



Remodeler CRM Comparison Guide

For Home Improvement Companies















How to Use This Guide

You deserve a CRM that fits your business
— not the other way around.

To pick the perfect CRM for your home improvement business, you need the right info. This guide breaks down everything you need to know—pricing, features, rankings, and more. All to help you choose a CRM that fits your remodeling business and keeps you ahead of the competition.

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“improveit 360 is the best investment we can make each and every month. If you make one better decision from the information you get from this system, if you make a handful of new sales, then you’ve probably paid for your investment.”

Scott Dietz

CEO, 3 Blind Mice Window Coverings



VS



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improveit 360 takes the lead in speed to launch



GREATEST STRENGTH:

Salesforce is a top CRM that's industry agnostic with many advanced features. It offers excellent customization options and tools that help large and enterprise businesses grow.

Its strengths include powerful analytics, a wide range of app integrations, and robust tools for managing sales, marketing, and customer service.

NEEDS IMPROVEMENT:

Salesforce starts as a clean slate and requires a trained expert, known as a "Salesforce Admin," to build out the platform to match your workflows. This means you'll need to hire someone internally or bring in a consultant to set it up. For home improvement companies without a dedicated CRM team, Salesforce can feel too complex.

Building the CRM to its full capabilities can take a lot of time and money, which works best for companies that need heavy customization and have the resources to manage it.



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GREATEST STRENGTH:

improveit 360 is built on Salesforce but specifically designed for remodeling companies, combining the power of Salesforce with tools and features tailored to the industry. It comes ready to use with built-in workflows that align with how remodelers work, saving both time and money.

With over 20 years of experience, improveit 360 understands the key workflows that make your business more efficient. It also offers pre-built integrations with leading industry tools like ThinkUnlimited, One Click Contractor, Company Cam, and more.

NEEDS IMPROVEMENT:

While set up is faster and significantly less costly than Salesforce, it can still take a few months to get up and running on improveit 360. Each instance is customized to fit the customer's specific needs, which requires more time compared to out-of-the-box solutions.

"Our sales figures have increased dramatically [with improveit 360]. Comparing this year to last year at this time we have more than doubled our revenue."

Jolynn Yunker

Renaissance Development LLC

	Salesforce	improveit 360
Best Feature	Customizable	Customizable + Solution Architects to Implement Customizations
G2 Rating	4.4 out of 5 stars	4.5 out of 5 stars
Pricing	\$25-\$400/month/user	\$55-\$125/month/user
Industry	General	Specialized: Home Improvement
Contact & Account Management	✓	✓
Opportunity & Pipeline Management	✓	✓
Workflow Automation	✓ (Enterprise)	✓
Dashboard & Reporting	✓	✓
Customizable / Scalable	✓	✓
Integrations / Open API	✓	✓ Pre-built industry integrations
Production Management	✓ (Not Preconfigured)	✓
Marketing Automation & Call Center	✓ (Additional Fee)	✓
Quoting / Estimates / Payments	✓ Available through Add-ons or Integrations	✓
Multi-Location	✓	✓
Solution Architects	✓	✓
Mobile App	✓	✓

improveit 360 wins with home service features



GREATEST STRENGTH:

HubSpot is a popular CRM that's easy to use and great for boosting sales, marketing, and customer service. It offers valuable features like marketing automation, pipeline management, and universal inboxes.

HubSpot's CRM integrates smoothly with its other software tools. Its email features are especially strong and user-friendly right from the start. The platform also provides some app connections, adding flexibility to its core features.

NEEDS IMPROVEMENT:

HubSpot was originally designed as an industry-agnostic marketing tool for small businesses and uses its CRM to lead customers into its wider suite of software products. It is not built for home service professionals and misses some key workflows to fully manage sales and production in one place.

It's purchased in separate hubs for marketing, sales, customer success, and operations which added up can be quite costly.

Customizing HubSpot beyond its basic setup can be challenging and may require hiring outside help.



