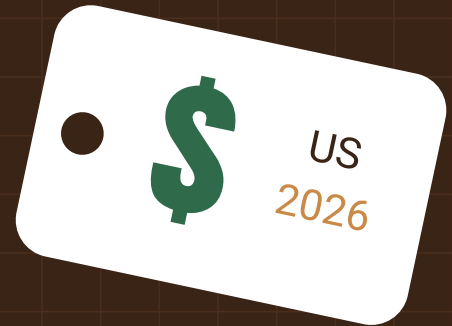




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FREE KIT FOR WOODWORKERS

2026 PRICING & ESTIMATE KIT



What to charge for the most common carpentry and custom furniture jobs in the US, a ready-to-fill estimate, a delivery checklist and the messages that close the sale.

- ✓ Price ranges for 13 common jobs
- ✓ Hourly rates: helper, carpenter, cabinetmaker
- ✓ Printable estimate template
- ✓ Wood prices per board foot
- ✓ 10 rookie mistakes + client messages

HOW TO USE THIS KIT

Six tools to quote with confidence, look professional and protect your margin.

1 PRICE TABLE

See the typical range for each job. Start from the middle, then adjust for your area, wood and finish.

2 YOUR PRICE

Use the formula on page 3: hours x rate + materials + markup + delivery. Never quote without measuring.

3 ESTIMATE

Print the template on page 6 and fill it with the client. Size, wood and finish in writing.

4 CHECKLIST

Run the checklist on page 7 before every delivery. It saves callbacks.

5 MISTAKES

Read the 10 mistakes on page 8. Each one eats your profit.

6 MESSAGES

Copy the texts on page 9 to send quotes, ask for the deposit and book the delivery.

WHAT'S INSIDE

3 Hourly rates and how to calculate your price

4 Price table: small jobs

5 Price table: custom and built-in

6 Estimate template (print)

7 Checklist before delivery

8 10 rookie mistakes

9 Ready-to-send client messages

10 Bonus: wood prices and 6 ways to charge more



PRICE RANGES
US averages, 2026



WOOD PRICES
Per board foot



READY TO USE
Print and fill



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WHAT WOODWORKERS CHARGE

Typical US labor rates in 2026. Big cities and fine work cost more; rural areas less.

Level	Per hour	Notes
Helper / apprentice	\$25 - \$40	Cuts, sanding, carrying, prep
Carpenter	\$40 - \$75	Doors, trim, shelves, repairs
Finish carpenter / cabinetmaker	\$60 - \$100	Built-ins, custom furniture, fine trim
Service call / minimum	\$100 - \$200	Many pros set a 2-hour minimum
Rush, evening, weekend	1.25x - 1.5x	Agree on it before you start

HOW TO CALCULATE YOUR PRICE

HOURS x RATE

+ MATERIALS

+ MARKUP

+ DELIVERY

- ✓ Count every hour: design, milling, assembly, sanding, finish and install.
- ✓ Price wood and hardware at what you pay, plus 10-20% for waste, then add 15-30% markup.
- ✓ Charge delivery and installation once per trip, not per piece.
- ✓ Round up. Clients trust a clear total more than odd cents.

EXAMPLE: 3 floating shelves in white oak

Labor	6 h x \$65	\$390.00
Materials	12 bd ft oak + hidden brackets + finish	\$156.00
Markup	20% of materials	\$31.20
Delivery / install	once per trip	\$75.00
TOTAL	rounded	\$655.00

Illustrative example. Use the numbers of your own area and lumberyard.



PRICE RANGES
US averages, 2026



WOOD PRICES
Per board foot



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PRICE TABLE - SMALL JOBS

Job (installed)	Typical range	What changes the price
Visit to measure and quote	\$75 - \$150	Often credited if you get the job
Fix a door, drawer or hinge	\$90 - \$250	Per item; less when several in one visit
Hang an interior door (prehung)	\$250 - \$600	Labor and trim; a premium door costs extra
Install baseboard	\$4 - \$10 / lin ft	Paint-grade or stain-grade; corners and coping
Install crown molding	\$8 - \$20 / lin ft	Ceiling height, angles and molding profile
Floating shelves (set of 3)	\$250 - \$700	Wood species and hidden brackets into studs
Closet shelving (reach-in)	\$300 - \$1,000	Melamine or solid wood, number of shelves
Assemble or fix furniture	\$60 - \$200	Per piece; flat-pack is the low end

HOW TO READ THE RANGES

-  Low end: simple job, easy access, paint-grade wood.
-  Middle: the usual job. Start your quote here.
-  High end: hardwood, tricky angles, old walls or a big city.
-  Several small jobs in one visit: charge the trip once and give a small discount.

Sources: Inch Calculator, HomeAdvisor, Angi, Homeyou, Thumbtack and woodworking cost guides (Oct 2026). Ranges include labor and basic materials. Varies by state.



PRICE RANGES
US averages, 2026



WOOD PRICES
Per board foot



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PRICE TABLE - CUSTOM AND BUILT-IN

Job (installed)	Typical range	What changes the price
Built-in bookcase	\$1,200 - \$4,000	Average ~\$2,000; size, wood and lighting
Built-in cabinets	\$450 - \$1,200 / lin ft	Box material, doors, hardware and finish
Custom dining table	\$1,200 - \$5,000	Hardwood, size and joinery; live-edge slabs go higher
Custom bed frame	\$800 - \$3,000	Size, headboard detail and storage drawers
Custom kitchen island	\$2,500 - \$8,000	Size, cabinets inside and the countertop

WHAT RAISES OR LOWERS THE PRICE

-  Wood species and thickness: walnut costs 3-4x pine.
-  Joinery: dovetails and mortise-and-tenon take more hours than screws.
-  Access on site: stairs, tight halls and walls out of square.
-  Size and number of doors and drawers.
-  Finish: color matching and hard-wearing coats add time.
-  Delivery distance and the need for a second person.

