

Competitor Teardown: Jobber

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

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

How to use: Attach when a prospect sells into HVAC, plumbing, electrical, landscaping, or adjacent trades. Every pricing and feature claim below cites a first-party Jobber page listed in Sources (S1–S6, all checked 2026-10-04). Dollar figures are list prices from [getjobber.com/pricing/](#). Vendor marketing metrics are labeled as vendor claims, not independent audits. Interpretation is labeled as Binary's read. Re-verify before locking a competitive slide.

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 and routing, invoicing, payments, client manager (CRM) plus the client-facing Client Hub, reporting, Jobber AI Voice and Chat (all plans), and paid add-ons (Receptionist, Pipeline, Marketing Suite; included on Plus). The homepage (checked 2026-10-04) leads with “Run a stronger service business” and “From first quote to final payment, Jobber keeps your work, team, and revenue moving forward from one powerful platform.”

Homepage metrics (vendor claims; Binary cannot independently verify the underlying numbers): **100K+** businesses that use Jobber; **92 million+** jobs completed by Jobber-powered businesses; **12 hours+** saved on average per week; **44%** revenue growth on average in the first year using Jobber. The homepage publishes no footnote, cohort, or methodology for the hours-saved or revenue-growth figures.

Industries Jobber lists include landscaping and lawn care, plumbing, HVAC, electrical, cleaning, roofing, and other trades (Jobber claims 50+ industries). Binary's read: this is the same contractor buyer your ICP sells into.

2. Pricing (first-party)

Pricing note: Plan names, prices, user counts, and feature gates below are from Jobber's first-party pricing page and Plus pricing page (checked 2026-10-04). Each plan is published in three billing terms: annual (prepaid), monthly with a 1-year commitment, and monthly with no commitment. The ladder shows annual-billing prices. Re-check before quoting in a live deal.

Promotions: On 2026-10-04 Jobber's site carried a limited-time offer (“save up to 40%”; “Save up to \$1137 on your first year”). Terms and end date were not shown. The offer may not show to every visitor and is time-limited. Do not quote it as list price; all prices below are list prices.

Plan ladder — annual-billing monthly list prices by user band, from the Jobber pricing page (checked 2026-10-04)

Core	\$29/mo · 1 user
Connect	\$99–\$299/mo · 1–15 users
Grow	\$149–\$399/mo · 1–15 users
Plus	\$399–\$529/mo · 5–15 users

Bars scaled for visual comparison only, not a cost model. Monthly-billing prices are in the table below.

Plan	First-party price (USD per month)	Users	Noteworthy inclusions
Core	\$29 billed annually · \$39 with 1-year commitment (billed monthly) · \$49 no commitment	1 user included; extra users \$29/mo each	Schedule jobs, quotes, invoices & online payments, website, reporting, app marketplace
Connect	\$99–\$299 billed annually (1–15 users) · \$119–\$339 with 1-year commitment (billed monthly) · \$139–\$399 no commitment	Priced by user band (1 / 5 / 10 / 15)	Automated reminders and quote/invoice follow-ups, QuickBooks Online and Xero sync, time and expense tracking
Grow	\$149–\$399 billed annually (1–15 users) · \$169–\$429 with 1-year commitment (billed monthly) · \$199–\$499 no commitment	Priced by user band (1 / 5 / 10 / 15)	Job costing, advanced quotes / optional line items, two-way SMS, custom workflow automations; 14-day trial is on Grow
Plus	\$399 / \$449 / \$529 billed annually · \$439 / \$499 / \$599 with 1-year commitment (billed monthly) · \$499 / \$599 / \$699 no commitment	5 / 10 / 15 users included; extra users \$29/mo each; 16+ users via Contact Sales	Marketing Suite, Pipeline, AI Receptionist, premium support, dedicated onboarding

Add-on / fee (first-party)	Signal
Marketing Suite	\$99/mo add-on; included on Plus. Available as an add-on to all plans in the United States, Canada, and United Kingdom.
Receptionist (AI)	\$29/mo add-on
Pipeline	\$49/mo add-on

Add-on / fee (first-party)	Signal
Card processing	2.9% + \$0.30 (pricing feature matrix)
ACH / bank payments	1% (US; pricing matrix)
Tap to Pay	2.7% + \$0.30 (pricing matrix)

Contract options on the pricing page: monthly with no commitment, monthly with a 1-year commitment (12-month minimum term), and annual prepaid. The annual prepayment is non-refundable, and all terms renew automatically. Free trial: 14 days with full Grow-plan access, no credit card required (Jobber FAQ on the pricing page).

