



Is improveit 360 Worth the Investment? Let's Do the Math

Don't Let CRM Sticker Shock Blind You to the Bigger Picture

It's tempting to see a CRM system as a line item—a cost center. But for remodelers serious about scaling, improveit 360 is a proven ROI driver. This guide highlights the real expense—choosing the wrong system or none at all.

We'll explore the real cost of implementation. We'll also look at the hidden costs of doing nothing. Lastly, we'll compare improveit 360 to its competitors in value, speed, and support. By the end, you'll see why hundreds of contractors trust improveit 360 to power their growth.

Why CRM Pricing Isn't the Whole Story

Too often, CRM decisions are driven by sticker price alone. It's understandable—cost matters. But in remodeling, the system you choose shapes your entire operation. The wrong tool can cost far more in missed revenue, dropped leads, and inefficiencies.

Think of a CRM not as software—but as a sales enablement engine. **improveit 360** does more than store data. It boosts revenue with automations, reports, and workflows designed for remodelers.

BOTTOM LINE: You're not just spending money—you're buying back time, boosting close rates, and gaining control. That's where ROI lives.

The Full Cost Breakdown

improveit 360 Pricing	Typical CRM Cost Ranges
<ul style="list-style-type: none">• \$55–\$125 per user/month, depending on package and scale.• Base accounts include 10 licenses (no forced upsells for small teams).• Discounts are available for large user counts.	<ul style="list-style-type: none">• Salesforce: \$25–\$400/month/user (plus consultant fees)• HubSpot: \$0–\$720/month (adds up fast with marketing & ops hubs)• MarketSharp: \$199–\$399/month flat• Buildertrend: \$499–\$799/month• Jobber: \$21–\$140/month/user

Onboarding with improveit 360

Onboarding with improveit 360 involves a clear, 3-phase process. This structure helps cut down on friction and speeds up the time to value. Your team gets support from skilled project managers and solution consultants. This help starts at kickoff and continues through configuration.

- 10 hours of business-specific configuration.
- A standard set of dashboards and reports.
- Post-launch support.

Most businesses are fully up and running in 12-14 weeks, depending on complexity and customization needs.

Most improveit 360 clients see major efficiency gains within 90 days — and real ROI within the first year

This isn't just a hopeful forecast—it's a consistent result across hundreds of implementations. Once onboarded, remodelers typically experience rapid gains in efficiency and control.

You'll see:

- Dramatic drop in lead response time (speed to lead = higher close rates).
- Improved visibility into sales performance via real-time dashboards.
- Less time wasted on chasing down data across disconnected tools.
- Higher close rates
- Increased job volume capacity without increasing headcount.
- Better forecasting, fewer errors, and reduced overhead.

REAL-WORLD VALUE:

“We’ve more than doubled our revenue year-over-year with improveit 360.”

— Jolynn Yunker, Renaissance Development LLC

The Hidden Cost of Doing Nothing

Choosing to wait is still a decision—and it carries a price.

Without a CRM like improveit 360, you risk:

- Lost leads from slow response times and manual follow-ups.
- Inefficient teams using patchwork systems.
- Inaccurate data leads to poor decisions.
- Stalled growth due to lack of visibility and scalability.

Let's talk numbers. The average worker spends **4.5 hours a week managing data manually**. That's over 500 hours a year—per employee. Multiply that by your team, and the cost becomes staggering.

Then, consider lost sales. A slow-to-lead response time can decrease close rates by **up to 80%**. improveit 360 cuts lead response times dramatically with automation and smart routing.

DON'T WAIT: Every month without a purpose-built CRM means missed revenue.



How improveit 360 Stands Against Competitors

	improveit 360	Salesforce	Hubspot	MarketSharp	Buildertrend	Jobber
Cost	\$55 - \$125 / user / mo	\$25 - \$400 / user / mo	\$0 - \$270 / user / mo	\$199 - \$399 / mo	\$499 - \$799 / mo	\$21 - \$140 / user / mo
Industry Focus	Remodeling / Home Improvement	General	General	General	Construction	Field Services
G2 Rating	4.5/5	4.4/5	4.4/5	3.9/5	4.2/5	4.5/5
Key Value	Built for remodelers	Highly Customizable	Marketing-first	Easy to Start	Strong PM Tools	Budget-Friendly
Onboarding Support	Full onboarding & Hypercare	Requires Admin	Self-serve or partner	Self-led	Self-led	Minimal
Implementation Time	12-14 Weeks	3-6 Months	2-4 Weeks	2-4 Weeks	3-6 Weeks	1-2 Weeks
Custom Workflows	Prebuilt & configurable	Needs Admin	Limited (Enterprise)	Basic	Moderate	Limited
ROI Potential	High Process + Revenue Gains	High - If Customized	Medium - Add-ons Req.	Low - Limited Growth	Medium - PM Focus	Low - Small Biz Fit

WINNING EDGE: Only improveit 360 blends industry-fit, automation, support, and scale.

When stacked side-by-side with other CRMs, improveit 360 leads in:

- Built-in home improvement workflows.
- Customization flexibility.
- Industry-specific integrations.
- Dedicated onboarding and support.

Common Objections to CRM Investment

Common Concern: “It’s too expensive.”

Our Take: Most home improvement businesses considering a CRM focus heavily on the upfront cost. But the real value of improveit 360 is in the revenue it helps unlock month after month.

- improveit 360 boosts close rates. It does this by automating lead follow-up, confirming appointments, and tracking the pipeline.
- improveit 360 cuts down on admin tasks in sales, scheduling, production, and customer service. This saves you both time and money.
- Improveit 360 tracks ROI for each lead source. This way, you know exactly where your leads come from.

Common Concern: “It’s hard to implement.”

Our Take: Onboarding with improveit 360 is more than a basic software setup—it’s a phased, guided transformation process led by a dedicated team. The goal isn’t just to launch the platform—it’s to set your team up for measurable, confident success.

Common Concern: “I’m not sure it’s worth it.”

Our Take:

- While most CRMs are general-purpose or built for other industries, improveit 360 is purpose-built for home improvement businesses.
- Manual processes slow you down and lose you money. improveit 360 automates everything from lead capture to job completion.
- Real customers see real growth: “Improveit 360 can have such a monumental impact on your business—and it can happen quickly.” — Chris Horney, Re-Bath of Pittsburgh.
- You’re not alone during implementation. improveit 360 provides: A 3-phase onboarding structure with data import, workflow setup, and team training.

The Bottom Line

Remodelers don't need more software. You need a system that moves the needle.

improveit 360 isn't just another CRM—it's the only one engineered for remodeling businesses. With built-in workflows, automated follow-up, smart scheduling, and powerful reporting, it pays for itself faster than you think.

- Purpose-built for remodeling companies.
- Proven efficiency and revenue lift.
- Real testimonials from growth-focused clients.
- Dedicated setup and post-launch support.
- Scalable, customizable, and built for ROI.

Back-of-napkin ROI match:

One extra job per month @ \$10K avg = \$120K/year → CRM cost = a fraction of that.

Still unsure? **Let's talk it through.**

[Book a Demo Today](#)