GREATEST STRENGTH:

improveit 360 is designed for the home improvement industry. It provides everything you need in one simple system. It helps remodeling companies manage leads, schedule jobs, handle projects, and communicate with customers. This keeps your business organized and running smoothly without the need to juggle multiple tools.

improveit 360 offers a complete package with essential features. These cover marketing, sales, and project management. All tailored to meet the unique needs of remodelers.

NEEDS IMPROVEMENT:

Although improveit 360's offers a variety of tools and functions needed to manage your remodeling business, at the end of the day they may not have as robust marketing automation and estimating tools as you need. So, businesses may prefer to integrate improveit 360 with other industry leading tools that specialize in these areas.

Improveit 360 is a configurable CRM and setting up the system to fit perfectly can be a smooth process with the help of the improveit 360 team. But businesses that prefer to do everything independently may need to adjust to the guided support approach.

"[improveit 360] can have such a monumental impact on your business, and it can happen quickly. Your sales increase, your efficiencies increase, your jobs process faster."

Chris Horney

Owner, Re-Bath of Pittsburgh, Cleveland, and Columbus

	HubSpot	improveit 360
Best Feature	Marketing Hub (Manage emails, paid ads, and social channels)	Pre-built remodeling specific workflows and automations
G2 Rating	4.4 out of 5 stars	4.5 out of 5 stars
Pricing	\$0-\$720/month/user (Additional fees per # of contacts)	\$55-\$125/month/user
Industry	General	Specialized: Home Improvement
Contact & Account Management	✓	✓
Opportunity & Pipeline Management	✓	✓
Workflow Automation	✓	✓
Dashboard & Reporting	✓	✓
Customizable / Scalable	✓ (Enterprise)	✓
Integrations / Open API	✓	✓
Production Management	✗	✓
Marketing Automation & Call Center	✓ (Enterprise)	✓
Quoting / Estimates / Payments	✓	✓
Multi-Location	✓ (Add-on)	✓
Solution Architects	✗	✓
Mobile App	✓	✓



VS



Reporting moves improveit 360 ahead



GREATEST STRENGTH:

MarketSharp is a CRM known for its out-of-the-box functionality and strong focus on the remodeling industry. It offers valuable features like lead management, customer communication tools, and project tracking. These help businesses stay organized and maintain strong connections with their clients.

Its straightforward design makes it a well-rounded fit for many companies. It provides many essential tools that are easy to use and manage.

NEEDS IMPROVEMENT:

While MarketSharp's easy-to-use features work for many, some businesses might find the out of the box tool too inflexible. Companies that need lots of customization or detailed reports may feel that MarketSharp doesn't fit their operational needs.

Businesses that need more specific workflows might have to look for other options to get the best fit for their needs.

GREATEST STRENGTH:

improveit 360 is built on Salesforce, creating the home improvement industry's most powerful CRM. Its configuration, integration, and reporting capabilities make it a standout CRM option for the top home improvement businesses in the industry.

For companies with multiple locations, improveit 360 provides smooth management across different sites. This helps your team stay organized and efficient no matter where they operate.

NEEDS IMPROVEMENT:

improveit 360 takes time to set up and configure to enable your business operations and comes with a bigger price tag than some out-of-the-box competitors.

"improveit 360 is allowing us to understand our profitability better based on the reports that were created instead of just guessing."

Nate Keller

Matrix Basements Systems, Inc.

	MarketSharp	improveit 360
Best Feature	Out-of-the-box and easy to implement	Customizable and built to your unique business processes
G2 Rating	3.9 out of 5 stars	4.5 out of 5 stars
Pricing	\$199-\$399/month	\$55-\$125/month/user
Industry	General	Specialized: Home Improvement
Contact & Account Management	✓	✓
Opportunity & Pipeline Management	✓	✓
Workflow Automation	✓	✓
Dashboard & Reporting	✓	✓
Customizable / Scalable	✗	✓
Integrations / Open API	✓ (Integrations Only)	✓
Production Management	✓	✓
Marketing Automation & Call Center	✓	✓
Quoting / Estimates / Payments	✓ (Quoting & Payments Only)	✓
Multi-Location	✗	✓
Solution Architects	✗	✓
Mobile App	✓	✓



improveit 360 wins for configuration and automation



GREATEST STRENGTH:

LeadPerfection is an easy-to-use CRM that helps manage leads and track progress. It offers plenty of customization options to fit your way of working.

