

Plumbing Marketing Spend Calculator

Work out how much your plumbing 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

PLUMBING

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 plumbing leads, that ceiling is the number that tells you in seconds whether the price works.

THE DEFAULTS

Plumbing 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	\$340
Gross margin	50%
Net profit margin	8%
Median field-tech wage	\$34.7/hr
Payroll burden	35%
Billable utilization	70%
Billed labour rate	\$90/hr

BENCHMARK	TYPICAL VALUE
Close rate	45%
Marketing % of revenue	10%

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		\$340
Close rate % Lead to booked customer		45%
Marketing % of revenue A common range is 5 to 10 percent		10%

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 Plumbing example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$340
Close rate %	45%
Marketing % of revenue	10%
Recommended budget	\$8,000
Leads needed	525
Max cost per lead	\$15
Max cost per booked job	\$34

WHERE THE DEFAULTS COME FROM

[U.S. Bureau of Labor Statistics – OEWS 47–2152 Plumbers, Pipefitters, and Steamfitters \(current/May 2025\)](#)

[U.S. Bureau of Labor Statistics – Occupational Outlook Handbook: Plumbers, Pipefitters, and Steamfitters](#)

[Profitability Partners – Plumbing Profit Margins \(200+ home-services acquisitions\)](#)

[HomeGuide – Average Plumbing Estimates 2026 \(typical job cost\)](#)

[Modernize – How Much Does a Plumber Cost per Hour 2025 \(billable labor rate\)](#)

[FieldEdge – Technician Utilization Benchmarks](#)

[Construction Coverage – Labor Burden: Definition, Costs, Examples & Calculator](#)

[Hook Agency – How Much Should a Plumbing Company Spend on Marketing](#)

[WebFX – 2026 Home Services Marketing Benchmarks \(booking/close rates\)](#)

[FinancialModelsLab – 7 Plumbing Service KPIs \(\\$445 AOV, utilization, CAC\)](#)

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