

WHERE THE ROOFING DOLLAR GOES

Job prices, top salespeople, costs and customer payments in Hibe's 2025 records.

6,210 jobs

\$87.4 million in recorded sales

The 2025 job records reviewed for this report.

2025 report + January to August 2026 update

Roofing and other exterior work sold by Hibe customers.
Company and salesperson names are kept private.

JOB PRICES

A typical job is about \$11,500.

Large jobs pull the average up. The middle job is a better guide to an ordinary sale.

Typical job

\$11,500

The middle price in the balanced samples.

Average job

\$15,100

All sampled job prices added up, then divided by the number of jobs.

Every company gets the same number of jobs in the comparison.

We picked equally sized groups of jobs from each company. We repeated that 1,000 times and averaged the results. A large job file therefore cannot drown out a smaller one.

Use about \$11,500 as the typical job in this sample. Compare similar work before using it as a sales target.

Based on 6,210 positive-value, noncanceled jobs approved in 2025. Each balanced sample contains 3,073 jobs. Figures rounded to the nearest \$100. Roofing and other exterior work are included.

JOB MIX

28% of jobs bring in just 2% of sales.

These are jobs with a recorded price below \$2,500.

Share of jobs



Share of sales dollars



The largest 10% of jobs bring in about 38% of sales dollars.

Job count and sales dollars tell different stories. A busy schedule can contain many small jobs without much revenue.

Check the time and travel spent on small jobs. A high job count alone does not tell you whether the work pays well.

2025 balanced job samples. These figures describe sales value, not profit. They do not measure how much time a job took.

TOP SALESPeOPLE

The top salesperson averages \$2.3 million in sales.

We found the leading salesperson in each usable sales team, then averaged their recorded 2025 sales.

Average jobs for the top seller

123

Jobs assigned to the leading seller during 2025.

Average job for the top seller

\$18,900

Recorded sales divided by that seller's jobs, then averaged across teams.

Top sellers' average sale was 23% higher than their teammates' average.

They sold more jobs and higher-value jobs. The records do not tell us whether this came from better selling, better leads or different assignments.

Coach for job value as well as job count. Review how the strongest sellers price and build each sale.

Based on 1,816 jobs with an identified seller. Included teams have records in every month of 2025 and a seller identified for at least 80% of recorded sales. Sales are job values, not cash collected or salesperson earnings.

SALES CONCENTRATION

One salesperson accounts for 28% of sales, on average.

We measured each team separately. Every included team gets equal weight in these percentages.

Top salesperson



Top three salespeople combined



The top seller handles about 24% of the team's jobs but brings in 28% of its identified sales.

Know how much business depends on your strongest sellers. Use their work to train the rest of the team.

2025 sales assigned to an identified salesperson. Jobs with unclear or multiple sellers are left out. The top-three figure includes the top person. These are averages within the usable teams, not a national sales benchmark.

COMMISSIONS AND SUPPLIER BILLS

About \$7.83 in commissions for every \$100 sold.

This is the amount calculated for the identified salesperson. It does not prove the money was paid.

1,575 jobs had a seller we could match to a positive commission amount. We calculated each company's percentage first, then averaged those percentages.

\$23.23

in supplier bills found for every \$100 of matched job sales

This comes from 2,021 jobs. Some supplier bills and returns may be missing. Do not use this figure as a complete materials budget.

The next page shows how recorded bills split between supplies, subcontractors and other items.

Company percentages receive equal weight. The commission and supplier results use different jobs, so they should not be added together. Commissions can reflect the recorded seller's assigned roles.

WHERE RECORDED BILLS GO

Supplies and subcontractors make up 90% of these bills.

We checked the accounting categories on available bills dated in 2025.

Materials and job supplies**\$62**

For every \$100 in recorded bills.

Subcontractors**\$28**

For every \$100 in the same bills.

The remaining \$10 covers other items, such as rent, insurance, commissions and items we could not classify.

The \$100 here means bills, not sales. These records do not include every payroll payment, card purchase or supplier credit. Coverage spans different parts of 2025, so this is not a complete annual cost breakdown.

Start cost reviews with materials and subcontractor bills. They account for most of the spending in this set of records.

4,470 unique bills with reconciled line amounts and comparable account categories. Each company receives equal weight. Material subcontractor accounts are grouped with supplies. Recorded bills do not prove payment.

GETTING PAID

21% of paid invoices took more than 30 days to finish paying.