It's great for businesses that want detailed control over their sales process and need solid reporting tools. Its flexibility allows companies to tailor the system to meet their specific needs.

NEEDS IMPROVEMENT:

While LeadPerfection can change as your business grows, companies that need special features or have unique workflows might find it difficult to customize the platform to their exact needs. LeadPerfection is customizable to an extent, but not fully customizable. Businesses that don't have their own support staff or tech experts might need to hire outside help when working on customizations.

This means companies should be ready to spend extra time and resources if looking to configure the CRM to fit their unique needs.



GREATEST STRENGTH:

improveit 360 lets you customize the software to fit your business, so you don't have to change how you work. With access to the AppExchange, ready-made integrations, and an open API, you can choose and connect the tools that work best for you.

The lead funnel is specifically designed to match how your business handles and qualifies leads and increase your speed to lead. This makes the sales process easy and effective so you can close more deals.

NEEDS IMPROVEMENT:

improveit 360's takes time to set up and configure to enable your business operations. It also comes with a bigger price tag than some out-of-the-box competitors.

There could be a learning curve, so businesses should be ready to spend some time getting used to all the tools the system offers.

"After 2 years of using improveit 360, we have become more efficient in almost every area of our business and, certainly, we have profited from those efforts. We have only begun to tap into the full potential of the system."

Gary Falcon

Vice President, Bay Home & Windows

	LeadPerfection	improveit 360
Best Feature	Quick onboarding and easy to use	Set up customizations and automations for specific products/services
G2 Rating	N/A	4.5 out of 5 stars
Pricing	\$399/org/month	\$55-\$125/month/user
Industry	General	Specialized: Home Improvement
Contact & Account Management	✓	✓
Opportunity & Pipeline Management	✓	✓
Workflow Automation	✓	✓
Dashboard & Reporting	✓	✓
Customizable / Scalable	✗	✓
Integrations / Open API	✓ (Integrations Only)	✓
Production Management	✓	✓
Marketing Automation & Call Center	✓ (Call center)	✓
Quoting / Estimates / Payments	✗	✓
Multi-Location	✓	✓
Solution Architects	✗	✓
Mobile App	✓	✓

Edge to improveit 360 with customizations



GREATEST STRENGTH:

Buildertrend is a popular CRM that helps manage projects with tools for scheduling, budgeting, and communicating with clients. This makes it a solid choice for construction and contracting companies.

Its suite of tools allows teams to keep track of projects from start to finish. This ensures tasks stay on schedule and communication with clients remains clear.

NEEDS IMPROVEMENT:

Buildertrend works best for handling bigger, complex jobs, which is great for companies that do large commercial construction projects. But for businesses that focus on smaller residential work or simpler projects, it might have more features than needed. This can make it harder to learn and use, and some tools might go unused.

The many features can also feel overwhelming for teams that need a simpler setup. This may make it take longer to get everything up and running.



GREATEST STRENGTH:

improveit 360 is designed specifically for home remodeling companies. It provides tools and features that perfectly match the needs of remodelers. Its industry-focused approach ensures you have everything you need to manage leads, schedule jobs, and track projects all in one place.

For larger remodeling businesses, improveit 360 makes managing multiple locations simple. This is by allowing access to location-specific data or viewing the business as a whole.

NEEDS IMPROVEMENT:

improveit 360 lets you customize the layout for each user, showing only what they need for their job. This makes the system easier to use, but it can take some time and effort to set up just right.

Companies might need to spend time setting up the system so every team member gets the right tools and information. This could mean some initial training and making a few adjustments.

