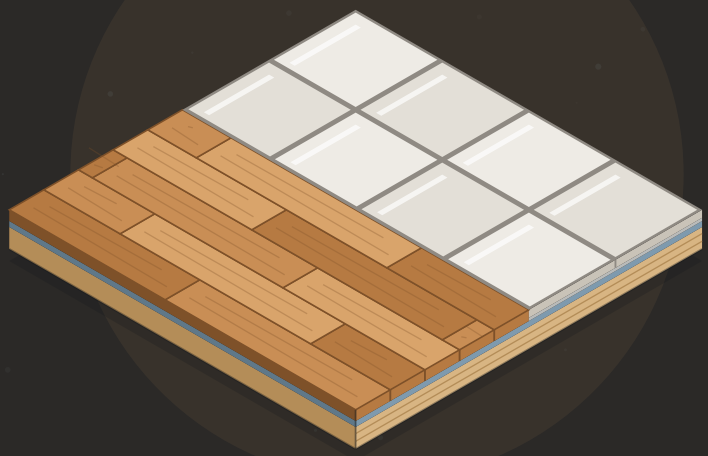
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FREE KIT FOR FLOORING & TILE INSTALLERS

2026



FLOOR & TILE PRICES & ESTIMATE KIT

What to charge for LVP, laminate, hardwood, carpet and tile in the US, a sq ft and waste calculator, a price list already filled in, an estimate to print and the texts that close the job.

- Labor per sq ft for 9 floor types + hourly
- 14 add-ons: demo, leveling, trim, showers
- Sq ft, waste, thinset and grout calculator
- Printable estimate + hand-off checklist
- 10 mistakes + ready-to-send texts



HOW TO USE THIS KIT

Six tools to price floors with confidence, look professional and get called back.

1 SQ FT + WASTE

Use the calculator on page 3: length x width per room, +10% straight lay, +15% diagonal or herringbone. Thinset and grout per bag.

2 YOUR PRICE

Page 3 also has the formula: material + hours x rate + prep + trim + markup, never below your minimum.

3 RATES + PRICE TABLE

Page 4: labor per sq ft for 9 floor types, per hour and minimum. Page 5: 14 add-ons, from demo and leveling to showers.

4 ESTIMATE

Print the template on page 6. Write the product, the pattern, the waste % and the demo, and get it signed with a deposit.

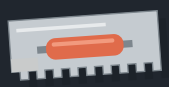
5 HAND-OFF + MISTAKES

Run the checklist on page 7 before you hand over (flat floor, grout, gaps, trim) and read the 10 mistakes.

6 TEXTS + PRICE LIST

Copy the client texts on page 9. Page 10 has 25 jobs already priced, plus patterns and add-ons.

WHAT'S INSIDE





3 Sq ft calculator, coverage, price formula, worked job

4 Labor rates: 9 floor types, per hour, minimum

5 Price table: 14 add-ons and prep jobs

6 Estimate template (print)

7 Hand-off checklist

8 10 mistakes that cost you money

9 Ready-to-send client messages

10 Bonus: 25 prices + patterns + ways to charge more

PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

SQ FT CALCULATOR
Waste, thinset, grout

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CALCULATOR: SQ FT + WASTE

Square feet first, price second. Add 10% for straight lay, 15% for diagonal or herringbone, and round up to full boxes.

LENGTH x WIDTH each room → **+ CLOSETS** halls, nooks → **= SQ FT** of floor → **+ 10% / 15%** straight / diagonal → **÷ BOX SIZE** round up

COVERAGE BASICS · THINSET AND GROUT (ALWAYS CHECK THE BAG CHART)

Material	Bag	Covers about	For 100 sq ft	Tip
Thinset, 1/4 x 1/4 notch	50 lb	85-95 sq ft	2 bags	Tile up to about 12 in
Thinset, 1/4 x 3/8 notch	50 lb	60-67 sq ft	2 bags	12 x 24 and wood-look plank tile
Thinset, 1/2 x 1/2 notch	50 lb	35-45 sq ft	3 bags	Large format, back-buttered
Grout, 12 x 12, 1/8 joint	25 lb	~400 sq ft	1 bag	Wider or deeper joints use more
Grout, 1 x 1 mosaic, 1/8	25 lb	~50 sq ft	2 bags	Small tile = many more joints

PRICE FORMULA

MATERIAL sq ft + waste → **+ LABOR** hours x rate → **+ PREP** demo, leveling → **+ TRIM** base, transitions → **+ MARKUP** → **≥ MINIMUM**

EXAMPLE: living room 12 x 14 ft in LVP + half bath 5 x 8 ft in porcelain, diagonal

Room 12 x 14 = 168 + 10% = 184.8, order 185 · Bath 5 x 8 = 40 + 15% = 46 · Floor 208 sq ft

