


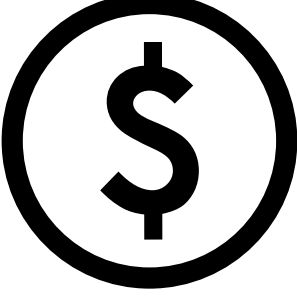







CRM COMPARISON TABLE STARTER PLANS

| FEATURES |  |  |  | |
|---|---|--|---|--|
| | STARTER | GROW | ESSENTIAL | ADVANCE |
|  | <p>From \$50/mo/per 2 sales users</p> <p>for 1,000 marketing contacts* *for example for 2,000 - \$61/mo</p> <p>Non-marketing contacts - 15 million</p> | <p>\$69/mo/per user \$138/mo/per 2 users</p> | <p>\$15/Per-Month - per 1 user \$30 /Per-Month - per 2 users</p> | <p>\$29 /Per-Month - per 1 user \$58/Per-Month - per 2 users</p> |
| ABILITY TO CREATE WEBSITE/LANDING PAGES | YES | <p>NO*</p> <p>Clickfunnels - from \$97/mo OR Squarespace - from \$26/mo etc.</p> | | |
| WEBSITE VISITORS TRACKING | YES | YES | <p>NO*</p> <p>Website visitors add-on from \$41/mo.</p> | |
| CUSTOM PROPERTIES/FIELDS LIMIT | 1000 | NONE | 30 | 100 |
| DEAL PIPELINES/ DEAL STAGES (LIMITS) | <p>YES</p> <p>2 deal pipelines, 10,000 per contact or company record. All customized for you</p> | <p>YES</p> <p>By default 2 pipelines: 1 - Buyers' Pipeline (Buyer, Contract, Offer, Pending, Closed) 2 - Sellers' Pipeline (Listed, Offer, Pending, Closed)</p> | <p>YES</p> <p>Default pipeline with the following stages: Qualified, Contact Made, Property Evaluated, Property Listed, Showings Scheduled, Proposal Made, Under Contract</p> | |
| EMAIL REPLY TRACKING | YES | YES | NO | YES |
| CAN YOU CREATE DIFFERENT AUTOMATIONS? | <p>YES</p> <p>(Trigger tasks and email notifications based on deal stage; up to 3 automated emails perform, as many customized email templates as your business needs, as well as text messages templates + 5,000 HS email templates)</p> | <p>YES</p> <p>(11 automation templates for existing leads, 16 Action Plans, 77 Email Templates, 12 Text Templates)</p> | NO | <p>YES</p> <p>(Automation templates (33))</p> |
| CAN YOU CONNECT IT TO SLACK/ TEXT MESSAGES - SALESMSG ? | <p>YES</p> <p>+ sales message subscriptions from \$49-99 per month</p> | <p>NO*</p> <p>yes if you add a \$39/user/month calling system - you can text from the account</p> | YES | YES |
| CAN YOU SEND MARKETING EMAILS? | <p>YES</p> <p>both sales and marketing emails</p> | <p>NO</p> <p>But works with integration + Mailchimp subscription Starts at \$20.99/mo based on 1,500 contacts*</p> | | |
| LEADS CALLING SYSTEM | <p>YES</p> <p>Call prospects through VOIP from inside your HubSpot account. Calls can be recorded and auto-logged on the contact record for future reference. 8 hours per user per month</p> | <p>NO*</p> <p>YES, if you add \$39/user/month calling system</p> | <p>NO</p> | |
| CAN YOU CREATE FORMS/CONVERSION FUNNELS | <p>"YES</p> <p>(optional) Advanced intake forms integration from \$99/mo"</p> | <p>NO</p> <p>Typeform subscription \$59/mo</p> | <p>NO*</p> <p>But you can add Leadbooster add-on for \$32.50/mo</p> | |
| IS IT ONLY FOR REAL ESTATE AGENTS? | NO | YES | NO | |
| AD MANAGEMENT | YES | NO | <p>YES/NO</p> <p>Facebook Lead Ads via integration by Zapier</p> | |
| SHARED EMAIL/CHAT/FORM INBOX | YES | <p>NO*</p> <p>Team Inbox - for calls</p> | <p>NO*</p> <p>Integration for an extra \$</p> | |
| MEDIA CONTENT (BRANDED PDFS, BANNERS, BACKGROUND PICTURES, LOGOS, VIDEOS) | <p>YES</p> <p>(Our VA services includes creating different banners per month using Canva)</p> | <p>NO*</p> <p>+Canva subscription \$13/mo OR +Coffee Contracts from \$54/mo</p> | | |
| SUM | from \$198 + VA | \$408 + VA | \$284.88-316.5 + VA | |