Time runs from the invoice date to the last linked customer payment. It does not measure days overdue.

More than 30 days

21%

Share of fully matched paid invoices.

More than one payment

45%

Share paid through separate payments.

We matched 1,716 invoices to payment records that add up to the invoice amount. Each company counts equally in the percentages.

Unpaid invoices and unclear payment matches are excluded. Some invoices are created when money arrives, so a same-day payment does not mean the entire sale was collected that day.

Plan for money to arrive in stages. Track the next expected customer payment as well as the signed sale.

Invoices dated in 2025. Available months differ by company. Fully prepaid invoices are excluded. These are accounting payment entries, not independently verified bank deposits. The results do not estimate all receivables.

SUPPLIER PRICES

32% of checked invoices had a price above the saved list.

About 1 in 3, after giving each company equal weight.

Possible overcharges per company

\$4,321

Average found in the 2025 invoices we could check.

Total possible overcharges

\$17,282

Across 1,120 checked invoices. Before any credits or refunds.

Possible supplier overcharges averaged \$4,321 per company. This is what we found in the invoices checked, not an estimate of a full year's losses.

Hibe does not show when each saved price list took effect. We need the price agreed for the invoice date to confirm that the supplier charged too much.

Start with the biggest differences. Just 70 invoice lines account for 42% of the possible overcharges.

2025 invoices. Only 1,120 of 7,112 available invoices could be price-checked. The 32% averages each company's invoice rate. Positive price differences include quantities. Other lines were \$6,512 below the saved list; these are not deducted above.

JANUARY TO AUGUST 2026

The newer jobs show a similar price range.

We reviewed 1,483 priced jobs approved from January through August 2026.

Typical job

\$12,200

Middle job price after balancing the samples.

Average job

\$15,500

Average after giving each company the same number of jobs.

Jobs below \$2,500 still account for about 28% of jobs and only 2% of sales.

The available records and mix of work changed between years. These figures do not show that the roofing market grew or that prices rose.

Use this as an update on the available jobs. A fair growth comparison needs the same businesses and complete periods.

Equal job counts per company, repeated 1,000 times. Each 2026 sample contains 684 jobs. Some feeds ended before August. Dollar figures are rounded to the nearest \$100.

WHERE THE MONEY GOES

Where a \$15,100 job's money goes.

A cost example from 563 closed jobs with matching records. Every cost below comes from the same set of jobs.

Average job sale

\$15,100

Materials: \$5,300, 35.1% of the sale

After materials

\$9,800

Crews: \$2,800, 18.6% of the sale

After crews

\$7,000

Calculated sales commission: \$1,400, 9.5% of the sale

Left for other costs + profit

\$5,600

About \$63 of every \$100 goes to these three costs. The remaining \$37 must cover everything else, including office costs, other job costs, taxes and profit.

563 jobs approved in 2025, closed in an earlier saved record, with matching material and crew costs plus calculated seller commissions. Same number of jobs per company, repeated 1,000 times. This smaller set is a cost example, not an industry average. Commissions are not verified payouts. The amount left is not net profit. Dollar amounts rounded to \$100.

HOW WE DID IT

How we calculated the numbers.

We used Hibe job records, original CRM imports and saved accounting records. Missing amounts were not guessed.

What counts as sales

The recorded value of an approved job. This is not proof that the customer paid. Canceled jobs and jobs without a positive price are left out.

How we balanced job prices

Every company contributes the same number of jobs in each random sample. We ran 1,000 samples and averaged the results. Larger job files do not get more influence.

How we compared salespeople

We used sales roles and CRM seller records, not everyone who received a commission. We used full 2025 job totals to rank sellers within each usable team. Each team then counts once in the averages.

How we used the accounting records

We removed repeated copies of each transaction. Bill categories were checked against line totals. Paid invoices require matching payments and a zero recorded balance. Each company counts equally.

Why the samples differ

Each finding uses the records that can answer that question. Some sources cover only part of 2025. Undated projects stay out of annual job comparisons. Complete payroll, supplier credits and net profit are not established.

What this report represents

Observed Hibe customer records, including roofing and other exterior work. It is not a national industry average. The final cost example uses the same closed jobs for every amount. Broader findings use different records.

Source: Hibe application and Hibe Integrations, extracted September 30, 2026 UTC. The private workbook includes company names, source records, coverage limits and calculation checks. All analysis happened locally. Production code and database records were not changed.