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FREE KIT FOR ROOFERS

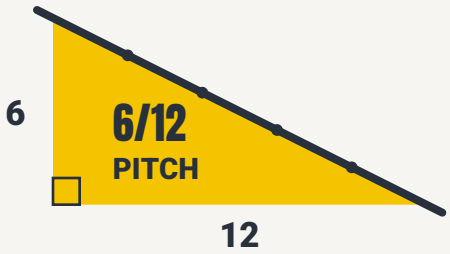
2026



PRICE PER SQUARE & ESTIMATE KIT

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

- Price ranges for 15 roofing jobs
- Hourly rates + price per square
- Printable estimate template
- Pitch factors + bundles per square
- 10 rookie mistakes + client messages



HOW TO USE THIS KIT

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

1 PRICE TABLES

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

2 YOUR PRICE

Use the formula on page 3: squares x labor + tear-off + materials + extras. Measure before you quote.

3 ESTIMATE

Print the template on page 6 and fill it on site. Squares, layers, shingle and warranty in writing.

4 CHECKLIST

Run the checklist on page 7 before you leave. Photos, magnet sweep and cleanup, every time.

5 MISTAKES

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

6 MESSAGES

Copy the texts on page 9 to send quotes, talk about insurance the right way and sell gutters.

WHAT'S INSIDE

- 3 Hourly rates, price per square and the formula
- 4 Price table: roof repairs
- 5 Price table: reroofs and big jobs
- 6 Estimate template (print)
- 7 Checklist before you leave the job
- 8 10 rookie mistakes
- 9 Ready-to-send client messages
- 10 Bonus: pitch factors, bundles + 6 ways to charge more

Reference values only; prices vary by state, home and job. Work tied off (OSHA fall protection) and check permits and local code.

WHAT ROOFERS CHARGE

Typical US rates in 2026. Big cities, steep pitches and 2-story homes cost more.

Item	Rate	Notes
Helper / tear-off crew	$25 - $40 per hour	Tear-off, cleanup, carrying bundles up
Roofer (solo pro)	$50 - $120 per hour	Repairs, flashing and small jobs by the hour
Service call / minimum	$200 - $400	Ladder, setup and cleanup even on small repairs
Install labor per square	$200 - $350	Shingles; steep, 2-story or cut-up roofs cost more
Tear-off per square, per layer	$100 - $150	Plus disposal, about $40 - $60 per square
Installed price per square	$450 - $1,250	Architectural shingles, materials and labor

HOW TO CALCULATE YOUR PRICE

SQUARES x LABOR + **+ TEAR-OFF** + **+ MATERIALS** + **+ EXTRAS**

- 1 square = 100 ft² of roof. Squares = footprint ft² x pitch factor ÷ 100 (table on page 10).
- Buy squares + 10-15% waste (more with hips, valleys and dormers). 3 bundles = 1 square.
- Tear-off is priced per layer: 2 layers = double. Rotten decking goes per sheet, on its own line.
- Steep (8/12 and up) or 2-story roofs: add 15-40% to the labor rate.

EXAMPLE: 20-square roof, architectural shingles, 1-layer tear-off, pitch 6/12

Footprint 1,790 ft² x 1.118 (6/12) = 2,001 ft² = 20 squares. Buy 20 + 10% waste = 22 squares = 66 bundles.

Tear-off	20 sq x $150 (1 layer + disposal)	**$3,000.00**
Materials	22 sq x $160 + 15% markup	**$4,048.00**
Labor	20 sq x $250 (pitch 6/12, 1 story)	**$5,000.00**
Flashing	1 set x $600 (drip edge, boots, ridge vent)	**$600.00**
Decking	4 sheets x $85 (allowance)	**$340.00**
TOTAL	$12,988.00 rounded up	**$13,000.00**

Illustrative example: $650.00 per square installed. Extra decking only with photos and the client's OK. Use your own area's numbers.

