

FREE FIELD KIT

The Roofing Profit Leak Audit

A fifteen-minute audit that finds the money your estimates are already leaving behind — and the scripts that collect it.

WHAT IS INSIDE

- 01** The overhead baseline that turns a 28% margin into a real net number
- 02** The pricing floor, per square, for your business
- 03** Twelve line items contractors give away, with typical rates
- 04** The fifteen-point estimate self-audit
- 05** Six supplement lines that get scope approved
- 06** The nine-day sequence that revives dead estimates

Start here: the margin illusion

Most roofing companies do not have a pricing problem. They have an arithmetic problem. The invoice looks healthy, the bank account disagrees, and nobody can point to the exact place the money went.

Here is the same job three ways. A 30-square architectural shingle tear-off and reroof, two stories, 6/12 pitch, one layer.

WHO IS LOOKING	WHAT THEY SEE
The office	\$13,500 invoice. \$9,735 in direct cost. A 27.9% gross margin, and \$3,765 that "should be" profit.
The books	The same \$3,765, minus \$2,430 of overhead recovered at your real rate of 18%. Left over: \$1,335, or 9.9% net.
What actually happened	You ran a \$13,500 job for \$1,335, and one callback on that roof eats it.

The gap between 27.9% and 9.9% is not a sales problem. It is one line of math that most estimates never show. This kit shows it, then shows you where the missing \$3,000 is hiding on the same job.

Part 1: The job, costed honestly

Before you can find a leak, you need a baseline that includes everything the crew actually consumes. Here is the same job built line by line.

Direct cost line	Basis	Cost
Architectural shingles	30 sq at \$118	\$3,540
Synthetic underlayment	30 sq at \$18	\$540
Ice and water shield, eaves and valleys	30 sq at \$25	\$750
Starter, ridge cap, hip and ridge accessories	30 sq at \$22	\$660
Fasteners, sealant, consumables	30 sq at \$9	\$270
Tear-off and install labor	30 sq at \$95	\$2,850
Dumpster and disposal, two loads	flat	\$850
Permit	flat	\$275
Total direct cost		\$9,735

At \$450 per square, the invoice is \$13,500. Direct cost is 72.1% of that. Everything else in the business — the yard, the trucks, the insurance, the office — has to come out of the remaining 27.9%, and profit comes last.

This is why a "28% margin" job can feel like a loss. There was never 28% available. There was 27.9% total, and overhead had first claim on it.

Part 3: The pricing floor

Three formulas. Put them on the wall of the office.

Break-even price = Direct cost divided by (1 minus overhead percent)

Target price = Direct cost divided by (1 minus overhead percent minus target net percent)

Price per square = Target price divided by squares

Round up, never down. If your overhead comes out at 22.3%, price at 23%. Overhead does not shrink because a job was quoted at a discount.

With 18% overhead and a 12% net profit target, you divide direct cost by 0.70. On the model job that is \$9,735 divided by 0.70, which is \$13,907, or \$464 per square.

The quote in Part 1 was \$13,500. That is **\$407 under the floor** for this business. Eight jobs a month at that gap is **\$39,000 a year** of profit that was never quoted.

Still locked in the full audit

PART	WHAT IT GIVES YOU
Part 2	The ten-minute overhead baseline: your real percentage, from last year's P&L
Part 3 tables	Break-even and target price per square for every direct cost, plus pricing by roof condition
Part 4	Twelve line items contractors give away, with typical rates: \$2,493 of profit recovered on one job
Part 5	The fifteen-point estimate self-audit
Part 6	Six supplement lines that get scope approved
Part 7	The nine-day sequence that revives dead estimates, word for word



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