CRM Comparison Table PRO PLANS

| FEATURES |  |  Follow Up Boss | |  | |  |
|--|--|--|---|---|---|---|
| | PRO | PRO | PLATFORM | PRO | ENTERPRISE | PRO |
|  | <p>Starts at \$965/mo billed monthly Starts at 2,000 marketing contacts 2-20 sales users</p> <p>Marketing contacts are those you target with marketing emails and ads. You can store your non-marketing contacts in your CRM for free, up to a limit of 15 million overall contacts (marketing contacts + non-marketing contacts).</p> | \$499/mo Up to 10 users Additional users \$49/mo | \$1000/mo Up to 30 users Additional users \$20/mo | \$59/seat per month \$295/5 users per month | \$119/seat per month \$595/5 users per month | <p>KVCORE PLATFORM (Monthly)</p> <p>\$499 for 2 users (agents) \$749 for 5 users (small teams) \$1199 for 50 users (large teams) \$1799 for 100 users (brokerages)</p> |
| ABILITY TO CREATE WEBSITE/LANDING PAGES | YES 10,000 web pages, plus dynamic content. | <p>NO*</p> <p>Clickfunnels - from \$97/mo OR Squarespace - popular plan \$26/mo etc.</p> | | | | YES |
| WEBSITE VISITORS TRACKING | YES | YES | <p>NO*</p> <p>Website visitors add-on from \$41/mo</p> | | | YES |
| CUSTOM PROPERTIES/FIELDS LIMIT | 1000 | No Limitation | No Limitation | 1000 | unlimited | NONE |
| DEAL PIPELINES/ DEAL STAGES (LIMITS) | <p>YES</p> <p>2 to 15 deal pipelines per account 10,000 per contact or company record. All customized for you</p> | <p>YES</p> <p>By default 2 pipelines: 1 - Buyers' Pipeline: Buyer Contract, Offer, Pending, Closed 2 - Sellers' Pipeline: Listed, Offer, Pending, Closed</p> | | <p>YES</p> <p>Default pipeline with the following stages: Qualified, Contact Made, Property Evaluated, Property Listed, Showings Scheduled, Proposal Made, Under Contract</p> | | <p>NO</p> <p>Cannot customize deal pipes. Default stages: Sphere, Prospect, New Lead, Active Lead, Client, Contract, Closed</p> |
| EMAIL REPLY TRACKING | YES | YES | YES | YES | YES | YES |
| CAN YOU CREATE DIFFERENT AUTOMATIONS? | <p>YES</p> <p>Intuitive visual workflows and bot builders to create robust, automated campaigns across email, social media, ads, your website, and chat. Leverage HubSpot integrations to create campaigns across many other channels.</p> | <p>YES</p> <p>(11 automation templates for existing leads, 16 Action Plans, 77 Email Templates, 12 Text Templates)</p> | | <p>YES</p> <p>(Automation templates (33))</p> | | YES |
| CAN YOU CONNECT IT TO SLACK/ TEXT MESSAGES - SALESMSG ? | <p>YES</p> <p>+ sales message subscription from \$49-99/mo</p> | <p>NO*</p> <p>But FUB offers own texting system</p> | | YES | | <p>NO*</p> <p>Cannot be connected to slack and sales messages. BUT! has their built-in system for texting and calling</p> |
| CAN YOU SEND MARKETING EMAILS? | <p>YES</p> <p>Both sales and marketing emails</p> | <p>NO</p> <p>But works with integration + Mailchimp subscription Starts at \$20.99 /mo based on 1,500 contacts*</p> | | | | YES |
| LEADS CALLING SYSTEM | <p>YES</p> <p>Call prospects through VOIP from inside your HubSpot account. Calls can be recorded and auto-logged on the contact record for future reference. 8-16 hours per user per month</p> | YES | | YES | | YES |
| CAN YOU CREATE FORMS/CONVERSION FUNNELS | <p>YES</p> <p>(Optional) Advanced intake forms integration from \$99/mo</p> | <p>NO*</p> <p>Typeform subscription \$59/mo</p> | | <p>NO*</p> <p>but you can add Lead-booster add-on for \$32.50 /mo</p> | | YES |
| LEADS SCORING | YES | NO | NO | NO | NO | NO |
| AD MANAGEMENT | YES | NO | NO | Facebook Lead Ads via integration by Zapier | | YES |
| SHARED EMAIL/CHAT/FORM INBOX | <p>YES</p> <p>1 to 100 inboxes</p> | <p>NO*</p> <p>Team Inbox - for calls only</p> | | <p>NO*</p> <p>Integration for extra \$</p> | | NO |
| MEDIA CONTENT (BRANDED PDFS, BANNERS, BACKGROUND PICTURES, LOGOS, VIDEOS) | <p>YES</p> <p>(our VA services includes creating different banners per month using Canva)</p> | <p>NO</p> <p>+Canva subscription \$13/mo OR +Coffee Contracts from \$54/mo</p> | | | | NO |
| BASIC BOTS/ MESSENGER INTEGRATION | YES | <p>NO*</p> <p>Chatbot tool \$50 month-to-month</p> | | <p>NO*</p> <p>Add-on from \$39/mo</p> | | YES/ NO Messenger integration |
| SEO RECOMMENDATIONS & OPTIMIZATIONS | YES | NO | NO | NO | NO | YES |
| BLOG | <p>YES</p> <p>1 to 100 blogs</p> | NO | NO | NO | NO | YES |
| A/B TESTING | YES | NO | NO | NO | NO | NO |
| TICKETING SYSTEM | <p>YES / NO</p> <p>(optional) Log customer issues as tickets.</p> | NO | NO | NO | NO | NO |
| SOCIAL | <p>YES</p> <p>10,000 posts across 50 accounts; schedule 3 years in adv reporting</p> | <p>NO</p> <p>Later from popular plan from \$15/mo billed monthly</p> | | | | YES can schedule social posts |
| VIDEO | <p>YES</p> <p>offers video hosting</p> | <p>NO*</p> <p>BombBomb extra\$ - from \$29/mo</p> | | | | YES CORE Video powered by BombBomb extra\$ from \$29/mo |
| ADS | YES | NO | NO | NO | NO | <p>NO</p> <p>Can integrate with Facebook Lead Ads and create a lead from ad submission</p> |
| SMART CONTENT | YES | NO | NO | NO | NO | NO |
| IS IT ONLY FOR REAL ESTATE AGENT? | NO | YES | YES | NO | | YES |
| SUM | \$1113 + VA | \$824 + VA | \$1322 + VA | \$623.5 + VA | \$923.5 + VA | \$788-\$1230 and more + VA |