

Competitor Teardown: ServiceTitan

End-to-end software platform for residential & commercial trades — sales leave-behind

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

How to use this brief: ServiceTitan is the category’s enterprise / upper mid-market reference brand for HVAC, plumbing, electrical, and expanding commercial & construction workflows. Use this when your buyer sells adjacent software into the same contractors — or when AEs need a current, cited read on ST’s packaging and 2025–2026 platform moves. *Official dollar prices are not published.*

1. What they sell

- Enterprise FSM
- Marketing Pro
- AI (Atlas)
- Residential + Commercial

ServiceTitan (servicetitan.com; Nasdaq: **TTAN**) markets a cloud platform for trades businesses spanning dispatching, scheduling, call booking, invoicing, pricebook, CRM, marketing attribution, contact center, field mobile, financial tools, memberships/service agreements, and vertical expansions into commercial service and construction.

Homepage framing: “All-in-one software built to accelerate today’s contracting businesses,” with distinct residential and commercial narratives. Vendor-stated commercial outcome metrics on the homepage (footnoted as based on commercial customers on ServiceTitan for two or more years; results not guaranteed) include examples such as **+10%** invoices paid on time, **+9%** revenue per technician, **+21%** service agreement renewals, **+16%** annual revenue — present only as vendor marketing.

Public integration claim: **70+** pre-built integrations (homepage).

2. Pricing signals (public)

Critical: ServiceTitan’s official pricing page does *not* publish a dollar rate card. It states that **per-technician pricing** is designed to fit the business, lists capability themes (dispatching, scheduling, call booking, invoicing, pricebook, etc.), and routes buyers to a **demo / sales-assisted** motion. Do not invent a “ServiceTitan costs \$X” line for customer decks. If a prospect shares their quote, treat that as account-specific.

Public commercial signal	What can be said accurately
Price model	Per-technician framing on servicetitan.com/pricing — dollars via sales quote
Packaging language	Core platform + modular / “Pro” products (Marketing Pro, Scheduling Pro, Sales Pro, Dispatch Pro, Contact Center Pro, etc.) per Pantheon 2025 press
Maximize Program	Announced bundling of Pro products for “full AI automation” with enhanced AI implementation support (Sept 2025 press)
Buying motion	Demo-led; not self-serve public checkout like Jobber / Housecall Pro

Public commercial signal	What can be said accurately
Corporate status	Public company (Nasdaq: TTAN); IPO pricing announced Dec 2024 per ServiceTitan press

Third-party review and contractor-ops sites circulate wide per-technician and implementation-fee estimates. Those are **not** official ServiceTitan list prices and are omitted here to avoid presenting rumor as fact. Ask the prospect what they were quoted.

3. Positioning

- **Primary story:** The operating system for serious trades businesses — KPI-driven growth, marketing attribution, deep office + field workflows, expanding into commercial and construction.
- **Buyer they optimize for:** Established residential HVAC/plumbing/electrical operators and larger commercial/construction contractors with office staff, process maturity, and budget for implementation — not the solo operator optimizing for a \$29 plan.
- **Contrast vs. Jobber / Housecall Pro:** ST wins on depth, modules, and enterprise narrative; loses on price transparency and time-to-live for small crews (structural, not a dig).
- **AI posture (2025):** Atlas positioned as an agentic layer across the platform (reports, dispatch, tech guidance, marketing spend throttling) paired with Adaptive Capacity.