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PRICE TABLE - ROOF REPAIRS

Job (materials and labor)	Typical range	What changes the price
Leak repair (find and fix)	**$350 - $1,500**	Finding the source, wet decking, roof access
Replace a few shingles	**$150 - $700**	How many, matching the color, pitch
Chimney flashing	**$350 - $1,000**	Step and counter flashing, cricket, masonry
Vent / pipe boot	**$75 - $250 each**	Rubber or lead boot; shingles around it
Gutter repair	**$200 - $600**	Reseal, rehang, downspouts, length
Roof inspection	**$150 - $400**	Many roofers do it free; written report for a sale or claim
Fascia / soffit repair	**$7 - $22 per linear ft**	Rot, material (wood, PVC, aluminum), paint
Skylight leak / reflash	**$300 - $800**	New flashing kit or new skylight; ceiling damage

HOW TO READ THE RANGES

- **Low end: easy access, low pitch, one-story home.**
- **Middle: the usual job. Start your quote here.**
- **High end: steep, 2+ stories, hidden damage or a big city.**
- **Several repairs in one visit: one setup, small discount.**

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

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PRICE TABLE - REROOFS AND BIG JOBS

Job (materials and labor)	Typical range	What changes the price
Reroof, 3-tab asphalt	**$425 - $825 per square**	Installed; many suppliers now stock mostly architectural
Reroof, architectural	**$450 - $1,250 per square**	Most common; a 20-square roof runs about $9,000 - $25,000
Metal roof	**$500 - $1,800 per square**	Exposed fastener $5 - $12 per ft²; standing seam $10 - $18 per ft²
Tear-off, per layer	**$100 - $150 per square**	Disposal $40 - $60 per square extra; 2 layers = 2x
Decking (OSB / plywood)	**$75 - $150 per sheet**	4 x 8 ft sheet installed; OSB costs less than CDX plywood
Flat roof, TPO / EPDM	**$4 - $12 per ft²**	$400 - $1,200 per square; insulation and tear-off extra
New gutters (seamless aluminum)	**$7 - $15 per linear ft**	Typical home 150 - 200 ft; guards $4 - $7 per ft extra

WHAT RAISES OR LOWERS THE PRICE

- **Pitch and stories: harness, roof jacks, time.**
- **Layers to tear off and dumpster access.**
- **Cut-up roof: valleys, hips, dormers, skylights.**
- **Rotten decking found after tear-off.**
- **Shingle grade and warranty tier.**
- **Permit, local code and ice & water shield.**

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

ESTIMATE

FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Job address: _____

Date: _____

Estimate #: _____

ROOF SCOPE (squares, pitch, layers to tear off · shingle brand and color, underlayment, flashing, vents)

_____

_____

_____

Item	Squares / qty	Rate	Total

Tear-off and disposal	
Materials (with waste)	
Flashing, vents / extras	
TOTAL	**$**

Start date / days to complete: _____

Rotten decking: $____ per sheet, replaced only with photos and your OK

Warranty: Workmanship: ___ year(s) · Shingles: manufacturer

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

Valid until: _____

_____ _____

Client approval (signature and date)

CHECKLIST BEFORE YOU LEAVE THE JOB

Run it at the end of every roof, before the client walkthrough and before the dumpster leaves.

- [ ] **Before photos**
  Every slope, the damage and any rotten decking, photographed before tear-off.
- [ ] **Underlayment and ice shield**
  Underlayment lapped right; ice & water shield at eaves and valleys (per code).
- [ ] **Drip edge and starter**
  Drip edge on eaves and rakes; starter strip under the first course.
- [ ] **Nailing**
  Nails in the nail line, 4 to 6 per shingle, none exposed or overdriven.
- [ ] **Flashing and boots**
  Step, counter and chimney flashing sealed; a new boot on every pipe.
- [ ] **Ridge and vents**
  Ridge cap straight, ridge vent open, soffit vents not blocked.
- [ ] **Gutters**
  Gutters free of grit, nails and scraps; downspouts flowing.
- [ ] **Magnet sweep**
  Roll the magnet over the lawn, driveway, flower beds and street. Do it twice.
- [ ] **Cleanup**
  Tarps up, dumpster hauled, no scraps in plants, pool or yard.
- [ ] **After photos and walkthrough**
  Same angles as before; show the client, hand over the warranty, take payment.

