

Competitor Teardown: Housecall Pro

Home services business management software — sales leave-behind

Version: v3 Prepared: 2026-10-04 (CT) Classification: Public sources only Audience: Marketing · Growth · Sales enablement

How to use: Use when prospects compete with, integrate beside, or displace Housecall Pro in HVAC, plumbing, electrical, cleaning, landscaping, and related trades. The pricing page still opens with a plan wizard, but the plan cards below it publish dollar prices first-party with an annual/monthly toggle. All dollar figures below are from housecallpro.com/pricing/ (checked 2026-10-04). Re-verify before locking a competitive slide.

1. What they sell

FSM Online booking Reviews AI Team Payments

Housecall Pro (housecallpro.com) sells business management software for home service pros: online booking (customers can “book and pay online 24/7 directly from Google or your website”), scheduling/dispatch, estimates/proposals, invoicing, payments and consumer financing, review management, price book and job costing (listed on Basic; flat-rate pricing and a visual price book on Essentials), GPS/routes, and an expanding “AI Team” (CSR AI, marketing/analytics assistants).

Homepage claims (vendor claims; Binary cannot independently verify the underlying numbers): trusted by **200,000+** pros; **100M+** pro jobs completed; **35%** average pro revenue growth after first year on the platform*; **8+** average hours saved per week (no methodology is published for this figure). (*Footnoted on-site as based on average monthly revenue generated through Housecall Pro after the first year.)

Industries called out publicly include HVAC, plumbing, electrical, cleaning, landscaping & lawncare, appliance, handyman, general contractor, window cleaning.

2. Pricing (first-party)

Pricing note: Plan names, prices, and feature gates below are from the first-party pricing page (checked 2026-10-04). Plan cards list **Basic \$59 / Essentials \$149 / MAX \$299 per month** billed annually, and **Basic \$79 / Essentials \$189 / MAX \$329 per month** on month-to-month. MAX lists **\$35/mo per additional user**.

Promotions: The pricing page markup also includes introductory promos (\$26/mo for 1 month on Basic and Essentials; \$99/mo for 3 months on MAX). These may not show to every visitor and are time-limited. Do not quote them as list price.

Plan ladder — annual-billing monthly prices from the HCP pricing page (checked 2026-10-04)

Basic	\$59/mo · 1 user
Essentials	\$149/mo · 5 users
MAX	\$299/mo · 8 users + \$35/user

Bars scaled for visual comparison only. Month-to-month prices are in the table below.

Plan	First-party price (annual / monthly)	Users (first-party)	Key inclusions / gates
Basic	\$59/mo annual · \$79/mo month-to-month	1 user included	Online booking, invoices & payments, payments & consumer financing, scheduling/dispatch, quotes, review management , job costing & price book
Essentials	\$149/mo annual · \$189/mo month-to-month	5 users included	Routes, flat-rate pricing, checklist automations, photo reports, employee GPS, commissions, QuickBooks Online sync
MAX	\$299/mo annual · \$329/mo month-to-month	8 users included; \$35/mo per additional user	Sales proposal tool (valued on-page at “\$40/mo value”), recurring service plans, route optimization, open API, dedicated onboarding, escalated phone support

Payments & commercial terms (first-party FAQ / page)	Signal
Card processing	“As low as 2.59% ” (every-plan inclusions list)
Bank payments	1% fee (FAQ)
Contracts	FAQ states no long-term contracts required
Trial	14 days of MAX features; no credit card to start (FAQ)
Add-ons (examples on pricing page)	CSR AI, Pipeline, Payroll, Voice, Campaigns, Websites, VGPS/Dashcams, Tap to Pay, Accounting, Sales Proposal Tool, coaching — optional modules/services

3. Positioning

- **Primary story:** “Everything to run and grow your business” (homepage headline). Binary’s read: ops plus booking, reviews, financing, and AI CSRs.
- **Buyer they optimize for (Binary’s read):** Solo to growing multi-tech residential trades that want marketing/reputation and modern homeowner UX, not only back-office FSM. Basis: homepage “Tailored for teams of 1 to 100+” and the Basic plan’s inclusions.
- **Community:** Heavy emphasis on “Pros” community (vendor-stated: 30,000+ community callout on pricing page; 200K+ pros on homepage).
- **AI posture:** “AI Team” branded assistants; CSR AI for 24/7 answering positioned as a growth lever (vendor claim: pros using CSR AI earn 2× more revenue on average; the page gives no cohort, timeframe, or methodology — treat as marketing claim).

