

Remodeling Marketing Spend Calculator

Work out how much your remodeling 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

REMODELING

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

THE DEFAULTS

Remodeling 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	\$20,000
Gross margin	29.9%
Net profit margin	6.3%
Median field-tech wage	\$31.55/hr
Payroll burden	30%
Billable utilization	65%
Billed labour rate	\$45/hr

BENCHMARK	TYPICAL VALUE
Close rate	35%
Marketing % of revenue	8%

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		\$20,000
Close rate % Lead to booked customer		35%
Marketing % of revenue A common range is 5 to 10 percent		8%

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 Remodeling example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$20,000
Close rate %	35%
Marketing % of revenue	8%
Recommended budget	\$6,400
Leads needed	12
Max cost per lead	\$533
Max cost per booked job	\$1,600

WHERE THE DEFAULTS COME FROM

NAHB – Home Remodeling Profit Margin Jumps (Remodelers' Cost of Doing Business, 2026 edition; 2024 data: 6.3% net / 29.9% gross)

NAHB – Remodelers' Cost of Doing Business, 2026 Edition (BuilderBooks product / study source)

BLS – Occupational Employment and Wages, May 2025 (OEWS news release; Carpenters 47-2031 and Construction Laborers 47-2061 wages)

BLS OEWS May 2025 release summary – Carpenters median \$31.55/hr, Construction Laborers median \$25.02/hr

CountBricks – Residential Construction Labor Rates, U.S. (Feb 2026): carpenter/handyman billed labor rates

Angi – How Much Do General Contractors Charge Per Hour (2026): \$50-150/hr billed labor

SmartBarrel – Labor Burden in Construction (20-35% typical; remodels 35-45%)

Projul – What Your Workers Really Cost Per Hour (construction labor burden)

Hook Agency – What's a Good Closing Rate for Contractors (30-40% best-in-class; <15% poor; referrals 50%+)

InnerSpark Creative – 2025 Construction & Remodeling Marketing Benchmarks (marketing % of revenue)

ServiceTitan – Labor Rate Calculator / Billable Hours guide (trade utilization and billable-rate methodology)

Harvard JCHS – As the Remodeling Industry Has Expanded, So Has Contractor Specialization and Scale (project size context)

The default values are directional until source verification clears.

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