Parts markup: the sliding scale

Markup by your part cost, with a real part at each step

YOUR COST	MULTIPLIER	MARKUP	MARGIN	EXAMPLE PART
$2	×3.00	200%	67%	Tamper-resistant duplex outlet: $2.25 → $7
$10	×2.75	175%	64%	Weatherproof 1-gang box: $9.50 → $26
$25	×2.50	150%	60%	Service entrance cap: $25 → $62
$50	×2.33	133%	57%	24-inch under-cabinet LED: $47 → $111
$100	×2.00	100%	50%	100A 2-pole breaker: $95 → $193
$250	×1.85	85%	46%	Whole-home surge protector: $250 → $462
$500	×1.60	60%	38%	Level 2 EV charger, 48A: $550 → $875
$1,000	×1.50	50%	33%	200A automatic transfer switch: $1,150 → $1,690
$5,000+	×1.30	30%	23%	22kW standby generator: $6,800 → $8,840

The cheaper the part, the higher the multiplier. Between steps the multiplier slides smoothly; above $5,000 it settles at 1.3×.

The same scale by category (part costs, October 2026)

CATEGORY	PART COSTS	MARKUP RANGE	TYPICAL PART
EV chargers and backup power	$62–$6,800	30–125%	60%
Panels and meter-mains	$25–$520	60–150%	93%
Ceiling fans	$110–$265	84–99%	93%
Lighting	$2.50–$150	95–198%	137%
Smoke and CO alarms	$21–$70	120–157%	141%
Outlets, switches, GFCI and AFCI devices	$0.85–$72	119–200%	152%
Breakers	$8–$125	98–181%	158%
Grounding	$4.50–$30	147–192%	155%
Boxes and fittings	$0.45–$28	148–200%	188%

Pass through, don't mark up

ITEM	CHARGE
Permits and inspections	At your local fee
Utility disconnect or reconnect fees	At cost
Wire and conduit	Inside the task price, or by the run

Markup to margin

25% 20% margin	50% 33% margin	67% 40% margin	100% 50% margin
150% 60% margin	175% 64% margin	200% 67% margin	300% 75% margin

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Margin = Markup ÷ (1 + Markup)
Price = Cost ÷ (1 − Margin)
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Published guidance, labor rates and a worked example

What published pricing guides recommend for materials

SOURCE	WHAT IT SAYS
ServiceTitan servicetitan.com	Electrical material multipliers run 2× to 6×
Shiftflow pricing playbook shiftflow.app	1.5× (50% markup, 33% margin) as the service-trade reference
Electrical-contractor.net forum electrical-contractor.net	Small devices marked up several hundred percent; conduit 15–30%
Steph's Books stephsbooks.com	Residential service gross margins of 40–55%

Published billed labor rates, 2026

SOURCE	HOURLY RATE
HomeGuide homeguide.com	$50–$130; master electricians $90–$130+
HomeAdvisor homeadvisor.com	$50–$130
Contractor marketing guide, 2026 alwaysdobetterllc.com	Most independents $75–$150
A Northern Virginia contractor ajlongelectric.com	$90–$165 metro, $65–$105 rural
HomeStars (Canada) homestars.com	C$80–$150

Starting rates in the EstimateKit book

RATE	DEFAULT
Standard labor	$110/hr
After hours	$165/hr
Helper or apprentice	$60/hr
Service call or diagnostic	$129

Labor isn't marked up: build it from what an hour costs you and your target margin. Free calculator: estimatekit.com/hvac-labor-rate-calculator (same math for any trade).

Worked example: 200-amp panel upgrade, standard tier

LINE	YOUR COST	PRICE	MARKUP
200A main-breaker panel, 30 spaces	$260	$458	76%
16 single-pole 20A breakers	$128	$360	181%
3 two-pole 30A breakers	$54	$139.50	158%
24 cable connectors	$26.40	$79.20	200%
Job consumables	$24	$67.50	181%
Labor, 8 hours at $110		$880	your rate
Permit and inspection	your fee	your fee	pass through

Parts at cost: **$492.40** Parts at price: **$1,104.20** Labor: **$880** Total before permit: **$1,984.20**

Parts margin 55%; overall depends on what your hour costs you.