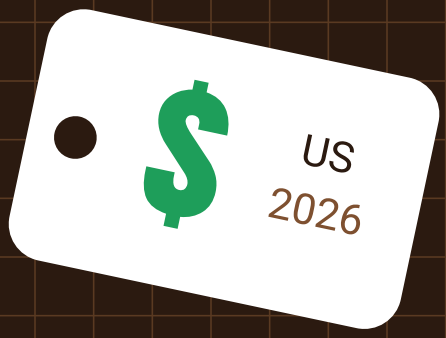
WEBGATZ

FREE KIT FOR ELECTRICIANS

2026 PRICING & ESTIMATE KIT



What to charge for the most common electrical jobs in the US, a ready-to-fill estimate, a pre-energizing checklist and the messages that close the job.

- Price ranges for 13 common jobs
- Hourly rates: apprentice, journeyman, master
- Printable estimate template
- Checklist before energizing (NEC)
- 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, access and materials.

2 YOUR PRICE

Use the formula on page 3: hours x rate + materials + markup + trip. Never quote a fixed price without seeing the job.

3 ESTIMATE

Print the template on page 6 and fill it on site. A written estimate avoids arguments later.

4 CHECKLIST

Run the checklist on page 7 before you turn the power back on. 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 follow up.

WHAT'S INSIDE

- 3 Hourly rates and how to calculate your price
- 4 Price table: small jobs
- 5 Price table: big jobs
- 6 Estimate template (print)
- 7 Checklist before energizing
- 8 10 rookie mistakes
- 9 Ready-to-send client messages
- 10 Bonus: wire size (AWG) and why breakers trip

PRICE RANGES
US averages, 2026

NEC BASED
Check your local code

READY TO USE
Print and fill

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Reference values only; prices vary by state and job. Confirm the local rules (AHJ) and permits before any work.

WHAT ELECTRICIANS CHARGE

Typical US labor rates in 2026. Big cities and evenings cost more; rural areas less.

Level	Per hour	Notes
Apprentice	$40 - $60	Works under a licensed electrician
Journeyman	$60 - $90	Licensed, most residential work
Master electrician	$90 - $120	Pulls permits, designs, supervises
Service call / trip fee	$100 - $200	Often includes the first hour
Evening, weekend, holiday	1.5x - 2x	Many pros set a 2-4 hour minimum

HOW TO CALCULATE YOUR PRICE

HOURS x RATE + MATERIALS + MARKUP + TRIP

- Estimate hours honestly, including setup, testing and cleanup.
- Price materials at what you pay, then add 15-30% markup for buying, hauling and warranty.
- Add the trip / minimum fee once per visit, not per item.
- Round up. Clients trust a clear total more than odd cents.

EXAMPLE: 3 outlets + 1 GFCI in a kitchen

Labor	1.5 h x $75	$112.50
Materials	3 outlets + 1 GFCI + plates	$45.00
Markup	20% of materials	$9.00
Trip / minimum	once per visit	$50.00
TOTAL	rounded	$220.00

Illustrative example. Use the numbers of your own area.

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PRICE TABLE - SMALL JOBS

Job (installed)	Typical range	What changes the price
Diagnostic / service visit	$100 - $200	Minimum fee; often credited if you do the job
Replace outlet or switch	$100 - $215	Per device; less when several in one visit
Install GFCI outlet	$120 - $270	Kitchens, baths, garage, outdoors, laundry
Ground an outlet	$50 - $300	Higher if the panel grounding needs work
Install light fixture	$80 - $200	Basic fixture on an existing box; decorative up to ~$900
Install ceiling fan	$100 - $650	Fan-rated box and existing wiring = low end
Smoke / CO alarm	$70 - $150	Per unit; hardwired and interconnected cost more
Replace circuit breaker	$100 - $250	Breaker type (AFCI/GFCI) and panel brand

HOW TO READ THE RANGES

- Low end: simple job, easy access, materials on hand.
- Middle: the usual job. Start your quote here.
- High end: hard access, old wiring, after hours or a big city.
- Several small jobs in one visit: charge the trip once and give a small discount.

Sources: HomeAdvisor, This Old House, Fixr, Inch Calculator, Homeyou, Housecall Pro, SoFi and installer guides (Oct 2026). Ranges include labor and basic materials. Varies by state.

PRICE TABLE - BIG JOBS

Job (installed)	Typical range	What changes the price
New dedicated 20 A circuit	$500 - $900	Average ~$700; distance from the panel drives it
Level 2 EV charger (240 V)	$1,000 - $2,800	Panel already has capacity; permit included
EV charger + 200 A upgrade	$4,500 - $7,500	Utility work and new service raise the total
Panel upgrade 100 A to 200 A	$1,500 - $4,000	$3,000 - $6,000 with utility-side work
Rewire a whole house	$6 - $10 / sq ft	Wide range $2 - $17; walls, access and permits

WHAT RAISES OR LOWERS THE PRICE

- Access: attics, crawl spaces and finished walls add hours.
- Distance from the panel and the length of wire needed.
- Permits and inspection fees set by the city or county.
- Old wiring (knob and tube, aluminum) found during the job.
- Material choice: AFCI/GFCI breakers and smart devices cost more.
- Grouping several jobs in one visit lowers the price per item.

