

Best Contractor CRM Software (2026 Comparison)

8 best contractor CRM tools compared for 2026 with real pricing, feature breakdowns, and honest pros/cons. Find the right CRM for your crew size and budget.

What Makes a Good Contractor CRM

Most "best CRM" lists just rank features. That misses the point. A CRM only works if your team actually uses it -- and for contractors, that means it has to work from a truck cab, a roof, or a muddy job site. Here is what actually matters.

The 6 Features That Matter

- Lead & Contact Management -- A single place for every lead, customer, and follow-up. If you are still tracking leads in your phone contacts or a spreadsheet, you are losing 15-25% of potential revenue to missed follow-ups.
- Job Scheduling & Dispatching -- Calendar views, crew assignments, and route optimization. For multi-crew operations, this is the feature that makes or breaks daily efficiency.
- Estimates & Invoicing -- Create, send, and track estimates from the field. The best tools let customers approve estimates online and convert them to invoices with one click.
- Communication Tracking -- Email, text, and call history tied to each customer record. When a customer calls back three months later, you should know their entire history in 10 seconds.
- Mobile App Quality -- This is where most CRMs fail contractors. If the mobile app is a scaled-down web view that barely works on cellular data, your crew will not use it. Period.
- Reporting & Profit Tracking -- Revenue reports are table stakes. The real question is whether the tool tracks actual profit per job -- factoring in labor, materials, and overhead. Most do not.

What Contractors Need vs. Enterprise Bloat Enterprise CRMs like Salesforce offer 500+ features. Contractors typically use 15-20. Before paying for a platform built for Fortune 500 sales teams, ask yourself: do I need marketing automation workflows, lead scoring algorithms, and custom API integrations? Or do I need to send an estimate from my truck and know if the job made money? Start with what you will actually use.

8 Best Contractor CRM Tools Compared

This table covers the core features that matter for contractor operations. Pricing shown is as of March 2026 -- check each provider's site for the latest.

Tool	Price	Best For	Leads	Scheduling	Estimates	Mobile	Profit Tracking
Jobber	\$49-149/mo	All-around field service	Yes	Excellent	Yes	Excellent	Basic
ServiceTitan	\$245+/tech/mo	Large operations (15+)	Yes	Excellent	Yes	Excellent	Good
Housecall Pro	\$65-199/mo	Home service pros	Yes	Good	Yes	Good	Basic
Kickserv	\$47-239/mo	Budget-friendly CRMs	Yes	Good	Yes	Fair	Basic

BuildFolio	\$39/mo	Profit tracking + AI	Yes	Basic	Yes	Good	Excellent
HubSpot CRM	Free (paid: \$20+)	Free general CR	Excellent	No	Limited	Good	No
Salesforce	\$25-300/mo	Enterprise custom	Excellent	Add-on	Add-on	Fair	Custom
FieldPulse	\$99-199/mo	Mid-size contractor	Yes	Good	Yes	Good	Good

Reading the Table Excellent = industry-leading feature. Good = solid and functional. Basic = present but limited. Fair = works but has notable gaps. No = not included. Add-on = available as paid extra. Custom = requires configuration or third-party integration.

Detailed Reviews

Jobber

1. Jobber

Best all-around field service platform for small to mid-size crews

Jobber is the tool most contractors end up recommending to other contractors, and for good reason. It covers the full workflow from lead intake through invoicing and payment collection, and the mobile app is genuinely good -- not just a mobile-responsive website.

The Core plan (\$49/mo) handles quoting, scheduling, invoicing, and basic CRM for a single user. The Connect plan (\$129/mo) adds up to 5 users, automated follow-ups, and QuickBooks Online sync. The Grow plan (\$249/mo) unlocks lead management, job costing, and GPS tracking for larger teams.

Where Jobber falls short is profit tracking. It reports revenue by job and basic job costing, but it does not give you real-time margin visibility during a job. You find out if a job was profitable after it is done and the numbers are reconciled -- which is often too late to course-correct.

ServiceTitan

2. ServiceTitan

Best for large operations with 15+ techs and dedicated office staff

ServiceTitan is the industry heavyweight -- and the price reflects it. At \$245+ per technician per month (with required annual contracts), a 15-tech operation pays roughly \$44,000 per year. For large HVAC, plumbing, and electrical companies doing \$2M+ in revenue, that investment pays for itself through dispatching efficiency, marketing attribution, and detailed reporting.