LVP	185 sq ft x $2.75 (168 + 10% waste, rounded up)	$508.75
Tile	46 sq ft x $4.50 (porcelain, 40 + 15% diagonal)	$207.00
Supplies	208 sq ft x $0.60 (pad, thinset, grout, backer)	$124.80
Labor	16 hours x $65 (LVP 8 h + tile 8 h)	$1,040.00
Demo	208 sq ft x $1.25 (carpet + old vinyl, haul-off)	$260.00
Trim	52 linear ft x $2.50 (quarter round)	$130.00
Markup	15% of $2,270.55 (overhead, risk and profit)	$340.58
TOTAL	$2,611.13 rounded up	**$2,615.00**

Illustrative: $2,615.00 ÷ 208 sq ft = $12.57 per sq ft all in; labor alone = $5.00 per sq ft. Well above a $300 minimum.

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LABOR RATES - PER SQ FT, PER HOUR

Job	Typical range	What changes the price
LVP / vinyl plank (click)	$1.50 - $4 per sq ft	Glue-down and stairs at the high end. 12 x 14 room: 168 sq ft = $252 - $672
Laminate	$2 - $6 per sq ft	Pad roll-out included; thin planks, many cuts and doorways cost more
Engineered hardwood	$3 - $8 per sq ft	Float, glue or staple; wide planks and glue-down on a slab are the high end
Solid hardwood (nail-down)	$4 - $9 per sq ft	Prefinished at the low end; site-finished adds sanding, stain and coats
Sand + refinish hardwood	$3 - $6 per sq ft	Sand to bare wood, stain, 2-3 coats; dustless systems $6 - $8
Carpet + pad (labor)	$0.50 - $1.50 per sq ft	Stretch-in over new pad; seams, stairs and patterned carpet cost more
Ceramic tile floor	$6 - $12 per sq ft	12 x 12 to 12 x 24 tile, straight lay; setting and grouting included
Porcelain tile floor	$7 - $14 per sq ft	Harder to cut than ceramic; rectified tile needs a flatter floor
Large-format tile (24 in+)	$10 - $18 per sq ft	Back-butter, leveling clips, 1/2 in notch; the floor must be flat
Per hour	$45 - $100 per hour	Repairs and small fixes; a helper costs you $20 - $30 per hour
Service minimum	$250 - $500 per job	A few boards or tiles still take a trip, cuts, cure time and cleanup

INSTALLED PRICES YOUR CLIENT SEES ONLINE (2026)

- **LVP / vinyl plank: $3 - $12 per sq ft installed.**
- **Laminate: $3 - $10 per sq ft installed.**
- **Engineered hardwood: $7 - $20 per sq ft installed.**
- **Solid hardwood: $11 - $25 per sq ft installed.**
- **Carpet + pad: $2 - $8 per sq ft installed.**
- **Ceramic or porcelain tile: $7 - $25 per sq ft.**

Sources: Angi/HomeAdvisor, HomeGuide, Fixr, Forbes Home and 2026 cost guides, plus our estimates. Rounded regional estimates; labor only (material extra) unless the box says installed. Varies by state and by job.

PRICE TABLE - 14 ADD-ONS AND PREP JOBS

Job	Typical range	What changes the price
Backsplash tile (labor)	**$10 - $20 per sq ft**	Kitchen 30 sq ft = $300 - $600; installed with tile about $15 - $35
Shower walls (tile labor)	**$12 - $25 per sq ft**	Backer board and waterproofing labor included; niches and benches extra
Mosaic or glass tile	**$12 - $20 per sq ft**	Sheets on mesh, many joints: shower floors and accent strips
Diagonal or herringbone	**$2 - $6 per sq ft**	Added to the base rate (or +10-20% of the job), plus 15% waste
Tile floor demo + haul-off	**$2 - $7 per sq ft**	Tile on a mortar bed is the high end. Half bath: 40 sq ft = $80 - $280
Carpet + pad removal	**$0.70 - $1.60 per sq ft**	Tack strip and staples pulled. 12 x 14 room: 168 sq ft = $117.60 - $268.80
Remove LVP, laminate or wood	**$1.50 - $3.50 per sq ft**	Floating floors at the low end; glued vinyl and nailed wood at the high end
Underlayment / pad	**$0.50 - $2 per sq ft**	Foam, cork or felt; on concrete add a vapor barrier where the maker asks
Subfloor repair (plywood)	**$3 - $10 per sq ft**	Cut out soft or rotted areas, new plywood, screws; check the joists
Self-leveling compound	**$1.50 - $5 per sq ft**	Primer, dams and pour; price by depth and by bag count
Baseboard, new	**$6 - $9 per linear ft**	Pull and reset the old base instead: about $1 - $2 per linear ft
Quarter round / shoe molding	**$2 - $6 per linear ft**	Covers the expansion gap. A 12 x 14 room is 52 linear ft
Transitions / thresholds	**$25 - $75 each**	T-molding, reducer or end cap; the strip alone costs $5 - $30
Screen + recoat hardwood	**$1 - $2.50 per sq ft**	Buff and 1 new coat; only on sound floors with no wax