Reference values only; prices vary by state, home and job. Work tied off (OSHA fall protection) and check permits and local code.

10 ROOKIE MISTAKES

Each one costs you money, a callback or an accident.

1 Measuring without pitch factor

Footprint is not roof area. A 6/12 roof is 11.8% bigger than the floor plan under it.

2 Forgetting the waste factor

Order 10-15% extra for cuts, starter, ridge, hips and valleys. Short material stops the job.

3 Working without insurance

One fall or one damaged car can end your business. Carry liability; check workers' comp rules.

4 Decking left out of the price

Write a per-sheet price for rotten decking in the estimate before you tear off.

5 Pricing steep like flat

8/12 and up needs a harness, roof jacks and more hours. Add 15-40% to labor.

6 Reusing old flashing

Old boots and flashing fail first. Replace them with the new roof.

7 Skipping the permit

Many cities require a permit and inspection for a reroof. Check before you start.

8 No fall protection

Falls are the top killer in roofing. Harness, anchor and a tied-off ladder (OSHA).

9 Promising the insurance pays

Only the insurer decides a claim. Never promise it or offer to cover the deductible.

10 No written contract

Scope, materials, decking price and payment schedule in writing, signed.

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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 the roof at [address]. It covers tear-off, [brand] shingles, new flashing and vents, cleanup and a magnet sweep. Any questions, just reply here.

Explaining the value

The price covers a full tear-off, new underlayment and flashing, the right nailing and a clean yard at the end. That's what keeps a roof dry for 20+ years.

Client asks for a price

Happy to help. I need to see the roof to measure squares, pitch and layers. I can stop by [day] for a free look and send a written price the same day.

Hail or storm damage

Hi [Name], I found [hail hits / missing shingles] on [slopes] and took photos. Whether it's covered is up to your insurance, not me. If you file a claim, I can meet the adjuster and show the damage.

Confirming install day

You're booked for [day], starting at [time]. Please move cars out of the driveway and keep pets inside. It gets loud, and we sweep the yard with a magnet at the end.

Selling gutters

Roof's done! Your gutters are [old/sagging]. Since the crew and ladders are here, I can put in new seamless gutters for [$X]. Want me to add it?

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BONUS - PITCH FACTORS AND BUNDLES

Roof area = footprint with overhangs x pitch factor. Designer or heavy shingles can take 4-5 bundles per square: check the wrapper.

1 SQUARE = 100 FT² = 3 BUNDLES (STANDARD SHINGLES) · BUY SQUARES + 10-15% WASTE

Pitch (rise per 12 in)	Pitch factor	1,000 ft² footprint (no waste) =
4/12 · low slope	1.054	1,054 ft² · 10.5 sq · 32 bundles
5/12 · low slope	1.083	1,083 ft² · 10.8 sq · 33 bundles
6/12 · most common	1.118	1,118 ft² · 11.2 sq · 34 bundles
7/12 · common	1.158	1,158 ft² · 11.6 sq · 35 bundles
8/12 · steep	1.202	1,202 ft² · 12.0 sq · 37 bundles
9/12 · steep	1.250	1,250 ft² · 12.5 sq · 38 bundles
10/12 · steep	1.302	1,302 ft² · 13.0 sq · 40 bundles
12/12 · 45 degrees	1.414	1,414 ft² · 14.1 sq · 43 bundles

6 WAYS TO CHARGE MORE

Shingle upgrade
Offer good, better and best shingles with longer warranties. The client picks.

Gutters and guards
New seamless gutters while the ladders are up. Guards as an add-on per foot.

Ventilation
Ridge vent and soffit vents: longer shingle life and a cooler attic.

Ice & water shield
All eaves, valleys, chimneys and skylights. Its own line on the bill.

Yearly checkup
Inspection, sealant and boots every spring. Steady income, first call after storms.

Skylight and chimney
Reflash or replace while you're on the roof. One setup, higher ticket.

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A ROOF THAT LASTS STARTS WITH A FAIR PRICE

Measure with the pitch factor, put every estimate in writing and work tied off. More free guides for roofers at vifalio.com.

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