3. Positioning

- **Primary story:** All-in-one ops for service pros, in Jobber's words: "The all-in-one system for high-performing service pros"; "Less busywork, more billables"; "From first quote to final payment." Binary's read: less admin and faster quote-to-cash, with growth tooling on top.
- **Buyer they optimize for (Binary's read):** Built for solo operators up to 15-user teams (the published tiers); larger and multi-location accounts are sales-quoted. Basis: plan cards run from "Just me" to "11-15 people," "16 or more" routes to Contact Sales, and franchise/multi-location pricing goes to Jobber's Partnerships team.
- **Expansion motion (Binary's read):** Core ops → paid add-ons (Marketing Suite, Receptionist, Pipeline) → Plus bundle, which includes all three. Onboarding scales with the plan rather than being Plus-only: Connect includes 2 onboarding sessions (up to 2 hours), Grow 3 sessions (up to 3 hours), and Plus unlimited onboarding (vendor-stated "\$599 Value"); Core includes none. Plus also adds Premium Support, an API Tour, and Data Import (vendor-stated values \$99, \$99, and \$499).
- **Brand posture (Binary's read):** Product-led: public prices for 1–15 users, a 14-day trial with no card, and "100+ tools" in the App Marketplace. The top tier is sales-assisted: Plus calls to action are "Contact Sales" and "Book A Demo."

4. Recent public moves

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

- **June 17, 2026 — Marketing Suite expansion:** A customized Marketing Plan, Job Showcase, Social Posting (Facebook posts at launch), and Google Manager (Google Business Profile), described by Jobber as "AI-powered tools." Available as an add-on to all plans in the US, Canada, and UK.
- **Help Center — Jobber AI Voice & Chat (Beta), updated June 16, 2026:** In-product AI for chat and voice. Jobber states it is available on all plans. Voice is mobile-only, and creating new items is only available in Voice mode. Non-admin users get chat for product support only, plus voice on the Plus plan. The article is a Help Center page, not a dated launch announcement.
- **Quoting automation (live; no launch date in sources):** Auto-drafted quotes ("Draft for me") and high-value quote alerts are listed on the pricing page for Connect and above.

Sales read (Binary's read): Jobber is productizing AI front office and local marketing on top of classic FSM. Expect bake-offs to include Receptionist, Marketing Suite, and quote automation, not scheduling alone.

5. Strengths & gaps (Binary's read)

Strengths

- **Transparent pricing** — full public plan card for 1–15 users; easy self-qualify. 16+ users and franchise accounts are quote-only.
- **Low-friction trial** — 14-day Grow access, no card.
- **Breadth at SMB price points** — quote → schedule → invoice → pay.
- **AI investment (shipped)** — Receptionist, Marketing Suite, quote draft.
- **Ecosystem** — App Marketplace on all plans; Zapier and QuickBooks Online / Xero sync from Connect up (not on Core).

Gaps / pressure points

- **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 change TCO vs. "from \$29." Plus includes all three (from \$399/mo billed annually, 5 users).
- **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 is real for limited scope, but that price requires annual prepay (non-refundable); no-commitment Core is \$49. Grow/Plus + Marketing Suite + Receptionist is a different basket — all listed publicly.

If the AE hears...	Sourced response angle
"They have AI answering."	Acknowledge Receptionist (\$29 add-on; included on Plus), then differentiate on depth, trade specificity, or workflow.
"Their marketing suite covers reviews/GBP."	True per the June 17, 2026 update (Google Manager, Reviews in Marketing Suite). Compete on outcomes, integrations, or vertical workflows — not denial.

7. Sources

S1 · Jobber homepage — <https://www.getjobber.com/> (checked 2026-10-04)

S2 · Jobber Pricing — <https://www.getjobber.com/pricing/> (checked 2026-10-04)

S3 · Jobber Plus Pricing — <https://www.getjobber.com/plus/pricing/> (checked 2026-10-04)

S4 · Jobber Product Updates index — <https://productupdates.getjobber.com/> (checked 2026-10-04)

S5 · Marketing Suite update (posted June 17, 2026) — <https://productupdates.getjobber.com/148754-marketing-suite-just-got-more-powerful> (checked 2026-10-04)

S6 · Jobber AI Voice and Chat (Beta), Help Center (updated June 16, 2026) — <https://help.getjobber.com/en/articles/jobber-ai-voice-and-chat-beta/> (checked 2026-10-04)