

Garage Door Marketing Spend Calculator

Work out how much your garage door 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

GARAGE DOOR

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 garage door leads, that ceiling is the number that tells you in seconds whether the price works.

THE DEFAULTS

Garage Door 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	\$650
Gross margin	50%
Net profit margin	15%
Median field-tech wage	\$25/hr
Payroll burden	35%
Billable utilization	75%

BENCHMARK	TYPICAL VALUE
Billed labour rate	\$110/hr
Close rate	45%
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		\$650
Close rate % Lead to booked customer		45%
Marketing % of revenue A common range is 5 to 10 percent		8%

OUTPUT	HOW IT IS BUILT	YOUR RESULT
Recommended budget	$\text{goal} \times (\text{marketing \%} / 100)$	
Leads needed	$\text{jobs} / (\text{close} / 100)$	
Max cost per lead	$\text{budget} / \text{leads}$	
Max cost per booked job	$\text{budget} / \text{jobs}$	

WORKED EXAMPLE

A Garage Door example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$650
Close rate %	45%
Marketing % of revenue	8%
Recommended budget	\$6,400
Leads needed	276
Max cost per lead	\$23
Max cost per booked job	\$52

WHERE THE DEFAULTS COME FROM

U.S. Bureau of Labor Statistics – OEWS, Mechanical Door Repairers (49-9011)

Garage Door Marketers – 2025 Garage Door Industry Market Report (gross/net margin, marketing %, booking rate, avg replacement ticket)

Housecall Pro – Garage Door Price Guide 2026 (ticket values by service, margin targets)

ServiceTitan – How to Price Garage Door Jobs (gross margin targets, labor-driven pricing)

Salary.com – Garage Door Technician Hourly Wages (median/percentile cross-check)

Rippling – How To Calculate Labor Burden: Complete 2025 Guide (payroll burden %)

FieldEdge – Technician Utilization Benchmarks (billable utilization %)

WebFX – 2026 Home Services Marketing Benchmarks (lead booking/close rate)

Westport Financial – Home Services Profitability (net margin context)

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