

Kitchen & Bath Pricing Calculator

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

FREE TOOL

KITCHEN & BATH

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 kitchen & bath job that looked profitable ends up losing money.

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%
Billed labour rate	\$85/hr
Close rate	30%

BENCHMARK	TYPICAL VALUE
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
Material cost Everything that goes into the job		\$12,250
Labour hours Crew hours on the job		124
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$85
Other direct costs Permits, rentals, disposal		\$0
Target margin % The margin you want to keep		29.9%

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 Kitchen & Bath example

Material cost	\$12,250
Labour hours	124
Labour rate (true cost per hour)	\$85
Other direct costs	\$0
Target margin %	29.9%
Labour cost	\$10,540
Total cost	\$22,790
Price to quote	\$32,511
Profit	\$9,721

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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