

Competitor Teardown: ServiceTitan

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

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

How to use: Binary's read: ServiceTitan is the category's enterprise / upper mid-market reference brand for HVAC, plumbing, electrical, and expanding commercial & construction workflows. Use when your buyer sells adjacent software into the same contractors, or when AEs need a cited read on ST's packaging and 2025 platform moves (Pantheon 2025). *Official dollar prices are not published.* Sources are S1–S7, all checked 2026-10-04. Vendor metrics are labeled as vendor claims; interpretation is labeled as Binary's read.

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 (S1, S2). The contact center is sold as Contact Center Pro, a Pro add-on, not as part of the core platform.

Homepage framing: “All-in-one software built to accelerate today’s contracting businesses,” with distinct residential and commercial narratives (S1). Homepage commercial outcome metrics (vendor claims, footnoted as based on commercial customers on ServiceTitan for two or more years; results not guaranteed) include **+10%** invoices paid on time, **+9%** revenue per technician, **+21%** service agreement renewals, and **+16%** annual revenue. Present these only as vendor marketing.

Integration claim (vendor claim): **70+** pre-built integrations (homepage, S1).

2. Pricing signals (public)

Critical: ServiceTitan's official pricing page (S2) does *not* publish a dollar rate card. It states that **per-technician pricing** is designed to fit the business, lists three packages (Starter, Essentials, The Works), each marked “Request Pricing,” plus capability themes (Intuitive Dispatching, Call Recording, Adaptive Marketing, Automated Checklists, In-Depth Reporting, Modern Customer Service), and routes buyers to a **demo / sales-assisted** motion. Binary's read (internal guidance): do not invent a “ServiceTitan costs \$X” line for customer decks. If a prospect shares their quote, treat that as account-specific.

Buying-motion contrast (public packaging — not a price comparison)

Jobber	Public plan card + trial
HCP	Published plan cards with prices + 14-day trial
ServiceTitan	Per-tech quote · demo-led

Binary's read: bar lengths are illustrative, not measured. Illustrates transparency / self-serve friction only. ST has no official public dollar list (S2; Jobber S6; HCP S7).

Public commercial signal	What can be said accurately
Price model	Per-technician framing on servicetitan.com/pricing — dollars via sales quote (“Request Pricing,” S2)
Packaging language	Core platform + modular / “Pro” products (Marketing Pro, Scheduling Pro, Sales Pro, Dispatch Pro, Contact Center Pro, etc.) per Pantheon 2025 press (S4). Sales Pro now appears as “Field Pro (formerly Sales Pro)” (S1, S5).
Maximize Program	Announced bundling of Pro products for “full AI automation” with enhanced AI implementation support (S4, Sept. 24, 2025)
Buying motion	Demo-led (S2); unlike Jobber / Housecall Pro, which publish plan prices and offer 14-day trials (S6, S7). Jobber's Plus tier is sales-assisted.
Corporate status	Public company; priced its IPO Dec 11, 2024 (Nasdaq: TTAN) at \$71.00 per share; trading began Dec 12, 2024 (S3)

Official dollar prices are not published; ask the prospect what they were quoted.

3. Positioning

- Primary story (Binary's read):** The operating system for serious trades businesses — KPI-driven growth, marketing attribution, deep office + field workflows, expanding into commercial and construction (S1, S4).
- Buyer they optimize for (Binary's read):** 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 published SMB plan. Partial basis: the demo form asks for the number of technicians and whether the business has “at least one full-time office employee?” (S2).
- Contrast vs. Jobber / Housecall Pro (Binary's read):** ST wins on depth, modules, and enterprise narrative; loses on price transparency (S2) 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 (S4).

4. Recent public moves (Pantheon 2025 and related)

On **2025-09-24**, ServiceTitan published a press release summarizing Pantheon 2025 product expansions (S4). Items below are announcements; status caveats from the Pantheon blog (S5, Oct 10, 2025) are noted where they apply. Material items for competitive briefing:

- **Atlas AI:** Agentic layer using ServiceTitan data + modern LLMs (press cites Google Gemini); announced actions spanning reporting, dispatch, technician guidance, and marketing spend control; paired with Adaptive Capacity for forecasting job volume and adjusting booking/marketing (S4). The blog says Atlas's campaign/ad-budget capability was shown in "A prototype" (S5).
- **Maximize Program:** Bundles all "Pro" products, such as Marketing Pro, Scheduling Pro, Sales Pro (now Field Pro), Dispatch Pro, and Contact Center Pro, toward full AI automation in one package that also includes enhanced AI implementation support (S4).
- **Contact Center Pro / AI CSRs:** Omnichannel contact center. Native AI CSRs, previously only on Contact Center Pro, can now be used on demand by all customers regardless of their telephony systems (S4); the blog says they are "now available as an add-on to all customers" (S5).
- **Conduit Tech:** ServiceTitan announced (Sept. 24, 2025) that it has entered into a definitive agreement to acquire Conduit Tech, an HVAC design and sales platform using LiDAR technology, permit-ready load calculations, and custom visualizations (S4). The sources do not state that the deal has closed. Binary's read: deeper replacement/sales workflow ownership.
- **Field Pro + Bluon:** Diagnostics / coaching / handoff into Marketing Pro (S4). The blog says Field Pro is "Starting with HVAC and plumbing" (S5).
- **Route optimization automation & route management** tools for dispatchers (S4).
- **App Marketplace** and **Automations Command Center** for visibility into automations (S4).
- **Benchmark+:** Enterprise intelligence / board-ready insights, included in the new Titan Package (S4).
- **Exteriors / roofing tools** and expanded **construction** capabilities (crew management, daily logs with AI-recommended actions (coming soon), RFIs, change orders, project P&L, AI project financials) (S4).
- **Financial modernization:** Tap to Pay, Pay by Bank, tip collection, embedded financing, AP automation (S4).
- **Commercial CRM, equipment tasking, service agreement automation, Customer Portal 2.0** (S4).
- **Marketing Pro:** Expanded demand-gen channels (S4). Announced: Atlas to manage the full lifecycle of advertising campaigns, reallocating spend (S4). The Pantheon demo was "A prototype" and Digital Ads Autopilot is "(Upcoming)" (S5, Oct 10, 2025).

