

Roofing Break-Even Calculator

Know the exact revenue and the number of jobs your roofing business needs each month just to cover costs. Put in your overhead and average job, and see your break-even point by day, week, and month.

FREE TOOL

ROOFING

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

HOW IT WORKS

The math behind the number

Break-even revenue is your fixed monthly costs divided by your gross margin. Divide that by your average job value and you get the number of jobs you need before your roofing business makes a dollar of profit. Change the average job or the margin and the whole target moves, which is the part that surprises most owners.

THE DEFAULTS

Roofing 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	\$17,631
Gross margin	35%
Net profit margin	9%
Median field-tech wage	\$24.5/hr
Payroll burden	60%
Billable utilization	65%
Billed labour rate	\$75/hr

BENCHMARK	TYPICAL VALUE
Close rate	30%
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 fixed costs (overhead) Rent, insurance, vehicles, software, office and owner wages, ad retainers		\$20,000
Average job value Your blended average		\$17,631
Gross margin % Gross profit as a share of revenue		35%

OUTPUT	HOW IT IS BUILT	YOUR RESULT
Break-even revenue per month	$\text{fixed} / (\text{margin} / 100)$	
Jobs to break even per month	$\text{break-even revenue} / \text{average job}$	
Jobs to break even per week	$\text{monthly jobs} / 4.3$	

WORKED EXAMPLE

A Roofing example

Monthly fixed costs (overhead)	\$20,000
Average job value	\$17,631
Gross margin %	35%
Break-even revenue per month	\$57,143
Jobs to break even per month	4
Jobs to break even per week	1

WHERE THE DEFAULTS COME FROM

U.S. Bureau of Labor Statistics – Occupational Outlook Handbook: Roofers (median \$50,970/yr, May 2024)

U.S. Bureau of Labor Statistics – OEWS Roofers (SOC 47-2181) wage table

Pipeline On – How Much Does a Roofing Company Make? (job value, gross/net margin, close rate, marketing – cites Roofr/ProLine, ServiceTitan 2026, NRCA)

Profitability Partners – Roofing Profit Margins: 2026 Benchmarks From Real P&Ls

MarketingCode – Roofing 2026: \$17,631 Avg Replacement (Verisk/Xactware claims data)

Miter – Fully-Burdened Labor Costs in Construction (roofing burden 50-70%)

ServiceTitan – Calculate Billable Hours / Technician Utilization

HomeGuide – How Much Does Roofing Labor Cost Per Square (2026), customer hourly rate

Allied Emergency Services – Roofing Sales: What's a Good Close Rate? Benchmarks by Role (2026)

WebFX – 2026 Home Services Marketing Benchmarks (marketing % of revenue)

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