

Competitor Teardown: Jobber

Field service management software for home & commercial service businesses — sales leave-behind

Version: v1 Prepared: 2026-09-22 (CT) Classification: Public sources only Audience: Marketing · Growth · Sales enablement

How to use this brief: Attach to outbound or deal rooms when a prospect sells software into HVAC, plumbing, electrical, landscaping, or adjacent trades. Every pricing figure and feature claim below is tied to a public URL in Sources. Vendor marketing metrics are labeled as such — not independent audits.

1. What they sell

- FSM
- Scheduling
- Payments
- Marketing

Jobber (getjobber.com) markets an all-in-one platform for home and commercial service businesses: quoting, online booking, scheduling/dispatch, invoicing, payments, client CRM (“Client Hub”), reporting, and a growing set of AI-assisted and marketing add-ons. Homepage positioning (checked 2026-09-22) centers on “run a stronger service business” from first quote to final payment.

Public homepage claims (vendor-stated, not independently verified): **100K+** businesses use Jobber; **92 million+** jobs completed by Jobber-powered businesses; average **12 hours+** saved per week; **44%** revenue growth on average in the first year using Jobber (vendor marketing).

Target end-customers on Jobber’s own site include landscaping, plumbing, HVAC/refrigeration, cleaning, and other field trades — i.e., the same contractor buyer your ICP sells into.

2. Pricing signals (public)

Source discipline: Figures below are taken from Jobber’s public pricing page (getjobber.com/pricing/) as retrieved 2026-09-22. Jobber runs rotating promotional rates; table shows the clear list / post-promo annual anchors visible on the page. Always re-check before quoting in a live deal.

Plan	Public signal (USD)	Users (as framed on page)	Noteworthy inclusions
Core	From \$29/mo billed annually (month-to-month list shown at \$49/mo)	Entry / solo-oriented	Schedule jobs, quotes, invoices & online payments, website, reporting, app marketplace
Connect	Team/annual bands visible from roughly \$99–\$299/mo depending on user band and billing term	Scaled by user band on pricing UI	Automations, reminders, accounting sync (QBO/Xero called out in feature matrix), time/expense patterns
Grow	Annual anchors visible from roughly \$149–\$399/mo by user band	Scaled by user band	Job costing, advanced quotes / optional line items, two-way SMS, custom workflow

Plan	Public signal (USD)	Users (as framed on page)	Noteworthy inclusions
			automations; 14-day trial framed on Grow features
Plus	Annual anchors visible from roughly \$399–\$529/mo by included-user band (5 / 10 / 15 users framed on Plus pricing)	5 / 10 / 15 users called out on Plus page	Marketing Suite, Pipeline, AI Receptionist, premium support, dedicated onboarding (Plus framing)

Add-on / fee (public)	Signal
Marketing Suite	\$99/mo (add-on; included framing on Plus)
Receptionist (AI)	\$29/mo add-on
Pipeline	\$49/mo add-on
Card processing	2.9% + \$0.30 (stated on pricing feature matrix)
ACH / bank payments	1% (US; stated on pricing matrix)
Tap to Pay	2.7% + \$0.30 (stated on pricing matrix)

Contract options disclosed on-page: month-to-month (no commitment), monthly with 1-year commitment, and annual prepaid. Free trial: 14 days with Grow-level access, no credit card required (per Jobber FAQ on pricing page).

3. Positioning

- **Primary story:** All-in-one ops for service pros — less admin, faster quote-to-cash, growth tooling layered on top.
- **Buyer they optimize for:** Solo to mid-size residential/commercial service teams who want published pricing and self-serve trial (contrast with quote-only enterprise FSM).
- **Expansion motion:** Core ops → paid add-ons (Marketing Suite, Receptionist, Pipeline) → Plus bundle with white-glove onboarding.
- **Brand posture:** Approachable and product-led (public price card, trial, App Marketplace) rather than enterprise sales-only.

