

Garage Door Pricing Calculator

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

- FREE TOOL
- GARAGE DOOR
- PRINT OR FILL ON SCREEN
- BUILT BY FERVOR STUDIO

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 garage door job that looked profitable ends up losing money.

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%
Billed labour rate	\$110/hr
Close rate	45%

BENCHMARK	TYPICAL VALUE
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
Material cost Everything that goes into the job		\$227
Labour hours Crew hours on the job		4
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$110
Other direct costs Permits, rentals, disposal		\$0
Target margin % The margin you want to keep		50%

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 Garage Door example

Material cost	\$227
Labour hours	4
Labour rate (true cost per hour)	\$110
Other direct costs	\$0
Target margin %	50%
Labour cost	\$440
Total cost	\$667
Price to quote	\$1,334
Profit	\$667

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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