The platform excels at call tracking and marketing ROI -- you can see which ads generate which calls and which calls convert to booked jobs. The dispatch board is the best in the industry. And the pricebook functionality lets managers control pricing across all techs from a central dashboard.

For a contractor running a 3-person crew, ServiceTitan is overkill. The setup process alone takes weeks, requires dedicated training, and the monthly cost would eat your profit margin. This is a tool for companies that have outgrown Jobber and Housecall Pro, not a starting point.

Housecall Pro

3. Housecall Pro

Best for home service pros who want marketing tools built in

Housecall Pro sits between Jobber and ServiceTitan in both price and complexity. The Basic plan (\$65/mo) covers one user with scheduling, invoicing, and payment processing. The Essentials plan (\$169/mo) adds up to 5 users, QuickBooks sync, and employee GPS tracking. The MAX plan (\$199/mo) unlocks marketing tools, custom reports, and a dedicated account manager.

The standout feature is the built-in marketing suite -- postcards, email campaigns, and review request automation are included at higher tiers. For contractors who want one platform that handles both operations and marketing, Housecall Pro is a compelling package.

The downside is that the CRM functionality feels secondary to the scheduling engine. Lead management is functional but not as deep as Jobber's, and the reporting is adequate without being exceptional. If your primary need is tracking customer relationships and pipeline, Jobber gives you more per dollar.

Kickserv

4. Kickserv

Best budget option with genuine CRM features

Kickserv is one of the oldest field service platforms still actively developed, and its pricing reflects a value-first approach. The Freelancer plan (\$47/mo) covers 1 user with CRM, estimates, invoicing, and a customer portal. The Business plan (\$95/mo) adds up to 5 users and Xero/QuickBooks integration. Higher tiers scale to unlimited users.

What sets Kickserv apart from other budget options is that the CRM functionality is not an afterthought. Contact management, opportunity tracking, and customer communication history are baked into the core product -- not bolted on. For contractors who want real lead-to-close pipeline visibility without paying \$150+/month, Kickserv delivers.

The tradeoff is the mobile app. It works, but it is noticeably less polished than Jobber or Housecall Pro. Field workers who live in the app all day may find it frustrating. The scheduling and dispatch features are also more basic than competitors at similar price points.

BuildFolio

5. BuildFolio

Best for profit tracking, AI measurements, and margin intelligence

Disclosure: BuildFolio is our product. We are including it in this list because it solves a specific problem that none of the other tools on this list address well -- and we want to be transparent about what it does and does not do.

BuildFolio is a profit intelligence platform, not a full CRM. It covers lead capture, job management, estimates, and invoicing, but it does not have the deep scheduling, dispatching, or marketing automation that Jobber or ServiceTitan offer. What it does have is something no other tool on this list provides: real-time profit tracking per job, AI-powered satellite measurements, and living estimates that update automatically when material prices change.

The measurement tool alone saves most contractors 2-3 hours per estimate. Enter an address, and BuildFolio uses satellite imagery and AI to calculate roof area, siding square footage, fence lines, and driveway dimensions -- no site visit needed for the initial estimate. Combine that with the profit dashboard that tracks actual costs against estimates in real time, and you get margin visibility that typically requires an accountant and a month-end reconciliation.

At \$39/month with no annual contract, many contractors use BuildFolio alongside their primary CRM -- Jobber for

scheduling and client management, BuildFolio for profit tracking and measurement. That two-tool stack costs less than most single platforms.

HubSpot CRM

6. HubSpot CRM

Best free CRM for contractors who need contact management only

HubSpot's free CRM tier is genuinely free -- not a 14-day trial, but a permanent free plan with contact management, deal tracking, email templates, and basic reporting for unlimited users. For a contractor who just wants one place to track leads and customer conversations without paying anything, it is hard to argue with free.

The contact management is excellent. Every email, call, and meeting is automatically logged to the contact record. The deal pipeline is visual and easy to customize. And HubSpot's email tracking (you get notified when someone opens your estimate email) is a surprisingly useful feature that most contractor-specific tools lack.

The catch is that HubSpot knows nothing about contracting. There is no job scheduling, no estimate templates with line items, no invoice-to-payment workflow, and no mobile app designed for field work. You can build some of this with custom fields and integrations, but at that point you are spending time and potentially money (paid tiers start at \$20/mo and climb fast) to make a general tool do contractor-specific work.