4. Recent public moves (changelog / product updates)

Selected items from Jobber's public Product Updates and Help Center (dates as published by Jobber):

- **2026-06-17 — Marketing Suite expansion:** AI-assisted Marketing Plan; Job Showcase; Social Posting; Google Manager (GBP activity). Positioned as add-on across US/CA/UK. Source: productupdates.getjobber.com.
- **2026-06 (Help Center) — Jobber AI Voice & Chat (Beta):** In-product AI for admin chat/voice tasks, marketing content generation, and as the intelligence layer behind Receptionist / automations. Stated available on all plans with role/plan nuances for voice.
- **2026-03-09 — Marketing dashboard refresh:** Next-best-action framing across Campaigns, Reviews, Referrals, Website.
- **2025-12-12 — Receptionist for existing clients:** Caller ID match; reschedule/cancel; visit details; notes — not only new-lead booking.
- **2025-11-17 — Receptionist hang-up recovery:** Auto follow-up SMS when caller drops before finishing.
- **2025-10-06 — Quoting automations:** AI auto-draft quotes from requests; high-value quote alerts.

Sales read: Jobber is openly productizing *AI front office + local marketing* on top of classic FSM. Competitors and adjacent SaaS should expect objections and bake-offs to include Receptionist, Marketing Suite, and quote automation — not just scheduling.

5. Strengths & gaps (sales one-pager lens)

Strengths (why buyers pick them)

- **Transparent pricing** — full public plan card; easy for contractor buyers to self-qualify.
- **Low-friction trial** — 14-day Grow access, no card.
- **Breadth at SMB price points** — quote → schedule → invoice → pay in one system.
- **Visible AI roadmap** — Receptionist, Marketing Suite, quote draft — frequent public updates.
- **Ecosystem** — App Marketplace / Zapier / QBO & Xero called out publicly.

Gaps / pressure points (fair, sourced)

- **Feature gating by plan** — advanced quoting, SMS, job costing, and AI receptionist sit mid/upper tiers or add-ons; total cost ≠ Core headline.
- **Add-on stack** — Marketing Suite (\$99) + Receptionist (\$29) + Pipeline (\$49) can materially change TCO vs. the homepage “from \$29.”
- **Not enterprise-ops theater** — ServiceTitan-class deep HVAC pricebook / multi-module “Pro” stacks are a different buyer conversation; Jobber wins clarity and speed-to-value, not “we run a \$20M shop's KPI OS” positioning.
- **Processing fees separate** — card/ACH rates published; compare apples-to-apples in ROI slides.

6. Battle notes for enablement

If the AE hears...	Sourced response angle
"Jobber is cheaper."	Ask which plan + which add-ons. Core at \$29 annual is real for limited scope; Grow/Plus + Marketing Suite + Receptionist is a different basket — all listed publicly.
"They have AI answering."	Acknowledge Receptionist (\$29 add-on / Plus-included framing) and hang-up SMS recovery — then differentiate on your product's depth, trade specificity, or workflow.
"Their marketing suite covers reviews/GBP."	True per June 2026 update (Google Manager, Reviews in Marketing Suite). Compete on outcomes, integrations, or vertical workflows — not denial.

7. Sources

1. Jobber homepage — <https://www.getjobber.com/> (retrieved 2026-09-22)
2. Jobber Pricing — <https://www.getjobber.com/pricing/> (retrieved 2026-09-22)
3. Jobber Plus Pricing — <https://www.getjobber.com/plus/pricing/>
4. Marketing Suite update (2026-06-17) — <https://productupdates.getjobber.com/148754-marketing-suite-just-got-more-powerful>
5. Jobber AI Voice and Chat (Beta) Help Center — <https://help.getjobber.com/en/articles/jobber-ai-voice-and-chat-beta/>
6. Jobber Product Updates index — <https://productupdates.getjobber.com/> (Receptionist / quoting items dated 2025-10 through 2026-03 as cited above)