

Kitchen & Bath Marketing Spend Calculator

Work out how much your kitchen and bath 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

KITCHEN & BATH

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 kitchen & bath leads, that ceiling is the number that tells you in seconds whether the price works.

THE DEFAULTS

Kitchen & Bath 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	\$35,000
Gross margin	29.9%
Net profit margin	6.3%
Median field-tech wage	\$31.55/hr
Payroll burden	30%
Billable utilization	62%

BENCHMARK	TYPICAL VALUE
Billed labour rate	\$85/hr
Close rate	30%
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
Monthly revenue goal What you want to bill		\$80,000
Average job value Your blended average		\$35,000
Close rate % Lead to booked customer		30%
Marketing % of revenue A common range is 5 to 10 percent		7%

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 Kitchen & Bath example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$35,000
Close rate %	30%
Marketing % of revenue	7%
Recommended budget	\$5,600
Leads needed	10
Max cost per lead	\$560
Max cost per booked job	\$1,867

WHERE THE DEFAULTS COME FROM

BLS May 2025 OEWS – Carpenters (47–2031) median/mean wages

NAHB – Home Remodeling Profit Margin Jumps (Remodelers' Cost of Doing Business Study, 2024 data: 29.9% gross / 6.3% net)

Eye On Housing (NAHB) – Remodelers Saw Profit Margin Gains in 2024

Houzz – 2025 U.S. Houzz Kitchen Trends Study (median kitchen spend)

ServiceTitan – Billable Hours / technician utilization (Home Service Business Institute 58–65%)

SmartBarrel – Labor Burden in Construction (25–40% on top of wage)

Hook Agency – What's a Good Closing Rate for Contractors?

Angi – How Much Do General Contractors Charge Per Hour (2026)

OnPurpose Media – Marketing Budget for Contractors (% of revenue)

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