Salesforce

7. Salesforce

Best for enterprise contractors who need deep customization

Salesforce is the most powerful CRM on this list and the least likely to be the right choice for your contracting business. It can do virtually anything -- custom objects, workflow automation, AI-powered lead scoring, complex reporting, and integrations with thousands of tools. The problem is that "can do anything" also means "requires significant setup to do anything useful."

The Starter plan (\$25/user/mo) offers basic CRM functionality. The Pro plan (\$80/user/mo) adds pipeline management and forecasting. Enterprise (\$165/user/mo) and Unlimited (\$330/user/mo) tiers add advanced automation and analytics. Then there is the implementation cost -- most Salesforce deployments require a consultant (\$100-250/hour) to configure properly.

For a multi-location contractor with 50+ employees and complex sales processes (commercial bidding, multiple stakeholders, long sales cycles), Salesforce makes sense. For a residential contractor running a 5-person crew, it is like using a commercial kitchen to make a sandwich. You can, but why would you?

FieldPulse

8. FieldPulse

Best for mid-size contractors who want pricebook management

FieldPulse targets the middle ground -- contractors who have outgrown basic tools like Kickserv but are not ready for ServiceTitan's price tag or complexity. The Essentials plan (\$99/mo) covers CRM, scheduling, estimates, and invoicing for small teams. The Pro plan (\$199/mo) adds pricebook management, advanced reporting, and fleet GPS tracking.

The pricebook feature is FieldPulse's differentiator. You build a master catalog of services with preset pricing and material costs, then techs in the field select line items from the pricebook to build estimates. This ensures pricing

consistency across your team and speeds up estimate creation significantly. For contractors with 5-15 techs who need standardized pricing without the ServiceTitan investment, it is a strong fit.

The CRM side is capable -- lead tracking, customer history, and follow-up reminders all work well. The mobile app is solid if not spectacular. Where FieldPulse lags is in marketing tools (no built-in campaigns or review management) and the integration ecosystem is smaller than Jobber or Housecall Pro.

How to Choose the Right CRM for Your Crew

The best CRM is the one your team will actually use. Here is a decision framework based on crew size and primary need.

The Two-Tool Strategy Many contractors find that no single tool does everything well. The most efficient stack we see is a field service platform (Jobber, Housecall Pro) for scheduling and client management, paired with a profit intelligence tool (BuildFolio) for margin tracking and AI measurements. At \$49 + \$29 = \$78/month, this costs less than most mid-tier plans and covers more ground than any single tool.

Why We Built BuildFolio Differently

We are not trying to replace your CRM. Seriously. Jobber is great at scheduling. ServiceTitan is great at dispatching. We built BuildFolio because there is a gap in the market that none of those tools fill: contractors do not know if their jobs are actually profitable until it is too late.

The Profit Tracking Gap

Here is the problem: most contractor software tracks revenue -- how much you billed, how many jobs you completed, what your average ticket size is. That is like tracking your car's speed without looking at the fuel gauge. You can be busy and broke at the same time.

BuildFolio tracks actual profit per job. Material costs, labor hours, subcontractor expenses, and overhead allocation -- all compared against your estimate in real time. You know your margin before the job is done, not three weeks later when your bookkeeper runs the numbers.

AI Satellite Measurements

Every other tool on this list requires you to visit a job site or ask the homeowner for measurements before creating an estimate. BuildFolio uses satellite imagery and AI vision to calculate roof area, siding square footage, fence perimeters, and driveway dimensions from an address alone. The first estimate goes out in minutes, not days.

Living Estimates

Static PDF estimates are outdated the moment material prices change. BuildFolio estimates are living documents -- when lumber or shingle prices shift, your pending estimates update automatically. Customers see the real number, and you do not accidentally lock in pricing from last month's material costs.

What BuildFolio Is Not

We do not have advanced dispatch boards. We do not have marketing automation or drip email campaigns. We do not have call tracking. If those are your primary needs, use Jobber or ServiceTitan. But if you want to know whether your

business is actually making money on every job -- not just staying busy -- that is what BuildFolio does better than anything else on this list.

Frequently Asked Questions

Related Guides & Resources

Stop Guessing Your Margins

Every tool on this list tracks jobs. Only BuildFolio tracks whether those jobs actually made you money. \$39/month. No contracts. Cancel anytime.

Stop Guessing Your Margins

Quote Smarter. Close Faster. Keep More.

Try BuildFolio free at build-folio.com

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