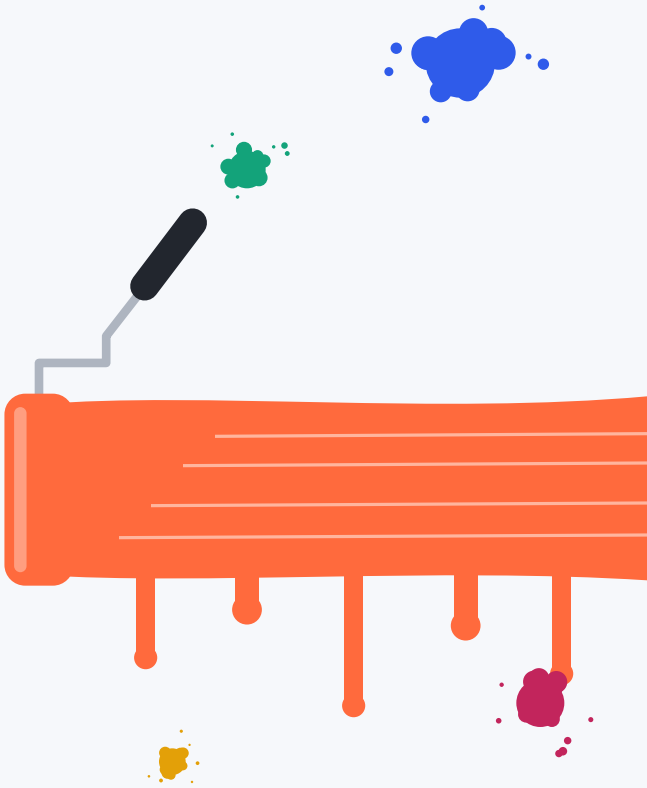
vifalio

FREE KIT FOR HOUSE PAINTERS

2026 PRICE PER FT² & ESTIMATE KIT



What to charge per square foot and per room in the US, a ready-to-fill estimate, a checklist before you hand over the job and the messages that close the sale.

- Price ranges for 15 common painting jobs
- Hourly rates + price per square foot
- Printable estimate template
- Paint coverage: gallons per room
- 10 rookie mistakes + client messages



HOW TO USE THIS KIT

Six tools to quote with confidence, look professional and avoid callbacks.

1 PRICE TABLE

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

2 YOUR PRICE

Use the formula on page 3: ft² x rate + trim and doors + prep + paint. Measure before you quote.

3 ESTIMATE

Print the template on page 6 and fill it on site. Areas, colors, coats and warranty in writing.

4 CHECKLIST

Run the checklist on page 7 before you hand over the job. Every time.

5 MISTAKES

Read the 10 mistakes on page 8. Each one costs money or a callback.

6 MESSAGES

Copy the texts on page 9 to send quotes, explain the value and sell the next room.

WHAT'S INSIDE

3 Hourly rates, price per ft² and the formula

4 Price table: interior painting

5 Price table: exterior and big jobs

6 Estimate template (print)

7 Checklist before you hand over the job

8 10 rookie mistakes

9 Ready-to-send client messages

10 Bonus: paint coverage + 6 ways to charge more

PRICE RANGES
US estimates, 2026

COVERAGE GUIDE
Gallons per room

READY TO USE
Print and fill

vifalio.com
Free kit

Reference values only; prices vary by state, home and job. Homes built before 1978 may have lead paint: follow the EPA RRP rule.

WHAT PAINTERS CHARGE

Typical US rates in 2026. Big cities, high walls and heavy prep cost more.

Item	Rate	Notes
Helper / prep	**$20 - $35 per hour**	Masking, sanding, patching, cleanup
Painter (solo pro)	**$40 - $75 per hour**	Walls, ceilings, trim and doors
Cabinet / spray specialist	**$55 - $90 per hour**	Cabinets, spray finish, fine trim
Walls, labor per ft²	**$1.00 - $2.50**	2 coats; net wall area, doors and windows out
Ceilings, labor per ft²	**$0.75 - $1.75**	Flat ceiling; textured or over 10 ft costs more
Minimum charge	**$150 - $350**	Small jobs still need a full setup and cleanup

HOW TO CALCULATE YOUR PRICE

FT² x RATE → **+ TRIM & DOORS** → **+ PREP** → **+ PAINT**

- Wall area = (length + width) x 2 x height. Take off ~20 ft² per door and ~15 ft² per window.
- The ft² rate is labor for 2 coats. Paint goes on its own line with a 15-25% markup.
- Bill prep apart: patching, caulk, sanding, masking and moving furniture.
- Round up and keep a minimum charge. Clients trust a clear total more than odd cents.

EXAMPLE: living room 12 x 14 ft, 8 ft walls + ceiling, 2 coats

Walls: (12 + 14) x 2 x 8 = 416 ft², minus 2 doors (40) and 2 windows (30) = 346 ft². Ceiling: 12 x 14 = 168 ft².

