



Roofing Price List // 2026 Field Sheet

National benchmark ranges for residential roofing, installed (labor and materials). Pencil your rate into the blank column, adjust for your region with the rates on page 2, and keep this sheet in the truck.

Reading the ranges: low end = walkable pitch, simple roofline, one layer, low cost of living. High end = steep or cut-up roofs, two-story, coastal metro, or established-crew rates. One square = 100 sq ft of roof surface.

■ INSTALLED PER SQUARE

3-tab asphalt	\$300 - \$450	\$
Architectural asphalt	\$350 - \$650	\$
Flat membrane (TPO / EPDM)	\$400 - \$800	\$
Standing-seam metal	\$900 - \$1,600	\$
Clay or concrete tile	\$1,000 - \$2,000	\$

■ REPAIRS AND INSPECTIONS

Small leak repair	\$300 - \$1,200	\$
Storm damage repair	\$1,000 - \$5,000	\$
Skylight flashing / reseal	\$300 - \$800	\$
Skylight replacement	\$800 - \$2,500	\$
Detailed inspection report	\$150 - \$400	\$

■ TEAR-OFF AND DISPOSAL

Tear-off, one layer (per square)	\$100 - \$200	\$
Tear-off, slate or tile (per square)	\$200 - \$500	\$
Disposal dumpster	\$300 - \$500	\$

■ COMPONENTS AND ADD-ONS

Ridge vent install	\$300 - \$650	\$
Decking (per sheet)	\$60 - \$120	\$
Synthetic underlayment (sq ft)	\$0.50 - \$1.50	\$
Ice-and-water shield (sq ft)	\$0.50 - \$1	\$
Drip edge / flashing (lin ft)	\$5 - \$12	\$
Gutters (lin ft)	\$7 - \$15	\$
Permit and inspection	cost + 15% handling	\$

■ WHOLE ROOF, PREMIUMS AND WASTE

Full replacement, avg house (~20 sq)	\$9,000 - \$16,000	\$
Steep pitch, 8/12 and up	+20 - 40%	\$
Waste factor on the square count	+10 - 15%	\$



Set your rate. **Protect your margin.**

SMALL OPERATOR

\$350 - \$550 / square

Architectural asphalt at market rate - repairs and small replacements, one roof a day. Always bid tear-off and decking separately.

ESTABLISHED CREW

\$450 - \$650 / square

Full material markup and a real overhead load in every square. Insurance and storm work is its own division with its own paperwork.

JUST STARTING OUT

\$350 - \$450 / square

Market rate, never below it - undercutting a safety-critical, warranty-backed install signals corner-cutting. Win on a documented quote.

■ REGIONAL RATES - ARCHITECTURAL ASPHALT PER SQUARE, APPLY TO EVERY JOB ON PAGE 1

Coastal metros (SF, NYC, Seattle, Boston, LA)	\$500 - \$700 / square
Mid-size markets (Denver, Austin, Atlanta, Charlotte)	\$375 - \$550 / square
Smaller cities and rural areas	\$300 - \$450 / square

The pricing formula

Job price = (squares + 10 to 15% waste) x per-square rate + tear-off + premiums + permit

- **Measure in squares.** One square = 100 sq ft of roof surface, not floor area. Add 10 to 15 percent for waste on cuts, hips, and valleys.
- **Tear-off is its own line:** \$100 - \$200 per square for one layer, more for extra layers, slate, or tile. A hidden second layer should never eat your margin.
- **Steep and cut-up roofs:** add 20 to 40 percent for staging, safety, and slower work. Two-story and limited access carry a handling premium.
- **Billed as found:** rotten decking at \$60 - \$120 per sheet and new flashing go in the scope, not your pocket. Permit cost plus 15 percent handling.

What to say when you send the quote

"Thanks for having me out today. Attached is your estimate - it covers everything we walked through. The price holds for 30 days, and I can start as early as next week. Tap Accept on the estimate, or reply here with any questions, and I'll get you on the schedule."

- **Send the same day.** The first professional quote in the customer's inbox wins more jobs than the cheapest one.
- **Follow up on day 3.** Most jobs are lost to silence, not to a competitor. One friendly nudge recovers many of them.

Quoting by hand? This sheet plus AI = estimates in 60 seconds.

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