

Roofing Pricing Research

XPERIENCE Lead Gen Pipeline | February 2026

Retail Pricing (Consumer-Facing)

National Averages

Metric	Value
Average cost	\$9,000 – \$10,000
Typical range	\$5,727 – \$14,000
Per sq ft	\$3.75 – \$11 (avg \$4.75)
Per square (100 sq ft)	\$375 – \$1,100
Labor portion	40 – 60% of total
Labor per square	\$150 – \$300

Pricing by State

State	Cost Range
Arizona	\$10,000 – \$20,000
Arkansas	\$2,500 – \$9,000
California	\$12,000 – \$28,000
Colorado	\$6,300 – \$12,300
Florida	\$8,000 – \$16,500
Illinois	\$6,000 – \$13,000
Massachusetts	\$5,400 – \$10,700
Michigan	\$6,550 – \$11,900
New Jersey	\$5,800 – \$10,000
Texas	\$4,400 – \$16,000
Utah (est.)	\$6,000 – \$12,000

Utah interpolated from Colorado regional data

Pricing by Material

(Based on 2,000 sq ft roof)

Material	Cost Range
Asphalt 3-tab	\$5,800 – \$10,000
Architectural shingles	\$8,000 – \$12,700
Metal (standing seam)	\$13,600 – \$20,400
Tile (concrete)	\$8,400 – \$22,000
Tile (clay)	\$13,000 – \$30,000
Slate	\$5,500 – \$44,000
Wood shake	\$16,000 – \$27,000

Pricing by Home Size

Home Size	Roof Area	Cost Range
1,000 sq ft	1,200 sq ft	\$4,500 – \$13,200
1,500 sq ft	1,800 sq ft	\$6,750 – \$19,800
2,000 sq ft	2,400 sq ft	\$9,000 – \$26,400
2,500 sq ft	3,000 sq ft	\$11,250 – \$33,000
3,000 sq ft	3,600 sq ft	\$13,500 – \$39,600

Insurance Pricing (Xactimate)

What is Xactimate?

Industry-standard software used by insurance adjusters to estimate claim payouts. Prices are updated monthly by region based on local material and labor costs.

Typical Xactimate Line Items

(Approximate national ranges — actual rates are subscription-locked)

Line Item	Xactimate Range
Remove roofing – per square	\$25 – \$45
30-yr architectural shingle – per square	\$85 – \$150
Synthetic underlayment – per square	\$15 – \$25
Drip edge – per linear ft	\$1.50 – \$3.00
Ridge cap – per linear ft	\$4 – \$8
Starter strip – per linear ft	\$2 – \$4
Flashing – per piece	\$15 – \$40
Labor for shingle install – per square	\$45 – \$85

The Insurance vs Retail Gap

Insurance (Xactimate) total: \$250 – \$400 per square

Retail contractor quote: \$375 – \$600 per square

Typical gap: **30 – 50% higher retail**

Key Insights for XPERIENCE

1. Lead Value Estimation

With roof measurements from Google Solar API, we can estimate job value before first contact:

- 2,000 sq ft roof × \$4.75/sq ft = \$9,500 potential job

2. Insurance vs Cash Pay

Different sales approaches based on likely payment method:

- Storm damage areas → Insurance claim process
- Aging roofs → Cash/financing conversation

3. Competitive Pricing

Understanding the Xactimate baseline helps price competitively while maintaining margin.

4. Recommended Action

Get XPERIENCE's actual Xactimate rates for Utah to refine estimates.

Sources: Fixr.com, BobVila.com, HomeAdvisor (2026 data)

Prepared for XPERIENCE Roofing pitch meeting