

Checklist:

7 Steps to Estimating a Roofing Job



Did you know 90% of roofing contractors underbid their jobs?

An accurate estimate is the best way to protect your roofing business's bottom line and grow your profits.

Here are 7 steps to creating a quality estimate/bid for your next roofing job.



STEP 1

Do Your Roofing Precheck

A thorough roof inspection is the best way to gather the necessary information to make an accurate estimate.

Ask the Right Questions

- How long have you had this roof?
- Do you know how the damage occurred?
- How long do you hope to have your new or repaired roof?
- What type of roof are you interested in installing?

Inspect the Current Roof

- What do the gutters look like?
- How many layers is the roof?
- Is there excess debris to remove beyond the shingles?
- Are there obstacles that will extend labor hours?

Address Common Building Codes

- Shingle type
- Wind resistance requirements
- Restrictions on reusing flashing
- Ventilation requirements



STEP 2

Measure the Roof

Find the Roof's Square Count:

1 square = 100 square feet 2000 SQF roof = 20 squares

*Alternatively, order a roof report from RoofSnap or use the DIY roof drawing software.



STEP 3

Estimate Roofing Material Costs

Here's what to consider with estimating roofing materials.

Tips for Estimating Shingle Costs

- Order 3 shingle bundles per 1 roofing square
- 20 square roof \times 3 = 60 shingle bundles
- Order extra 10-20% to cover wasted material

Tips for Estimating Nail Costs

- Typically, have 5 nails per starter shingle
- Have 4 nails per field shingle
- A starter nails + B field nails = C total nails.
- High-wind areas often require more nails per shingle

Tips for Estimating Flashing & Vent Costs

Estimating flashing and vent costs highly depends on the specific style and brand you will be installing. Getting on the roof to assess what flashing and vents need to be replaced is essential.

Additional Materials to Include in Your Estimate

- Hip & Ridge Cap
- Starter
- Underlayment
- Ice & Water Shield



STEP 4

Estimate Labor & Rental Costs

Estimating Labor Costs

1. Calculate Labor Hours
 - Estimate the number of hours your crew needs for the job
 - Multiply the hours by the number of crew members
 - 30 hours \times 3 crew members = 60 labor hours

2. Find the Hourly Labor Wage

- Hourly wage = Crew's hourly pay + taxes and worker's comp
- Add 20% to account for taxes and worker's comp
- \$19 hourly pay $20\% \times$ \$19 = \$3.80
- \$19 + \$3.80 = \$22.80 hourly labor wage

3. Find Your Total Labor Cost

- Multiply your labor hours by your hourly labor wage.
- 60 labor hours \times \$22.8 labor wage = \$1,368 total labor cost.

Estimating Rental Costs

Factor in any equipment rentals, like:

- Air Compressors
- Pressure Washers
- Utility Trailers
- Generators



STEP 5

Account for Overhead & Profit Margin

Determining Overhead

Overhead refers to the ongoing business expenses not directly tied to delivering a product or service. Here are everyday overhead expenses to include in your calculations:

- Rent
- Insurance
- Gas
- Software Tools like RoofSnap
- Salaries and Wages (including salary for the owner)

Calculating Roofing Profit Margin

- 15-20% profit margin is a good rule of thumb
- Take cost to render service + overhead cost & multiply by profit margin
- \$7,000 break-even cost \times 15% profit margin = \$1,050 profit
- Final estimate: \$8,050 (break-even cost + profit margin)



STEP 6

Create the Roofing Estimate

What to Include in Your Roofing Estimate

- Detailed Description
- Project Timeline
- Transparency in Pricing
- Material Costs
- Payment Details
- Disclaimer

Create a Roofing Estimate Template

- Save time with a roofing template that has the following elements:
- Your company's logo
- Contact information
- Proof of professional licensing
- Legal disclaimer



STEP 7

Deliver the Estimate

Write an effective email to deliver your estimate. Here are a few things to include:

- A Clear Subject Line
- A Friendly Intro
- Instructions on How to View the Estimate.
- Next Steps for Moving Forward with the Project

