

Electrician Pricing Calculator

Price every electrical job to actually hit your margin. Add materials, labour, and overhead, set the margin you want, and get the number to quote.

- FREE TOOL
- ELECTRICIAN
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HOW IT WORKS

The math behind the number

Total your direct costs, meaning materials, labour at its true hourly cost, and any other direct items, then divide by one minus your target margin. That markup is what actually hits the margin. Adding a flat percentage on top of cost usually undershoots it, which is how a electrician job that looked profitable ends up losing money.

THE DEFAULTS

Electrician benchmarks for 2026

The worksheet starts from the sourced figures below, so the first number you see is realistic. You then replace each one with your own.

BENCHMARK	TYPICAL VALUE
Average job value	\$350
Gross margin	45%
Net profit margin	6%
Median field-tech wage	\$30/hr
Payroll burden	40%
Billable utilization	65%
Billed labour rate	\$90/hr
Close rate	50%

BENCHMARK	TYPICAL VALUE
Marketing % of revenue	7%

YOUR WORKSHEET

Fill in your own numbers

Write your figures into the blank column, on paper or on screen. The typical column is only a starting point, so replace it with what your business actually runs.

INPUT	YOUR NUMBER	TYPICAL
Material cost Everything that goes into the job		\$122
Labour hours Crew hours on the job		4
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$90
Other direct costs Permits, rentals, disposal		\$0
Target margin % The margin you want to keep		45%

OUTPUT	HOW IT IS BUILT	YOUR RESULT
Labour cost	hours x rate	
Total cost	materials + labour + other	
Price to quote	cost / (1 - margin / 100)	
Profit	price - cost	

WORKED EXAMPLE

A Electrician example

Material cost	\$122
Labour hours	4
Labour rate (true cost per hour)	\$90
Other direct costs	\$0
Target margin %	45%
Labour cost	\$360
Total cost	\$482
Price to quote	\$876
Profit	\$394

WHERE THE DEFAULTS COME FROM

U.S. Bureau of Labor Statistics – Occupational Outlook Handbook: Electricians (OEWS May 2024, SOC 47-2111)

Steph's Books – Electrical Contractor Profit Margins & Benchmarks (2026): gross/net margins, journeyman burdened-cost table

Housecall Pro – 2026 Electrician Prices: Average Costs & How to Price Jobs (job pricing + customer-billed labor rates)

ServiceTitan – Data Report: Average Call Booking Rates (3,000+ trades; Electrical 41%)

ServiceTitan – 19 Key Field Service Metrics (technician billable utilization 60-80%; estimate close rates 60-70%)

Pipeline On – How Much Should a Contractor Spend on Marketing (marketing % of revenue by business stage)

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