

The Roofing Rate Book Starter

Every line you could be charging for, and room for your numbers. 2026 edition.

You have the squares — off the ladder, the drone or the measurement report. What you still have to do is turn them into a repair, a partial and a full replacement the homeowner can compare and sign. This is every line those three options are built from. Price per square once and the rest is arithmetic.

Why there are no prices printed in this document. We checked. Published 2026 figures for the same job disagree wildly — one national source puts a water heater replacement at \$800–\$1,500, another at \$1,494–\$3,891. Labour rates swing three-fold between a rural county and a metro. Any number we printed would be a guess wearing a suit, and you would be quoting real work off it. So the blanks are deliberate: the rates in this book should be *yours*, worked out once from the sheet on the next page.

How to use it

1. Work out your shop rate on the next page. Most people undercharge because they bill against their wage instead of their true cost.
2. Go through the checklist and fill in a rate for every line you actually offer. Cross out what you do not.
3. Keep it in the van. A rate you have to invent at the kerb is a rate you will regret.
4. When you are tired of copying it by hand, put it into QuoteFlow once and say the job out loud instead.

THE LINES PEOPLE FORGET TO CHARGE FOR

These are the ones that quietly come out of your margin:

- The second layer — tear-off is priced per layer, not per roof
- Decking replacement you will not know about until the tear-off (quote an allowance and a per-sheet rate)
- Dumpster, and the second dumpster on a big tear-off
- Steep-pitch and multi-storey uplift, as its own visible line
- Gutter and landscaping protection, and the cleanup magnet sweep

Step 1 — Work out your shop rate

This is arithmetic, not opinion. Fill in the left, and the bottom line is the hourly rate you have to charge to keep the doors open and make the margin you intended.

A. Your target take-home pay for the year	
B. Payroll taxes, insurance, workers' comp, benefits (labour burden — commonly 20–35% on top of A)	
C. Annual overhead (van, fuel, tools, licence, phone, software, accountant, advertising, rent)	
D. Total cost to operate = A + B + C	
E. Billable hours a year (be honest — a 40-hour week is rarely more than 25 billable. 25 × 48 weeks = 1,200)	
F. Break-even hourly rate = D ÷ E	
G. Target net margin (if you want 20%, divide by 0.80 — do not just add 20%)	
Your shop rate = F ÷ (1 – G)	

The mistake this sheet exists to stop

Charging your hourly wage plus a bit. If you pay yourself \$40 an hour and bill \$60, you are not making 50% — after burden and overhead you are probably losing money on every hour, and the busier you get the faster it goes. Line E is where most people flatter themselves: unbilled hours spent quoting, driving, chasing parts and invoicing all have to be carried by the hours you do bill.

Step 2 — Your roofing rate book

Fill in a rate for everything you offer. Add a unit so future-you knows whether it is per job, per hour, per foot or per square.

LABOUR AND ACCESS

LINE ITEM	UNIT	YOUR RATE
Inspection / report		
Crew — per hour or per square, standard pitch		
Steep pitch uplift (8/12 and above) — per square		
Two-storey or higher uplift — per square		
Minimum repair charge		
Emergency tarp / dry-in		

TEAR-OFF AND DECKING

LINE ITEM	UNIT	YOUR RATE
Tear-off — per square, first layer		
Tear-off — per square, each additional layer		
Decking replacement — per sheet		
Fascia / soffit repair — per foot		
Dumpster — per unit		
Disposal fees — per ton		

ROOFING SYSTEM — INSTALLED PER SQUARE

LINE ITEM	UNIT	YOUR RATE
3-tab asphalt shingle		
Architectural / dimensional shingle		
Designer / luxury shingle		
Metal — standing seam		
Metal — exposed fastener		
Flat / low-slope — TPO or modified		
Tile — concrete or clay		
Synthetic underlayment — per square		
Ice and water shield — per square or per eave foot		
Starter strip and hip/ridge cap — per foot		

FLASHING, VENTING AND DETAIL

LINE ITEM	UNIT	YOUR RATE
Ridge vent — per foot		
Box / static vents — each		
Powered or solar attic fan		
Pipe boot — each		
Step flashing — per foot		
Valley — per foot		
Chimney flashing and counterflashing		
Skylight — reflash / replace		
Drip edge — per foot		

CHARGES AND ADDERS

LINE ITEM	UNIT	YOUR RATE
Permit — cost passed through		
Permit — your time and the inspection		
Gutter and landscaping protection		
Cleanup and magnet sweep		
Decking allowance (state sheets included before extras)		
Workmanship warranty — term offered		
Manufacturer system warranty — registration		

Tired of copying this into every quote?

That is the whole idea behind QuoteFlow. You enter this rate book once, then stand at the job and say what you are doing — “twenty-four squares architectural shingle, tear-off one layer, ice and water at the eaves, ridge vent, two pipe boots, dumpster, permit” — and it comes back as priced line items from the rates on these pages. Nothing is generated or guessed; anything it does not recognise arrives flagged with no price, so a made-up number never reaches a customer. The customer signs on their phone before you leave.

First 10 quotes are free. No credit card. \$29/month flat after that — no per-quote or per-signature fees.

quoteflow.org/roofing