

Remodeling Pricing Calculator

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

FREE TOOL

REMODELING

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 remodeling job that looked profitable ends up losing money.

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
Close rate	35%

BENCHMARK	TYPICAL VALUE
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
Material cost Everything that goes into the job		\$7,000
Labour hours Crew hours on the job		133
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$45
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 Remodeling example

Material cost	\$7,000
Labour hours	133
Labour rate (true cost per hour)	\$45
Other direct costs	\$0
Target margin %	29.9%
Labour cost	\$5,985
Total cost	\$12,985
Price to quote	\$18,524
Profit	\$5,539

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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