

Solar Pricing Calculator

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

FREE TOOL

SOLAR

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 solar job that looked profitable ends up losing money.

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
Close rate	20%
Marketing % of revenue	20%

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		\$8,750
Labour hours Crew hours on the job		60
Labour rate (true cost per hour) From the real-cost-of-labour worksheet		\$125
Other direct costs Permits, rentals, disposal		\$0
Target margin % The margin you want to keep		30%
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 Solar example

Material cost	\$8,750
Labour hours	60
Labour rate (true cost per hour)	\$125
Other direct costs	\$0
Target margin %	30%
Labour cost	\$7,500
Total cost	\$16,250
Price to quote	\$23,214
Profit	\$6,964

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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