“[improveit 360] really does work for every single person under our roof”

Sean McGraw
Founder, FOR Energy

	Buildertrend	improveit 360
Best Feature	Purchase orders and materials management	Customization
G2 Rating	4.2 out of 5 stars	4.5 out of 5 stars
Pricing	\$499-\$799/month	\$55-\$125/month/user
Industry	General	Specialized: Home Improvement
Contact & Account Management	✓	✓
Opportunity & Pipeline Management	✓	✓
Workflow Automation	✓	✓
Dashboard & Reporting	✓	✓
Customizable / Scalable	✗	✓
Integrations / Open API	✓ (Limited integrations)	✓
Production Management	✓	✓
Marketing Automation & Call Center	✓	✓
Quoting / Estimates / Payments	✓	✓
Multi-Location	✓	✓
Solution Architects	✗	✓
Mobile App	✓	✓



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improveit 360 wins for robust customization and automation



GREATEST STRENGTH:

Jobber is a CRM that's easy to use and great for scheduling, invoicing, and talking to customers. This makes it a good fit for businesses like landscaping, cleaning, and maintenance.

It helps teams stay organized with simple tools that help manage appointments, keep track of jobs, and handle payments. Jobber works well for businesses that need to manage jobs quickly and keep things running smoothly day-to-day.

NEEDS IMPROVEMENT:

For home improvement contractors, Jobber is good at handling basic tasks for a low volume of jobs. These are simple things like scheduling and managing clients. But while it's great for simple jobs, it does not have the advanced tools and workflow management needed for more complex home improvement businesses.



improveit 360
by EverPro

GREATEST STRENGTH:

improveit 360 specifically supports home remodeling companies with features that let you customize and automate tasks to fit your business. You can set up workflows that match how you work, making daily tasks easier and more efficient.

NEEDS IMPROVEMENT:

improveit 360 is not built for individual contractors or small home improvement companies with a low volume of jobs. Its customization and automation features were built to scale residential remodeling businesses.

But, setting up and adjusting workflows for a growing business can take time and effort. It connects with many other tools so you can build a tech setup that works best for your business. These include an open API and links to different industry software.

Using these connections might need some technical know-how and training at the start to make sure everything runs smoothly.

"Thanks to improveit 360, we never have to put a customer on hold again."

Cheryl Falstead

Customer Care Manager, Sure-Dry Basement Systems

	Jobber	improveit 360
Best Feature	Invoicing	Customization had automation
G2 Rating	4.5 out of 5 stars	4.5 out of 5 stars
Pricing	\$21-\$140/month/1 user	\$55-\$125/month/user
Industry	General	Specialized: Home Improvement
Contact & Account Management	✓	✓
Opportunity & Pipeline Management	✗	✓
Workflow Automation	✓	✓
Dashboard & Reporting	✓	✓
Customizable / Scalable	✓ (Limited)	✓
Integrations / Open API	✓ (Limited)	✓
Production Management	✓	✓
Marketing Automation & Call Center	✓ (Call center)	✓
Quoting / Estimates / Payments	✓	✓
Multi-Location	✓	✓
Solution Architects	✗	✓
Mobile App	✓	✓

About improveit 360

Effortlessly manage customer and prospect relationships, measure performance, and improve your processes with a 360-degree view into your remodeling and home improvement business that you can access anytime, anywhere.



CRM & Lead Management

Easily manage leads from start to finish



Marketing & Call Campaigns

Never miss a selling opportunity



Appointment Scheduling

Effortlessly schedule and share appointment details



Online Invoicing & Payments

Increase payments and boost customer satisfaction



Product Management

Stay on schedule and budget in real-time



Business Intelligence & Reporting

Get cash flow and performance data when you need



Sales Companion Application

Empower your field with our mobile app for faster job completion

Drive Your Home Improvement Business Forward

With improveit 360, you're not just buying a CRM; you're integrating a custom solution that grows and evolves with the needs of your business.

Discover how you can transform the way you manage your projects, communicate with your clients, and achieve your business goals.

[Schedule a Demo](#)