

Solar Marketing Spend Calculator

Work out how much your solar 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

SOLAR

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

THE DEFAULTS

Solar 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	\$25,000
Gross margin	30%
Net profit margin	12%
Median field-tech wage	\$24.93/hr
Payroll burden	30%
Billable utilization	65%
Billed labour rate	\$125/hr

BENCHMARK	TYPICAL VALUE
Close rate	20%
Marketing % of revenue	20%

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		\$25,000
Close rate % Lead to booked customer		20%
Marketing % of revenue A common range is 5 to 10 percent		20%

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 Solar example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$25,000
Close rate %	20%
Marketing % of revenue	20%
Recommended budget	\$16,000
Leads needed	20
Max cost per lead	\$800
Max cost per booked job	\$4,000

WHERE THE DEFAULTS COME FROM

BLS OEWS May 2024 – Solar Photovoltaic Installers (47-2231), wages & percentiles

BLS Occupational Outlook Handbook – Solar Photovoltaic Installers (median pay, outlook)

O*NET OnLine – Solar Photovoltaic Installers 47-2231.00 (2025 BLS wage cross-check)

SolarReviews – Solar Panel Cost 2026 (avg system \$21,816 / 7.2 kW / \$3.03/W)

EnergySage – Solar Panel Cost (avg 12 kW system \$30,505 / \$2.58/W)

Wood Mackenzie – US residential solar customer-acquisition costs (\$0.60/W 2025, +40% in 2026)

LumberFi – Solar Panel Business: Overhead Costs & Profit Margins (20-40% gross, 10-25% net)

ServiceTitan – 19 Key Field Service Metrics (utilization, close rate, gross margin benchmarks)

FieldEdge – Technician Utilization Benchmarks (70-85% healthy)

SmartBarrel – Labor Burden in Construction (25-40% on top of base wage)

Sunvoy – Solar Close Rates by Lead Source (appointment-to-sale benchmarks)

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