4. Recent public moves (Pantheon 2025 and related)

On **2025-09-24**, ServiceTitan published a press release summarizing Pantheon 2025 product expansions. Material items for competitive briefing:

- **Atlas AI:** Agentic layer using ServiceTitan data + modern LLMs (press cites Google Gemini); actions spanning reporting, dispatch, technician guidance, marketing spend control; paired with Adaptive Capacity for forecasting volume and adjusting booking/marketing.
- **Maximize Program:** Bundle of Pro products (Marketing, Scheduling, Sales, Dispatch, Contact Center) toward full AI automation + implementation support.
- **Contact Center Pro / AI CSRs:** Omnichannel contact center; native AI CSRs expanded so they can be used on-demand by customers beyond Contact Center Pro telephony lock-in (per press).
- **Conduit Tech acquisition agreement:** HVAC design/sales platform (LiDAR, load calculations, visualizations) — signals deeper replacement/sales workflow ownership.
- **Field Pro + Bluon:** Diagnostics / coaching / handoff into Marketing Pro.
- **Route optimization automation & route management** tools for dispatchers.
- **App Marketplace** and **Automations Command Center** for visibility into automations.
- **Benchmark+:** Enterprise intelligence / board-ready insights (Titan Package framing).
- **Exteriors / roofing tools** and expanded **construction** capabilities (crew management, daily logs, RFIs, change orders, project P&L, AI project financials).
- **Financial modernization:** Tap to Pay, Pay by Bank, tips, embedded financing, AP automation.
- **Commercial CRM, equipment tasking, service agreement automation, Customer Portal 2.0.**
- **Marketing Pro:** Expanded demand-gen channels; Atlas managing advertising campaign lifecycle / spend reallocation (press language).

Sales read: ServiceTitan is not standing still as “just dispatch + pricebook.” Public roadmap language is *agentic ops + marketing automation + vertical expansion (commercial, construction, exteriors, HVAC sales design)*. Mid-market SaaS competitors should brief AEs on Atlas / Maximize / AI CSR narratives even if their own ICP is smaller shops.

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

Strengths

- **Category reference brand** for upper mid-market / enterprise residential trades software.
- **Module depth** — marketing attribution, contact center, pricebook, field, financials, commercial & construction expansions publicly emphasized.
- **AI platform story (Atlas)** with event-driven launch credibility (Pantheon).
- **Public-company scale** and continued M&A / partnership signaling (e.g., Conduit Tech agreement).

Gaps / pressure points (fair)

- **No public dollar pricing** — longer evaluation; harder for small operators; opening for transparent SMB competitors.
- **Implementation weight** — demo-led enterprise motion implies onboarding cost/time (exact fees not published officially).
- **Overkill for small crews** — structural fit issue vs. Jobber/HCP published tiers; use in qualification, not insult.
- **Complexity / change management** — breadth of Pro modules and AI agents raises adoption risk;

- **Integration surface** — 70+ integrations claimed; competitors can sell “time-to-value.” App Marketplace announced.

6. Battle notes for enablement

If the AE hears...	Sourced response angle
“We’re standardized on ServiceTitan.”	Acknowledge depth. Compete on niche workflow, speed, price transparency, or complementary wedge — not “ST is bad.” Ask which Pro modules and AI CSRs they actually use.
“ST has Atlas / AI CSR now.”	True per Pantheon 2025 press. Differentiate on specialization, data ownership, or outcomes in your slice of the stack.
“What does ST cost?”	Official answer: per-tech quote, not public list. Offer to help interpret <i>their</i> quote against published Jobber/HCP cards — don’t invent ST’s number.
“They cover commercial and roofing now.”	Pantheon press expands commercial CRM/construction/exterior. If your product is residential-SMB, qualify away; if you overlap, cite specific workflow gaps with sources.

7. Sources

1. ServiceTitan homepage — <https://www.servicetitan.com/> (retrieved 2026-09-22)
2. ServiceTitan Pricing — <https://www.servicetitan.com/pricing> (retrieved 2026-09-22; no dollar rate card)
3. Pantheon 2025 major product expansions (press, 2025-09-24) — <https://www.servicetitan.com/press/servicetitan-major-product-expansions-pantheon-2025>
4. Pantheon AI / automation blog — <https://www.servicetitan.com/blog/pantheon-2025-pro-products-automation>
5. IPO pricing press — <https://www.servicetitan.com/press/servicetitan-announces-ipo-pricing>