

Landscaping Pricing Calculator

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

FREE TOOL

LANDSCAPING

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 landscaping job that looked profitable ends up losing money.

THE DEFAULTS

Landscaping 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	\$3,500
Gross margin	40%
Net profit margin	12%
Median field-tech wage	\$18.5/hr
Payroll burden	30%
Billable utilization	78%
Billed labour rate	\$55/hr
Close rate	50%

BENCHMARK	TYPICAL VALUE
Marketing % of revenue	6%

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		\$1,225
Labour hours Crew hours on the job		19
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$55
Other direct costs Permits, rentals, disposal		\$0
Target margin % The margin you want to keep		40%

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 Landscaping example

Material cost	\$1,225
Labour hours	19
Labour rate (true cost per hour)	\$55
Other direct costs	\$0
Target margin %	40%
Labour cost	\$1,045
Total cost	\$2,270
Price to quote	\$3,783
Profit	\$1,513

WHERE THE DEFAULTS COME FROM

[U.S. Bureau of Labor Statistics – OEWS, Landscaping and Groundskeeping Workers \(37-3011\)](#)

[BLS Occupational Outlook Handbook – Grounds Maintenance Workers](#)

[O*NET OnLine – National Wages, Landscaping and Groundskeeping Workers \(37-3011.00\)](#)

[Level CFO – 2026 Landscape Company Financial Benchmarks \(margins, net profit, close rate, revenue/customer\)](#)

[Aspire – Top Landscaping Industry Statistics 2025 \(net margin, labor % of revenue\)](#)

[Service Autopilot – The Real Cost of Labor for Lawn & Landscaping Businesses in 2026 \(labor burden, utilization\)](#)

[FieldCamp – Landscaping Pricing Guide 2026 \(billable labor rate, job values\)](#)

[Landscape Leadership – How Much Should a Landscaping Business Spend on Marketing](#)

[Hook Agency – What's a Good Closing Rate for Contractors](#)

[NALP – 2025 Financial Benchmark Report \(revenue per customer, contract value growth\)](#)

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