Sources: HomeAdvisor, This Old House, Fixr, Inch Calculator, Homeyou, Housecall Pro, SoFi and installer guides (Oct 2026). Ranges include labor and basic materials. Varies by state.

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ESTIMATE

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FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Job address: _____

Date: _____

Estimate #: _____

SCOPE OF WORK (what the problem is and what will be done)

_____

_____

_____

Item / material	Qty	Unit	Total

Labor (hours x rate)	
Trip / minimum fee	
Permit (if required)	
TOTAL	$

Start date / time to complete: _____

Warranty: Labor: ___ days · Materials: manufacturer

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

Valid until: _____

_____ _____

Client approval (signature and date)

CHECKLIST BEFORE ENERGIZING

Run it at the end of every job, before you turn the breaker back on.

- [ ] **Permit and scope**
  Permit pulled where required; job matches the estimate.
- [ ] **Power off and locked**
  Breaker off, lockout/tag; tester checked on a known live circuit.
- [ ] **Measured, not guessed**
  Multimeter: no voltage before work; L-N 120 V, L-L 240 V after.
- [ ] **Terminations torqued**
  Screws and lugs tightened to the label (inch-pounds); no loose strands.
- [ ] **Ground and bond**
  Equipment ground on every device and box; no neutral-ground bond downstream of the main.
- [ ] **GFCI where required**
  Kitchen, bath, garage, outdoors, basement, laundry: test button works.
- [ ] **AFCI where required**
  Most living areas on new circuits per the NEC edition your area uses.
- [ ] **Right wire size**
  AWG matches the breaker (page 10); box fill not exceeded.
- [ ] **Panel labeled**
  Circuit directory updated, clear and legible.
- [ ] **Covers and cleanup**
  All plates and covers on; client shown how GFCI/AFCI reset works.

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10 ROOKIE MISTAKES

Each one costs you money, time or a callback.

1 Quoting without seeing the job

Ask for photos or visit. Hidden problems kill your margin.

2 Forgetting materials

List every box, connector, plate and breaker before you price.

3 Not charging the diagnosis

Finding the problem is work. Charge the visit.

4 Wrong wire size

Match AWG to the breaker. 12 AWG on a 20 A circuit, not 14.

5 Skipping the permit

No permit can mean a failed sale or insurance problems for the client.

6 No written estimate

Verbal deals turn into arguments. Always write it down.

7 Ignoring travel time

Distance is time. Add a trip fee or a minimum.

8 Underpricing to win

Cheap jobs attract cheap clients. Show value instead.

9 No warranty terms

Say what is covered and for how long. It builds trust.

10 Not testing at the end

Test every outlet, GFCI and AFCI before you leave.

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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 [job]. It includes the diagnosis, materials, labor and final testing. Any questions, just reply here.

Explaining the value

The price covers finding the cause, quality parts, code-compliant work and a test of every circuit, so you don't pay twice.

Client asks for a price

I can help. Send me a photo of the panel and the area, and tell me what is happening, so I give you a real price and not a guess.

Client went quiet

Hi [Name], just checking if you still want to fix [job]. I can fit you in this week. No pressure.

Confirming the job

Great, you're booked for [day] at [time]. I'll bring the materials. Please clear access to the panel.

Warranty after the job

All done and tested. Labor is covered for [X] days. Anything unusual, text me right away.

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BONUS - WIRE SIZE (AWG) AND BREAKERS

Copper NM-B cable (60 °C column), common residential use. Your local code (AHJ) has the final word.

Copper wire	Max breaker	Typical use
14 AWG	15 A	Lighting, general outlets
12 AWG	20 A	Kitchen, bath, laundry outlets
10 AWG	30 A	Water heater, dryer
8 AWG	40 A	Cooktop, small range
6 AWG	55 A	Range, sub-panel, EV charger (check charger)
4 AWG	70 A	Sub-panel, large loads

WHY THE BREAKER TRIPS

Overload
Too many loads on one circuit. Move loads or add a circuit.

Short circuit
Hot touches neutral or ground. Find the fault before resetting.

Ground fault
GFCI sees current leaking (water, damaged cord). Dry and test.

Arc fault
AFCI sees arcing: loose connection or damaged wire. Inspect.

Worn breaker
Old breaker trips under normal load. Test and replace.

Loose connection
Heat at a terminal. Re-torque, replace burned parts.

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GOOD WORK STARTS WITH A FAIR PRICE

Use the ranges as a starting point, write every estimate and test before you leave. More free guides for electricians at webgatz.com.

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