How to Write Contractor Estimates that Land More Jobs

A proper estimate is ultimately what turns a prospect into a paying customer — and the more accurate, thorough, and transparent your estimates are, the better off your working relationship will be. Use these 6 tips to help you craft detailed, yet concise estimates that will start your projects off on the right foot.



- [ ] Get on the same page with your client before writing the estimate by asking them about their expectations for the project (budget, timeline, etc.)
- [ ] Give the customer a time window of when you'd be available to do the work — this creates a sense of urgency to book you now, rather than later.
- [ ] Set a realistic timeline.
- [ ] Line item material and labor expenses clearly.
- [ ] Include all the basics in the estimate.
  - [ ] Break down of material and labor costs
  - [ ] Client name
  - [ ] Suppliers
  - [ ] Important dates and times
  - [ ] Terms and conditions
- [ ] Be clear about your payment terms.
  - [ ] Determine if you need a deposit to cover material expenses.
  - [ ] Choose a mobile payment system that allows you to take payments over the phone, via email, or text like ChargeStripe.
- [ ] Don't forget to note your terms & conditions on the estimate.

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