Sources: Angi/HomeAdvisor, HomeGuide, Fixr, Forbes Home and 2026 cost guides, plus our estimates. Rounded regional estimates. Tile rows: labor only. Demo, prep and trim rows: installed (labor + material). Varies by state and job.

ESTIMATE



FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Job address: _____

Date: _____

Estimate #: _____

JOB (rooms · sq ft + waste % · floor product · demo · subfloor / leveling · trim + transitions · photos)

_____

_____

_____

Item	Qty (sq ft / hours / ft)	Rate	Total

Material + supplies	
Demo / haul-off	
Minimum	
TOTAL	**$**

Floor + pattern: Product _____ · Straight / diagonal / herringbone · Waste ___%

Hidden damage: Soft subfloor, rot or old tile underneath: priced only with photos and your OK

Acclimate + cure: Wood acclimates per the maker; no foot traffic on new tile for 24 h

Payment: Deposit ____% to order material · Cash · Card · Zelle · Check

Valid until: _____

_____ _____

Client approval (signature and date)

HAND-OFF CHECKLIST

Run it on the last day, before you load the truck and before you send the invoice.

- [ ] **Flat and solid**
  Walk the whole floor: no soft spots, no hollow-sounding tiles, no planks that bounce.
- [ ] **Lippage**
  Run a hand across tile edges: corners flush, no edge a sock can catch on.
- [ ] **Grout lines**
  Joints full and even, no haze on the tile face; caulk at walls and tub, not grout.
- [ ] **Expansion gap**
  Gap left at walls, cabinets and pipes, fully hidden under base or quarter round.
- [ ] **Transitions**
  Every doorway has a strip that is tight, flat and fastened; no trip edge.
- [ ] **Doors and toilets**
  Doors swing without dragging; toilet reset on a new wax ring, no leaks.
- [ ] **Pattern and layout**
  Rows square to the main wall, even cuts at doorways, pattern as quoted.
- [ ] **Trim and nail holes**
  Base and quarter round tight, corners coped or mitered, nail holes filled.
- [ ] **Cleanup and leftovers**
  Floor vacuumed and wiped, debris hauled off, spare boxes labeled for the client.
- [ ] **Walk-through and payment**
  Walk it with the client, give care tips, take payment and ask for a review.

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10 MISTAKES THAT COST YOU MONEY

Each one costs you money, a callback or a floor you lay twice.

1 Pricing small jobs by the sq ft

Ten tiles still take a trip, cuts, cure time and cleanup. Never go below a $250 - $500 minimum.

2 Ordering the exact sq ft

168 sq ft of LVP needs 10% more: order 185. Diagonal or herringbone: add 15%, then round up to full boxes.

3 Skipping the flatness check

Click floors and large tile need a flat floor. Check with a straightedge and price leveling before you start.

4 Ignoring moisture in slabs

Concrete can push moisture into wood and laminate. Test it and use the barrier or glue the maker asks for.

5 No expansion gap

Floating floors move with the seasons. Leave the gap at walls and pipes, then hide it under trim.

6 Mixing lots

Shade and size change between lots. Order all boxes at once and blend planks from 3-4 boxes.

7 Demo thrown in for free

Old tile can run $2 - $7 per sq ft to pull and haul. Put demo on its own line, never free.

8 Toilets, doors and appliances

Pulling a toilet, moving a fridge and trimming doors all take time. List them on the estimate.

9 Grouting too soon

Grout over soft thinset cracks and stains. Follow the bag: most thinset needs about 24 hours first.

10 No deposit, no written estimate

You buy flooring up front. Get a signed estimate and a deposit that covers the material.

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READY-TO-SEND MESSAGES

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

Sending the estimate

Hi [Name], here is your estimate: [168] sq ft of LVP in the living room + [40] sq ft of tile in the half bath, demo and trim included, $[total]. A [30]% deposit books your date.

Client asks per sq ft

It comes to about $[X] per sq ft all in: material with waste, labor, demo, haul-off and trim. Small jobs have a $[minimum] minimum.

Ask for photos first

Can you send 2-3 photos of the floor, one of the doorways and the room size (length x width)? I'll quote before I drive out.

Why tile takes 2 days

Tile goes down on day 1 and the thinset has to cure, so we grout on day 2. Please keep off the new tile for 24 hours after each step.

