

About NailThePrice

Standard boilerplate for press materials and partner communications

NailThePrice (nailtheprice.com) is a home improvement cost estimation platform covering 90 project types across 289 U.S. cities. Every page provides localized pricing calculated from Bureau of Labor Statistics labor rates, Census Bureau cost-of-living indices, NOAA climate data, and municipal permit fee schedules. Founded in 2026 by Matt Kovalik, a licensed Minnesota electrician. NailThePrice is operated by Kovalik Digital L.L.C., based in the Twin Cities.

Key Facts

- **URL:** nailtheprice.com
- **Founded:** 2026
- **Coverage:** 90 project categories × 289 U.S. cities = 26,000+ city-specific cost pages
- **Categories:** Electrical, plumbing, HVAC, roofing, exterior, interior, windows and doors, insulation
- **Data Sources:** Bureau of Labor Statistics, Census Bureau, NOAA, municipal permit schedules
- **Cost Model:** NailThePrice Local Cost Model™ — national averages adjusted by city labor rates, cost-of-living indices, and material pricing
- **Founder & Editor:** Matt Kovalik — licensed Minnesota electrician (Journeyworker A, #AJ703617)
- **Publisher:** Kovalik Digital L.L.C.
- **Partnership:** Integrated with Thumbtack across all city pages as of May 2026