Sales read: ServiceTitan's Pantheon 2025 announcements cover agentic ops (Atlas), marketing automation, and vertical expansion (commercial, construction, exteriors, and HVAC sales design via the announced Conduit Tech agreement) (S4). Binary's read: ServiceTitan is not standing still as "just dispatch + pricebook." Brief AEs on Atlas / Maximize / AI CSR narratives even when the ICP is smaller shops.

5. Strengths & gaps

Strengths

- **Category reference brand** for upper mid-market / enterprise residential trades software (Binary's read).
- **Module depth** (Binary's read) — marketing attribution, contact center (Contact Center Pro add-on), pricebook, field, financials, commercial & construction expansions (S1, S2, S4).
- **AI platform story (Atlas)** with event-driven launch credibility (Binary's read). Atlas was announced at Pantheon 2025 (S4, Sept. 24, 2025); the Atlas campaign demo was "A prototype" (S5).
- **Public company** — priced its IPO Dec 11, 2024 (Nasdaq: TTAN) (S3); announced a definitive agreement to acquire Conduit Tech and partnerships with Bluon and Ford Pro (S4). Scale is Binary's read.
- **Integration surface** — 70+ pre-built integrations (vendor claim, S1); App Marketplace announced (S4).

Gaps / pressure points (Binary's read)

- **No public dollar pricing** (S2) — longer evaluation; harder for small operators; opening for transparent SMB competitors (Jobber and Housecall Pro publish plan prices, S6, S7).
- **Implementation weight** — demo-led enterprise motion implies onboarding cost/time. The pricing page publishes no implementation or onboarding fees (S2); Maximize includes "enhanced AI implementation support" (S4).
- **Overkill for small crews** — structural fit vs. Jobber/HCP published tiers; use in qualification, not insult. Jobber publishes tiers for 1–15 users (S6); HCP publishes plan cards with prices (S7); ST's demo form asks for the number of technicians and "at least one full-time office employee?" (S2).
- **Complexity / change management** — breadth of Pro modules and AI agents (S4) raises adoption risk; competitors can sell time-to-value.

6. Battle notes for enablement

If the AE hears...	Sourced response angle
"We're standardized on ServiceTitan."	Binary's read: acknowledge depth. Compete on niche workflow, speed, or price transparency — not "ST is bad." Ask which Pro modules and AI CSRs (S4) they actually use.
"ST has Atlas / AI CSR now."	Announced at Pantheon 2025 (S4, Sept. 24, 2025): Atlas, and native AI CSRs usable on demand by all customers (S5: as an add-on). The Atlas campaign demo was "A prototype" (S5). Binary's read: 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 ("Request Pricing," S2). Offer to help interpret <i>their</i> quote against published Jobber/HCP cards (S6, S7) — don't invent ST's number.
"They cover commercial and roofing now."	Pantheon press expands commercial CRM/construction/exterior (S4). Binary's read: if your product is residential-SMB, qualify away; if you overlap, cite specific workflow gaps with sources.

7. Sources

- S1 · ServiceTitan homepage — <https://www.servicetitan.com/> (checked 2026-10-04)
- S2 · ServiceTitan Pricing (no dollar rate card) — <https://www.servicetitan.com/pricing> (checked 2026-10-04)
- S3 · IPO pricing press (published Dec 11, 2024) — <https://www.servicetitan.com/press/servicetitan-announces-ipo-pricing> (checked 2026-10-04)
- S4 · Pantheon 2025 major product expansions press (published Sept. 24, 2025) — <https://www.servicetitan.com/press/servicetitan-major-product-expansions-pantheon-2025> (checked 2026-10-04)
- S5 · Pantheon 2025 Pro products / automation blog (published Oct 10, 2025) — <https://www.servicetitan.com/blog/pantheon-2025-pro-products-automation> (checked 2026-10-04)
- S6 · Jobber Pricing — <https://www.getjobber.com/pricing/> (checked 2026-10-04)
- S7 · Housecall Pro Pricing — <https://www.housecallpro.com/pricing/> (checked 2026-10-04)