

Roofing Pricing Calculator

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

FREE TOOL

ROOFING

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 roofing job that looked profitable ends up losing money.

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
Close rate	30%

BENCHMARK	TYPICAL VALUE
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
Material cost Everything that goes into the job		\$6,171
Labour hours Crew hours on the job		71
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$75
Other direct costs Permits, rentals, disposal		\$0
Target margin % The margin you want to keep		35%

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 Roofing example

Material cost	\$6,171
Labour hours	71
Labour rate (true cost per hour)	\$75
Other direct costs	\$0
Target margin %	35%
Labour cost	\$5,325
Total cost	\$11,496
Price to quote	\$17,686
Profit	\$6,190

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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