

Foundation Repair Marketing Spend Calculator

Work out how much your foundation repair business should spend on marketing to hit its revenue goal, and the most you can pay per lead before the math stops working.

FREE TOOL

FOUNDATION REPAIR

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

HOW IT WORKS

The math behind the number

Set the revenue you want, divide by your average job to get the jobs you need, and divide that by your close rate to get the leads it takes. Your marketing budget is your target percentage of that revenue, and the budget over the leads is the most you can pay per lead before the math stops working. When an agency pitches you foundation repair leads, that ceiling is the number that tells you in seconds whether the price works.

THE DEFAULTS

Foundation Repair 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	\$5,179
Gross margin	22%
Net profit margin	7%
Median field-tech wage	\$22.14/hr
Payroll burden	30%

BENCHMARK	TYPICAL VALUE
Billable utilization	70%
Billed labour rate	\$200/hr
Close rate	30%
Marketing % of revenue	8%

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
Monthly revenue goal What you want to bill		\$80,000
Average job value Your blended average		\$5,179
Close rate % Lead to booked customer		30%
Marketing % of revenue A common range is 5 to 10 percent		8%

OUTPUT	HOW IT IS BUILT	YOUR RESULT
Recommended budget	goal x (marketing % / 100)	
Leads needed	jobs / (close / 100)	
Max cost per lead	budget / leads	
Max cost per booked job	budget / jobs	

WORKED EXAMPLE

A Foundation Repair example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$5,179
Close rate %	30%
Marketing % of revenue	8%
Recommended budget	\$6,400
Leads needed	54
Max cost per lead	\$119
Max cost per booked job	\$400

WHERE THE DEFAULTS COME FROM

U.S. Bureau of Labor Statistics – OEWS Construction Laborers (47-2061), May 2024 (via Occupational Outlook Handbook: Construction Laborers and Helpers)

This Old House – How Much Does Foundation Repair Cost? (2026 Pricing; avg \$5,179, ~\$200/hr labor)

ServiceTitan – Construction Profit Margin (specialty vs. general contractor margins, CFMA benchmarks)

JMCO – 2025 Performance Benchmarks: Construction Companies (CFMA-based gross/net margins by contractor type)

SmartBarrel – Labor Burden in Construction: What It Is & How to Calculate It (25-40% burden ranges)

FieldEdge – Technician Utilization Benchmarks (65-85% billable utilization bands)

ServiceTitan – Data Report: Average Call Booking / Lead Conversion Rates (28% lead-to-booked; estimate-to-job 30-40%)

WebFX – 2026 Home Services Marketing Benchmarks (5-12% of revenue marketing spend)

The default values are directional until source verification clears.

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