Your painting estimate

Type in the fields, save a copy, then review before sending to your customer.

YOUR COMPANY NAME

PHONE / EMAIL / WEBSITE

CUSTOMER NAME

PROJECT ADDRESS

ESTIMATE NUMBER / DATE

VALID THROUGH / PROPOSED TIMING

Describe the work clearly. Use page 2 for detailed scope and specifications.

AREA / SERVICE	QTY / UNIT	UNIT PRICE	AMOUNT

SUBTOTAL

APPLICABLE TAX / ADJUSTMENTS

ESTIMATED TOTAL

Totals are entered manually; this PDF does not calculate prices or tax.

DEPOSIT / PAYMENT SCHEDULE / CUSTOMER NEXT STEP

Scope that prevents surprises

Complete this with the customer. Attach extra pages for larger projects.

AREAS & SURFACES: rooms, walls, ceilings, trim, doors, exterior elevations

PREPARATION: cleaning, scraping, sanding, patching, caulking, protection

PAINT SPECIFICATIONS: product, primer, color, sheen, coats, who supplies

EXCLUSIONS & CONDITIONS: repairs, access, furniture, hidden damage

CHANGES: approval process and price changes before added work starts

CUSTOMER ACCEPTANCE / DATE & CONTRACTOR CONFIRMATION

A planning template: adapt the terms to your business and project.

Before you price the job

A quick walkthrough checklist for interior and exterior painting.

MEASURE THE ACTUAL WORK

- [ ] Record each area and surface; separate walls, ceilings, trim and doors.
- [ ] Note height, stairs, access limits, occupied rooms and difficult edges.

CHECK THE SURFACE

- [ ] Look for peeling, stains, moisture, cracks and previous coating issues.
- [ ] Record needed repairs; separate included preparation from extra work.

AGREE ON THE FINISH

- [ ] Confirm product, color, sheen, primer and number of coats.
- [ ] Explain how color changes or poor coverage will be handled.

COUNT MORE THAN PAINT

- [ ] Include labor, materials, travel, setup, protection and cleanup.
- [ ] Allow for overhead and profit; use your own costs and production rates.

SET EXPECTATIONS

- [ ] Confirm furniture moving, access, timing and weather dependencies.
- [ ] Write exclusions, payment milestones and the estimate expiration date.

LEAVE A CLEAR NEXT STEP

- [ ] Review the estimate for missing scope and arithmetic errors.
- [ ] Tell the customer how to ask questions, accept or schedule a conversation.

Do not guess a universal price per square foot. Price the scope in front of you.

For older coatings, assess applicable lead-safe requirements before disturbing paint.

Follow up without the pressure

Copy these messages, personalize the brackets, and stop when the customer replies.

01 / WHEN YOU SEND THE ESTIMATE

Subject: Your painting estimate for [project]

Hi [First name],
Thanks for walking me through your project. Your estimate is attached,
including the preparation, surfaces and finishes we discussed.
Please take a look and reply with any questions. If everything looks good,
we can discuss the next available dates.
[Your name]

02 / A FEW DAYS LATER

Subject: Any questions about your painting estimate?

Hi [First name],
Have you had a chance to review the estimate for [project]?
If you would like to adjust the scope or talk through the prep work,
I am happy to help. What would be useful to clarify?
[Your name]

03 / YOUR FINAL CHECK-IN

Subject: Should I keep your painting project on my radar?

Hi [First name],
One last check-in about [project]. Are you still planning to move ahead,
or has the timing changed? Either is fine - just let me know.
If you revisit it later, we can confirm the scope, pricing and availability.
[Your name]

Keep the estimate organized. Make the next appointment easy.

Explore Booked Work Pro for leads and estimate appointments.

A completed scope example

Fictional living-room project. A clarity example, not a recommended price.

PROJECT

16 x 12-foot living room; 8-foot walls. Verify dimensions at walkthrough.

Included surfaces: walls, ceiling and living-room baseboards.

PREPARATION & FINISH

Protect floors and remaining furniture. Fill 12 marked nail holes.

Sand repairs, remove dust and prime with a compatible primer.

Two finish coats on listed surfaces; record products, colors and sheens.

BOUNDARIES

Excluded: doors, window trim, closets, wallpaper removal, major repairs and correction of hidden moisture damage.

Describe and price additional work for approval before carrying it out.

CUSTOMER & SCHEDULE

Customer removes wall decor and fragile items. Record access hours.

Complete furniture responsibilities, dates, validity and payment terms.

ILLUSTRATIVE PRICE

$2,400 before any applicable tax. This figure is fictional.

Reply with questions or arrange a scope-review call before scheduling.

Build your customer copy from completed pages 1-2 only.

Keep internal costs and these reference examples out of the customer PDF.

Technical background: PCA estimating guidance, Sherwin-Williams prep guidance.

Your internal costing worksheet

PRIVATE WORKSHEET - do not send this page to the customer.

Use actual costs. Count each expense once. Totals are entered manually.

PROJECT / ESTIMATE NUMBER

TOTAL PERSON-HOURS

LOADED LABOR COST PER HOUR

LABOR COST = PERSON-HOURS x LOADED RATE

PAINT / MATERIALS COST

OTHER DIRECT JOB EXPENSES

ALLOCATED OVERHEAD

TOTAL ESTIMATED COST

YOUR CHOSEN TARGET MARGIN (%)

PRE-TAX PRICE = COST / (1 - MARGIN)

ASSUMPTIONS / RISKS / COST ITEMS ALREADY INCLUDED

Fictional example: 30 person-hours x $40 = $1,200 labor.

$1,200 + $300 materials + $100 direct expenses + $200 overhead = $1,800.

At an illustrative 25% margin: $1,800 / 0.75 = $2,400 before tax.

25% markup would be $2,250; that produces a 20% margin on this cost basis.

Example figures are not market rates or a promise of profit.