

HVAC Pricing Calculator

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

FREE TOOL

HVAC

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 HVAC job that looked profitable ends up losing money.

THE DEFAULTS

HVAC 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	\$1,600
Gross margin	45%
Net profit margin	8%
Median field-tech wage	\$28.75/hr
Payroll burden	32%
Billable utilization	65%
Billed labour rate	\$125/hr
Close rate	43%
Marketing % of revenue	7%

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		\$560
Labour hours Crew hours on the job		4
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$125
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 HVAC example

Material cost	\$560
Labour hours	4
Labour rate (true cost per hour)	\$125
Other direct costs	\$0
Target margin %	45%
Labour cost	\$500
Total cost	\$1,060
Price to quote	\$1,927
Profit	\$867

WHERE THE DEFAULTS COME FROM

[U.S. Bureau of Labor Statistics – OEWS, Heating/AC/Refrigeration Mechanics & Installers \(49-9021\), May 2024](#)

[U.S. Bureau of Labor Statistics – Occupational Outlook Handbook: HVAC Mechanics & Installers \(median wage May 2024\)](#)

[Built on Tenth – Average HVAC Ticket Size by Job Type \(2025–2026 market intelligence\)](#)

[CEO Finance Academy – HVAC Business Profit Margins at \\$1M–\\$5M \(cites 2024 ACCA Financial Benchmarking Study\)](#)

[ACHR News – Report: Only 65% of HVAC Technician Time is Billable Hours](#)

[ACHR News – Survey Reveals Strategies to Boost HVAC Close Rates by Double Digits](#)

[WebFX – 2026 HVAC Marketing Benchmarks \(~7% of revenue, CPL data\)](#)

[BDR – How Much Should HVAC Contractors Spend on Marketing \(7–12% of revenue\)](#)

[Rippling – How to Calculate Labor Burden: 2025 Guide \(25–40% burden range\)](#)

[ServiceTitan – HVAC Labor Rate Calculator & Field Service Metrics \(billed rates, utilization\)](#)

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