

Roofing Marketing Spend Calculator

Work out how much your roofing 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

ROOFING

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

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 revenue goal What you want to bill		\$80,000
Average job value Your blended average		\$17,631
Close rate % Lead to booked customer		30%
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 Roofing example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$17,631
Close rate %	30%
Marketing % of revenue	10%
Recommended budget	\$8,000
Leads needed	17
Max cost per lead	\$471
Max cost per booked job	\$1,600

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 \(marketing % of revenue\)](#)

FREE FOR QUALIFYING CONTRACTORS

Want the same read on your own website?

The Site Inspection scores your contractor site on 100 points and shows you, with evidence, where ready-to-book homeowners slip through before they ever call. You get a Fervor Grade, a ranked fix list, and a dollar estimate on every finding.

Book your Site Inspection

fervorstudio.ca/site-inspection