Walls	346 ft² x $1.25	**$432.50**
Ceiling	168 ft² x $1.00	**$168.00**
Prep	1.5 h x $50 (patch, caulk, mask)	**$75.00**
Paint	3 gal x $50 + 20% markup	**$180.00**
TOTAL	$855.50 rounded up	**$860.00**

Illustrative example: about $5.12 per ft² of floor. Trim and doors are priced apart (page 4). Use your own area's numbers.

PRICE TABLE - INTERIOR PAINTING

Job (paint and labor)	Typical range	What changes the price
Bedroom, walls	**$300 - $750**	Size, color change, furniture to move
Living room, walls	**$600 - $2,000**	Open plan, high walls, accent wall
Ceiling, one room	**$150 - $600**	Flat or textured, height, stains to seal
Kitchen, walls	**$350 - $1,000**	Cabinets cover wall; grease, lots of cut-in
Bathroom	**$200 - $600**	Small but slow; mildew-resistant paint
Baseboard / trim	**$1 - $5 per linear ft**	Caulk, sanding, profile, number of coats
Interior door	**$75 - $200 each**	Both sides and frame; panel doors are slower
Kitchen cabinets	**$1,500 - $6,500**	Doors and drawers, spray or brush, primer

HOW TO READ THE RANGES

- **Low end: same color, empty room, walls in good shape.**
- **Middle: the usual job. Start your quote here.**
- **High end: dark-to-light, high walls, heavy repairs or a big city.**
- **Two rooms in one visit: one setup, so give a small discount.**

Sources: Angi/HomeAdvisor, HomeGuide, Fixr, NerdWallet, Homewyse, Inch Calculator and painting contractor cost guides (Nov 2026). Estimates; ranges include labor and paint unless marked labor. Varies by state.

PRICE TABLE - EXTERIOR AND BIG JOBS

Job (paint and labor)	Typical range	What changes the price
Whole interior, walls	**$2 - $6 per ft² of floor**	Ceilings, trim and doors raise it; many homes $2,000 - $8,000
House exterior	**$1.50 - $4 per ft² of wall**	Average ~$3,200; siding type, stories, scraping and caulk
Deck stain or paint	**$2 - $4 per ft²**	Railings $4 - $12 per linear ft; cleaning and sanding extra
Fence paint or stain	**$3 - $14 per linear ft**	Picket or 6 ft privacy fence, one or both sides
Drywall patch	**$100 - $300 per patch**	Small holes; texture match; larger damage $300 - $900
Remove wallpaper	**$1 - $3 per ft²**	Layers and glue; wall repair after is extra
Pressure washing	**$0.15 - $0.75 per ft²**	Most homes $200 - $600; driveway and deck extra

WHAT RAISES OR LOWERS THE PRICE

- **Surface: siding, stucco, brick or bare wood.**
- **Height: stories, ladders, lifts or scaffold.**
- **Prep: scraping, sanding, caulk and primer.**
- **Paint grade and number of coats.**
- **Lead-safe work in homes built before 1978.**
- **Access, landscaping and weather days.**

Sources: Angi/HomeAdvisor, HomeGuide, Fixr, NerdWallet, Homewyse, Inch Calculator and painting contractor cost guides (Nov 2026). Estimates; ranges include labor and paint unless marked labor. Varies by state.

ESTIMATE

FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Job address: _____

Date: _____

Estimate #: _____

ROOMS AND SURFACES (walls, ceiling, trim, doors · colors, sheen, number of coats)

_____

_____

_____

Area / surface	ft² / qty	Rate	Total

Prep and repairs	
Paint and materials	
Trim, doors / extras	
TOTAL	**$**

Start date / days to complete: _____

Warranty: Labor: ___ year(s) · Paint: manufacturer

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

Valid until: _____

_____ _____

Client approval (signature and date)

CHECKLIST BEFORE YOU HAND OVER THE JOB

Run it at the end of every room, in good light, before the client walkthrough.

- [ ] **Even coverage**
  Look at each wall at an angle with a light: no thin spots, flashing or roller marks.
- [ ] **Cut-in lines**
  Straight lines at the ceiling, trim and corners; no paint on switches or hinges.
- [ ] **Touch-ups**
  Walk the room with the client's eyes; touch up with paint from the same batch.
- [ ] **Tape off**
  Pull the tape at an angle once the paint is dry to the touch; no torn edges.
- [ ] **Trim and doors**
  Doors close without sticking; no drips on the edges; hardware back on.
- [ ] **Covers back on**
  Switch and outlet covers, vents, fixtures and hardware all reinstalled.
- [ ] **Floors and furniture**
  Drop cloths up, no drips on the floor, furniture back in its place.
- [ ] **Exterior**
  No overspray on windows, plants or cars; joints caulked; no bare wood.
- [ ] **Leftover paint**
  Label each can with room, color code and date; leave it for touch-ups.
- [ ] **Client walkthrough**
  Show the work, explain cure time (no scrubbing for 2-4 weeks); take payment.

