 2026-06-04 via the operator research factory; each is a SHA-256-pinned snapshot. Pin IDs shown are the per-snippet identifiers cited above. External links open the live source.

- 1 **Neighborhood Alterations** (Austin, TX) — the richest local comparable. [neighborhoodalterations.com/prices](https://neighborhoodalterations.com/prices) · captured OK · pin 23b8e11437b39733a1
- 2 **Imperial Alterations** — detailed per-service list (suits, dresses, zippers, bridal). [imperialalterations.com/pricing](https://imperialalterations.com/pricing) · captured OK · pin 92884fad91ffb3d3dc
- 3 **H&H Clothing Co.** — tailoring price list (tiered sleeve work). [hclothingco.com/pages/tailoring-prices](https://hclothingco.com/pages/tailoring-prices) · captured OK · pin 6d9696ee28715cc3a0
- 4 **Real Men Real Style** — seamstress / men's alterations price guide. [realmenrealstyle.com](https://realmenrealstyle.com) — [seamstress price guide](#) · captured OK · pin 3f19e427bd2edcc489
- 5 **Airtasker — dress alterations cost guide** · [airtasker.com](https://airtasker.com) — [dress](#) · captured OK · pin 5707d73032637c3d38
- 6 **Airtasker — trouser alterations cost guide** · [airtasker.com](https://airtasker.com) — [trouser](#) · captured OK · pin 8d26c8517a974a9e06
- 7 **Airtasker — suit alterations cost guide** · [airtasker.com](https://airtasker.com) — [suit](#) · captured OK · pin 43dd8c34ff59b43e3d
- 8 **Thumbtack — tailoring cost guide** — headline figures are bundled fixed-price jobs (used per-item examples only). [thumbtack.com/p/tailoring-costs](https://thumbtack.com/p/tailoring-costs) · captured OK · pin 31e45f980251523a6c
- 9 **Alterations Needed** — tailoring/alterations price list (corroborating). [alterationsneeded.com/tailoring-alterations-price-list](https://alterationsneeded.com/tailoring-alterations-price-list) · captured OK
- 10 **Omnifix Group** (Austin, TX) — local; services listed, no public prices. [omnifixgroup.com](https://omnifixgroup.com) · captured OK
- 11 **Nordstrom standard alteration price list** (via FixturesCloseUp) — captured, but the prices are an *image* with no readable text. [fixturescloseup.com](https://fixturescloseup.com) — [Nordstrom list](#) · captured, no usable price text
- 12 **Men's Wearhouse — alteration services pricing** · [menswearhouse.com](https://menswearhouse.com) — [alteration pricing](#) · FAILED to load (HTTP/2 protocol error) — excluded

### Hook & Eye's own sources & the inflation index

- 1 **HAE — Alterations Price List** — Shop Docs / Pricing; the core base. Tab dated "Updates 11/14/23." Read-only copy in operator space.
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2 **HAE — Chainstitch Price Guide** — specialty denim/chainstitch; current (Jan 2026). Read-only copy in operator space.

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3 **HAE — Western Suit Pricing** — specialty; hourly/by-quote (2024). Read-only copy in operator space.

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4 **U.S. Bureau of Labor Statistics — CPI-U (all items)** — Nov 2023  $\approx$  307.1  $\rightarrow$  spring 2026  $\approx$  333.0 ( $\sim$ +8.5%). Orientation figure only. [bls.gov/cpi](https://bls.gov/cpi)

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