4. Recent public moves

- **February 2026 product release (posted Feb 20, 2026):** Payroll time tracking, QuickBooks sync updates, reviews website widget, price book recurring discounts, Voice custom call reasons, Campaigns updates, Klarna BNPL, Wisetack longer loans (84- and 120-month terms), **CSR AI Chat**, Accountant AI, mobile updates.
- **Spring 2026 release (posted May 15, 2026):** Rebuilt mobile app and modernized web UI; routing and reporting upgrades, including route-based scheduling, job photo reports, commissions, and automated sales tax.
- **2026 Platform Refresh changelog (ongoing):** Jobs Release 2 (GA Jun 10, 2026) — tabbed job details, persistent toolbar. Estimates Release 1 GA Apr 7, 2026; Estimates Release 2 GA “Summer 2026”; toolbar quick actions Aug 24, 2026.
- **Help Center — CSR AI Chat Answering (dated July 13, 2026):** Website chat handled by CSR AI; summaries; escalation to a human. The article now says CSR AI Chat can book jobs and manage appointments. It lists more channels (SMS, email, third-party) under “What’s New” without saying they are live, and still describes skills / knowledge-base settings in future tense. The AI Team page marks texts “coming soon.”
- **AI Team marketing page:** Marketing AI, CSR AI (chat), Analyst AI, Coach AI, Help AI described as included across plans; **CSR AI 24/7 call answering** called out as a paid feature (the page states “CSR AI sold separately”).

Sales read (Binary’s read): Housecall Pro is closing the gap between FSM and growth stack (reviews, financing, campaigns, AI CSR). Treat “reviews + booking + AI answering” as table stakes in this tier.

5. Strengths & gaps

Strengths	Gaps / pressure points
• Homeowner-facing polish — online booking, financing, review tooling emphasized early (even on Basic). • AI Team branding — clear packaging of assistants; CSR AI as paid growth SKU. • No long-term contract claim — useful in bake-offs vs. annual enterprise FSM. • Community & scale signals — large public pro-count / job-count marketing. • Rapid UX investment — 2026 platform refresh + mobile rebuild is public and frequent (dated releases Feb 20, May 15, and Jun 10, 2026).	• Seat economics — Essentials/MAX user caps; MAX overage at \$35/user. The page publishes no per-user add-on price for Essentials; confirm per quote. • List price vs. real quote — list prices are public, but add-ons and promos make the real quote differ; ask for the all-in quote. • Module sprawl — Voice, Campaigns, Payroll, CSR AI, Websites, etc. mean TCO diligence matters. • Enterprise depth — positioned for “teams of 1 to 100+”; HCP does advertise franchise / multi-location offers with custom pricing, so probe depth for large multi-location operators.

6. Battle notes for enablement

If the AE hears...	Sourced response angle
“They include reviews on Basic.”	Correct per pricing feature lists — don’t fight it. Differentiate on depth of reputation workflow, multi-location, or vertical-specific outcomes.
“CSR AI doubles revenue.”	Vendor marketing claim on AI Team page. Ask for definition (cohort, timeframe) and pivot to measurable workflow proof in your product.
“No contracts.”	Stated in HCP FAQ. Compete on switching costs of data/workflows and onboarding quality, not lock-in scare tactics.
“API / Zapier.”	Open API and Zapier called out on MAX; plan-gate if relevant to the deal. The FAQ also names QuickBooks, Google, and Thumbtack integrations on all plans.

7. Sources

S1 · Housecall Pro homepage — <https://www.housecallpro.com/> (checked 2026-10-04)
S2 · Housecall Pro Pricing — <https://www.housecallpro.com/pricing/> (checked 2026-10-04)

S3 · AI Team — <https://www.housecallpro.com/features/ai-team/> (checked 2026-10-04)

S4 · February 2026 product updates (posted Feb 20, 2026) — <https://www.housecallpro.com/resources/february-2026-product-updates/> (checked 2026-10-04)

S5 · Spring/May 2026 product updates (posted May 15, updated May 26, 2026) — <https://www.housecallpro.com/resources/may-2026-product-updates/> (checked 2026-10-04)

S6 · Platform Refresh Changelog (Help Center) — <https://help.housecallpro.com/en/articles/13975339-platform-refresh-changelog> (checked 2026-10-04)

S7 · CSR AI Chat Answering (Help Center, dated July 13, 2026) — <https://help.housecallpro.com/en/articles/12453258-csr-ai-chat-answering> (checked 2026-10-04)