Hidden damage found

We pulled the old floor and found [a soft subfloor / water damage]. Photos attached. Fixing it adds $[amount]; I'll wait for your OK.

After the job

All done! Thanks, [Name]. I left the spare boxes in the garage for future repairs. A quick review helps a lot: [link]. Anything else?

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BONUS - READY PRICE LIST: 25 FLOORING JOBS

Filled in, not blank: suggested 2026 labor prices for a mid-cost US area. Adjust 10-20% for your area, your speed and the product.

WASTE ADDED · DEMO PRICED · PATTERN IN WRITING · NEVER BELOW YOUR MINIMUM

Job	Price
1. Room 12 x 14, 168 sq ft x $2.50	$420
2. LVP open plan, 600 sq ft x $2.25	$1,350
3. Laminate bedroom, 150 sq ft x $3	$450
4. Laminate, 400 sq ft x $2.75	$1,100
5. Engineered wood, 300 sq ft x $5	$1,500
6. Solid oak nail-down, 400 sq ft x $6	$2,400
7. Sand + refinish, 500 sq ft x $4	$2,000
8. Carpet + pad, 450 sq ft x $1	$450
9. Ceramic 10 x 12, 120 sq ft x $8	$960
10. Porcelain floor, 200 sq ft x $10	$2,000
11. Large-format tile, 300 sq ft x $14	$4,200
12. Repair visit, 4 hours x $75	$300
13. Kitchen backsplash, 30 sq ft x $15	$450

Job	Price
14. Shower walls, 100 sq ft x $18	$1,800
15. Mosaic shower floor, 15 sq ft x $20	$300
16. Herringbone add-on, 150 sq ft x $3	$450
17. Tile demo, 120 sq ft x $4	$480
18. Carpet removal, 450 sq ft x $1	$450
19. Remove LVP + glue, 300 sq ft x $2	$600
20. Underlayment, 600 sq ft x $0.75	$450
21. Subfloor patch 4 x 8, 32 sq ft x $8	$256
22. Self-leveler, 200 sq ft x $2.50	$500
23. New baseboard, 120 linear ft x $7	$840
24. Quarter round, 150 linear ft x $2.50	$375
25. Screen + recoat, 400 sq ft x $1.50	$600

PATTERNS AND TILE SIZE: WHEN TO CHARGE MORE

STRAIGHT LAY
+10% waste
Planks, square tile

DIAGONAL / HERRINGBONE
+15% waste
Labor +$2 - $6 / sq ft

LARGE FORMAT
$10 - $18 / sq ft
Flat floor, 1/2 in notch

MOSAIC / GLASS
$12 - $20 / sq ft
Many joints, more grout

4 WAYS TO CHARGE MORE

$ Sell the leveling
Click floors and big tile last longer on a flat floor: self-leveler runs $1.50 - $5 per sq ft.

$ Sell the trim package
New base at $6 - $9 per linear ft, or quarter round at $2 - $6, finishes the room.

$ Price the pattern
Herringbone and diagonal add $2 - $6 per sq ft in labor plus 15% waste: put it in writing.

$ Rush and after-hours
Nights, weekends and 'before move-in' deadlines: add 15-25% and write it on the estimate.

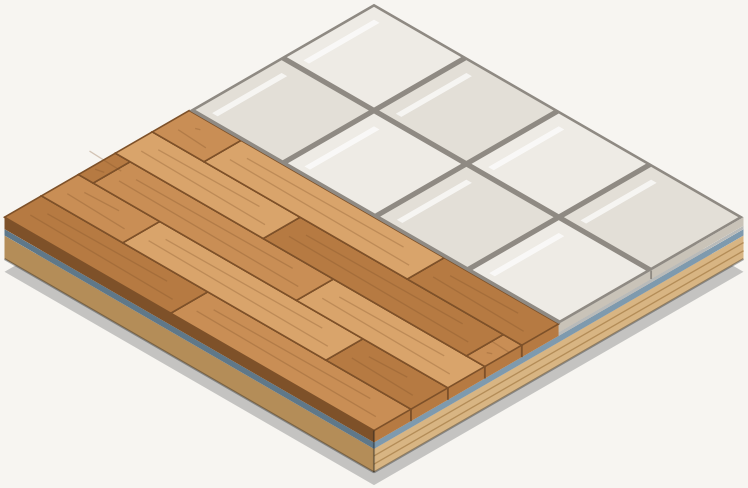
PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

SQ FT CALCULATOR
Waste, thinset, grout

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MEASURE TWICE LAY IT FLAT

Measure every room, add the waste, price the demo and the trim, write the pattern and leave it clean. More free guides for flooring and tile installers at vifalio.com.

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