

Roofing Real Cost of Labour Calculator

What you pay a roofing tech and what an hour of their time actually costs you are two different numbers. See your true cost per billable hour once payroll burden and non-billable time are in.

FREE TOOL

ROOFING

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

HOW IT WORKS

The math behind the number

What you pay a roofing tech and what an hour of their time actually costs you are two different numbers. The real cost is the burdened wage, meaning pay plus taxes, insurance, and benefits, divided by the share of paid time that is actually billable. Non-billable hours spread the same cost over fewer billable hours, so the true number sits well above the wage.

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
Hourly wage What you pay per hour		\$25
Payroll burden % Taxes, insurance, benefits, paid time off		60%
Billable utilization % Share of paid hours that are billable		65%
Overhead per billable hour Tools, vehicle, and admin allocated per hour		\$15

OUTPUT	HOW IT IS BUILT	YOUR RESULT
Burdened wage	$\text{wage} \times (1 + \text{burden} / 100)$	
True cost per billable hour	$\text{burdened} / (\text{utilization} / 100) + \text{overhead}$	

WORKED EXAMPLE

A Roofing example

Hourly wage	\$25
Payroll burden %	60%
Billable utilization %	65%
Overhead per billable hour	\$15
Burdened wage	\$39
True cost per billable hour	\$75

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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