Reference values only; prices vary by state, home and job. Homes built before 1978 may have lead paint: follow the EPA RRP rule.

10 ROOKIE MISTAKES

Each one costs you money, time or a callback.

1 Quoting by eye

Measure every wall. Guessing the square feet kills your margin.

2 Leaving prep out of the price

Patching, caulk, sanding and masking are paid hours.

3 One coat to win the bid

A color change needs two coats. Write the number of coats down.

4 No markup on paint

Buying, pickup and returns cost you time. Add 15-25%.

5 Cheap paint

Low-grade paint means a third coat and callbacks. Use good paint and charge it.

6 Ignoring wall height

Over 10 ft means ladders, planks and slower work. Price it.

7 No color sign-off

Get colors, sheen and brand signed before you open a can.

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 Forgetting lead paint

Homes built before 1978: test and work lead-safe (EPA RRP).

Reference values only; prices vary by state, home and job. Homes built before 1978 may have lead paint: follow the EPA RRP rule.

READY-TO-SEND MESSAGES

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

Sending the estimate

Hi [Name], here is your estimate for [rooms]. It includes prep, 2 coats of [brand] paint, trim and full cleanup. Any questions, just reply here.

Explaining the value

The price covers real prep, quality paint, clean lines and a full walkthrough at the end, so the job looks great and lasts for years.

Client asks for a price

I can help. Send me photos of each room and the size, or I can stop by to measure. That way I give you a real price, not a guess.

Client went quiet

Hi [Name], just checking if you still want to paint your [room/house]. I can fit you in next week. No pressure.

Confirming the visit

Great, you're booked for [day] at [time]. Please take small items and pictures off the walls. I'll cover and move the rest.

Selling the next room

All done! Since I already have your colors, I can paint the [hallway/trim/doors] for [$X] this week. Want me to add it?

Reference values only; prices vary by state, home and job. Homes built before 1978 may have lead paint: follow the EPA RRP rule.

BONUS - PAINT COVERAGE PER ROOM

On smooth, primed walls. New drywall, rough, porous or dark-to-light surfaces need primer or one more coat.

1 GALLON = 350 - 400 FT² PER COAT · GALLONS = FT² x COATS ÷ 350, ROUND UP

Room (8 ft walls)	Walls / ceiling (net ft²)	Paint for 2 coats
Bathroom 5 x 8 ft	**173 / 40**	Walls 1 gal · ceiling 1 qt
Bedroom 10 x 12 ft	**297 / 120**	Walls 2 gal · ceiling 1 gal
Living room 12 x 14 ft	**346 / 168**	Walls 2 gal · ceiling 1 gal
Kitchen 12 x 12 ft	**about 200 / 144**	Walls 1 gal + 1 qt · ceiling 1 gal
Primary bedroom 14 x 16 ft	**410 / 224**	Walls 3 gal · ceiling 2 gal
Open living/dining 16 x 20 ft	**491 / 320**	Walls 3 gal · ceiling 2 gal
Interior door, both sides	**about 40 per door**	1 qt per door (1 gal = 4 doors)
House exterior	**1,700 ft² of siding**	10 gal (two 5-gal buckets)

6 WAYS TO CHARGE MORE

Room package
Walls + ceiling + trim in one price. One setup, better margin.

Accent wall
A bold color on one wall: small area, higher price per ft².

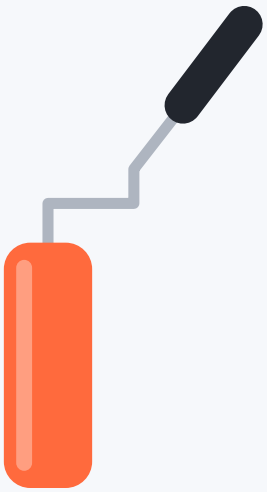
Paint upgrade
Offer good, better and best paint. The client picks; you mark it up.

Drywall repair
Patch and match texture before painting. Its own line on the bill.

Cabinets and doors
Higher-ticket work. Spray if you can and charge per door.

Wash and touch-up
Pressure wash before exterior jobs; offer a yearly touch-up visit.

Reference values only; prices vary by state, home and job. Homes built before 1978 may have lead paint: follow the EPA RRP rule.



A GREAT FINISH STARTS WITH A FAIR PRICE

Measure first, write every estimate and walk the job with the client before you leave. More free guides for painters at vifalio.com.

Reference values only; prices vary by state, home and job. Homes built before 1978 may have lead paint: follow the EPA RRP rule.