Sources: Inch Calculator, HomeAdvisor, Angi, Homeyou, Thumbtack and woodworking cost guides (Oct 2026). Ranges include labor and basic materials. Varies by state.



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FROM (your shop)

Name: _____

Phone / email: _____

CLIENT

Name: _____

Phone / email: _____

Job address: _____

Date: _____

Estimate #: _____

PROJECT (what will be built: size, wood, finish, hardware)

Wood / material	Qty	Unit	Total

Labor (hours x rate)

Delivery / installation

Design / drawings

TOTAL

\$

Start date / delivery date: _____

Warranty: Workmanship: ___ months · Hardware: manufacturer

Payment: Cash · Card · Zelle · Check Deposit: ____%

Valid until: _____

Client approval (signature and date)

CHECKLIST BEFORE DELIVERY

Run it before every delivery or install. Five minutes here saves a trip back.



Measured on site

Opening checked; walls out of square, baseboards and outlets noted.



Square and level

Diagonals equal; doors and drawers open and close without rubbing.



Sanded, edges eased

No glue squeeze-out, no swirl marks under the finish.



Finish fully cured

Enough drying time; no tacky spots or strong smell.



Hardware adjusted

Screws, hinges, slides and pulls tight and aligned.



Tall pieces anchored

Bookcases and dressers fixed to studs with an anti-tip kit.



Matches the estimate

Size, wood, color and hardware as agreed in writing.



Protected for transport

Blankets, corner guards and straps; loose parts labeled.



Clean site

Dust, offcuts and packaging removed.



Client walkthrough

Show care tips, take photos for your portfolio, collect the final payment.



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US averages, 2026



WOOD PRICES
Per board foot



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10 ROOKIE MISTAKES

Each one costs you money, time or a client.

1 Quoting without measuring

Walls are never square. Measure the space yourself.

2 Forgetting the waste

Add 10-20% to the wood for knots, defects and cuts.

3 Not charging design time

Drawings and changes are work. Charge them or credit them.

4 Underestimating the finish

Sanding and finishing can take a third of the hours.

5 No deposit

Ask 30-50% up front to buy the wood. No deposit, no start date.

6 Ignoring wood movement

Solid wood moves with humidity. Let tops and panels float.

7 Not anchoring tall pieces

A tipping bookcase is a real danger. Always anchor.

8 No written estimate

Verbal deals turn into arguments. Always write it down.

9 Underpricing to win

Cheap jobs attract clients who haggle. Show the value.

10 No photos

Every finished job is your portfolio. Shoot it in good light.



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Per board foot



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READY-TO-SEND MESSAGES

Copy, adjust the name and send by text or WhatsApp.

Sending the estimate

Hi [Name], here is your estimate for [project]. It includes design, wood, finish, delivery and installation. Any questions, just reply here.

Explaining the value

The price covers solid [wood], joinery made to last, a hand-applied finish and installation, so it fits your space perfectly.

Client asks for a price

Happy to help. Send me a photo of the space, the size (width, height, depth) and a picture of a style you like, so I give you a real price.

Asking for the deposit

To book your spot and buy the wood, I take a [50]% deposit. The rest is due on delivery. Start date: [date].

Client went quiet

Hi [Name], just checking if you still want the [project]. I have an opening this month. No pressure.

Delivery day

Your [project] is ready! I can deliver and install on [day] at [time]. Please clear the area where it goes.



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Per board foot



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BONUS - WOOD PRICES PER BOARD FOOT

Typical US lumberyard prices in 2026. Your local yard has the final word.

BOARD FEET = THICKNESS (in) x WIDTH (in) x LENGTH (ft) ÷ 12

Wood	Per board foot	Good for
Pine	\$2 - \$4	Paint-grade pieces, shop furniture, first projects
Poplar	\$3 - \$5	Painted cabinets, trim, drawer sides
Red oak	\$4 - \$7	Tables, stair parts, trim
Hard maple	\$5 - \$8	Cutting boards, tables, cabinets
White oak	\$6 - \$10	Built-ins, floating shelves, outdoor pieces
Cherry	\$7 - \$11	Fine furniture; darkens with age
Walnut	\$9 - \$16	Premium tables, boards and gifts
3/4" birch plywood	\$60 - \$110 / sheet	Cabinet boxes and built-ins

6 WAYS TO CHARGE MORE



Better wood

Offer oak or walnut next to pine. Many clients pick the middle.



Soft-close hardware

Hinges and slides upgrade: quick to install, easy to charge.



Custom finish

Stain match, color or a tougher topcoat is billable time.



Delivery and install

Charge it apart. Heavy pieces need two people.



Design drawing

A sketch with sizes before you start. Charge it or credit it.



Rush date

Needs it before a holiday? Add a 15-25% rush fee.



PRICE RANGES
US averages, 2026



WOOD PRICES
Per board foot



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GOOD WORK STARTS WITH A FAIR PRICE

Price the wood, count every hour and write every estimate. More free guides for woodworkers at vifalio.com.

Reference values only; prices vary by state, wood and job. Built-ins may need a permit: check your local rules.

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