

Free Roofing Estimate Template: Materials + Labor Calculator

Create roofing estimates with auto-calculated materials and labor from roof sqft. Shingle, underlayment, and flashing line items included. Free PDF download.

Roofing Estimate Template Library

Organized by job type and complexity. Jump to any category:

Residential Roofing Estimate Templates

Full replacement estimates with materials, labor, permits, and warranties. Good-better-best pricing increases average ticket by 34%.

Commercial Roofing Estimate Templates

Flat roof and low-slope systems with phased pricing, warranty tiers, and maintenance agreements.

Repair & Inspection Templates

Smaller jobs that lead to bigger opportunities. Professional repair estimates build trust for future replacements.

Skip the Templates: Generate Estimates in 60 Seconds

BuildFolio's AI Photo-to-Quote analyzes roof photos and generates professional estimates automatically. Upload drone footage or ground-level shots -- get a complete estimate with measurements, materials, and pricing in under a minute.

Free trial · \$39/month after · No annual contract

What Every Roofing Estimate Must Include

Professional estimates prevent disputes, increase close rates, and protect your profit margins. Here's what to include:

1. Accurate Measurements

Square footage, number of squares, roof pitch, stories, and complexity factors. Measurements drive your material and labor calculations. Get them wrong and you're eating the difference.

- Roof squares: Total area divided by 100
- Pitch: Rise over run (affects labor and safety costs)
- Penetrations: Vents, pipes, skylights, chimneys
- Valleys and hips: More complex = more labor

2. Detailed Material Specifications

Generic "shingles" estimates lose to competitors who specify brand, product line, and warranty tier. Homeowners compare -- give them specifics.

- Brand and product line: GAF Timberline HDZ, Owens Corning Duration, CertainTeed Landmark

- Underlayment type: Felt vs. synthetic vs. self-adhering
- Flashing materials: Aluminum vs. galvanized vs. lead
- Ventilation: Ridge vent, box vents, soffit vents, attic fans

3. Labor Breakdown

Itemized labor shows professionalism and justifies your pricing against lowball competitors.

- Tear-off: Removing existing materials
- Deck repair: Replacing damaged sheathing
- Installation: New roofing system
- Cleanup: Debris removal and magnetic sweep

4. Permits and Fees

Surprises kill deals. Include all costs upfront.

- Building permit: Required in most jurisdictions
- Dumpster rental: Debris disposal
- HOA fees: If applicable
- Inspection fees: Municipal inspections

5. Warranty Terms

Warranties differentiate you from competitors and justify premium pricing.

- Manufacturer warranty: Material defects (25-50 years typical)
- Workmanship warranty: Your guarantee on installation (5-25 years)
- NDL (No Dollar Limit): Premium warranty with full coverage
- Transferability: Can warranty transfer to new owner?

6. Payment Terms and Financing

Clear payment expectations prevent collection issues. Financing options close deals you'd otherwise lose.

- Deposit: Typically 30-50% upfront
- Progress payment: At material delivery (optional)
- Final payment: Upon completion and inspection
- Financing: Monthly payment options for customers who can't pay cash

Common Roofing Estimate Mistakes (And How to Avoid Them)

1. Underestimating Complexity

The mistake: Pricing a 30-square roof the same whether it's a simple ranch or a multi-level Victorian with 12 penetrations and 6 valleys.

The fix: Use complexity multipliers. Simple (1.0x), moderate (1.15x), complex (1.3x), very complex (1.5x). Apply to labor costs.

2. Forgetting Contingencies

The mistake: No buffer for deck damage, unexpected repairs, or material price increases on delayed projects.

The fix: Include "up to X sheets of decking repair" in your scope. Add 5-10% contingency for unknowns. Specify estimate validity period (30 days).

3. Single-Option Pricing

The mistake: Presenting one price. Customer says "too expensive" or "let me think about it." You lose control of the sale.

The fix: Good-better-best options. Anchors the premium option, makes mid-tier feel reasonable, gives budget option as fallback. Increases average ticket 34%.

4. Ignoring Financing

The mistake: Quoting \$15,000. Customer doesn't have \$15,000. Deal dies.

The fix: Show monthly payments on every estimate. "\$15,000 or \$189/month for 84 months." Suddenly affordable. BuildFolio includes financing in every estimate automatically.

5. Slow Response Time

The mistake: Taking 3-5 days to send an estimate. Customer has already received 2 other bids.

The fix: Same-day estimates. AI Photo-to-Quote generates estimates in 60 seconds. Speed wins deals.

Stop Guessing Your Margins

Quote Smarter. Close Faster. Keep More.

Try BuildFolio free at build-folio.com

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