

FieldPulse 

Competitor Battlecards

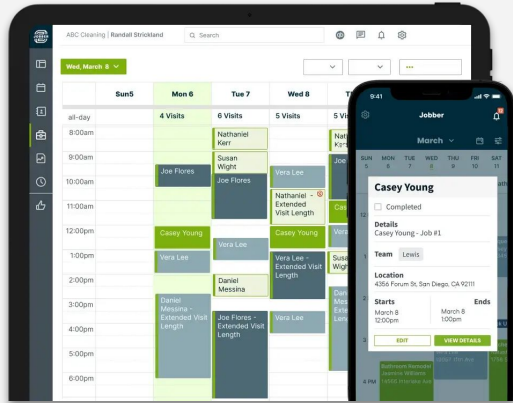
Last Updated: 02/2026





Jobber

Jobber - Built for simplicity, not scalability.



Team Size: 1-5 employees

Org Type: Single-location, owner-operated

Staffing Model: Owner-led, little to no dedicated admin

Industries: Residential, recurring-based trades

Implementation Length: Very short

Designed for

- Accessible pricing and onboarding for small teams
- Clean, modern interface for non-technical users
- Simple funnels for tracking quotes, jobs, and invoices

Breaks down for

- Flexible or customizable workflows
- Advanced dispatching, reporting, or job costing
- Creating work orders without estimates
- Stronger customer support and operational depth

Great for getting started quickly, but hard to grow with once the business moves beyond a very small team.

Jobber - Pricing Plans

Team Plan	Connect	Grow	Plus
\$/month (3/mo contract)	\$124	\$249	\$440
Max users	5 (+\$29/mo per addtl. user)	10 (+\$29/mo per addtl. user)	15 (+\$29/mo per addtl. user)
Features	<ul style="list-style-type: none"> • Book and schedule jobs online • Send professional quotes • Send invoices and receive online payments • Create a professional website • Reporting • Access the app marketplace • Send automated reminders • Collect payments automatically • Document work on job forms • Automate quote and invoice follow-ups • Connect QuickBooks Online • Track time and expenses 	<p>All Connect features, plus:</p> <ul style="list-style-type: none"> • Send automated reminders • Collect payments automatically • Document work on job forms • Automate quote and invoice follow-ups • Connect QuickBooks Online • Track time and expenses 	<p>All Grow features, plus:</p> <ul style="list-style-type: none"> • Jobber Marketing Suite (\$79 value) • Book leads with Jobber's Receptionist (\$99 Value) • Onboarding with a dedicated specialist • Premium Support (\$99 Value) • Guided API walkthrough for custom integrations

Jobber - Perception by Persona

The Owner

“Affordable and easy to get started — but limited once we grow.”

- Appreciates low upfront cost and simplicity.
- Sees it as a solid “starter” tool for organizing quotes, jobs, and invoices.
- Frustrated by limited visibility into profitability, job costing, and reporting.
- Often says, *“It’s good for a couple trucks, but not when you’re scaling.”*

The Admin

“Simple to use, but lacks depth for complex workflows.”

- Loves the clean, intuitive interface and basic scheduling/invoicing ease.
- Finds limitations when handling recurring jobs, dispatching multiple crews, or tracking customer details deeply.
- Feels supported at first, but misses more responsive help as operations get busier.
- Overall sentiment: *“I can manage everything, but it’s a lot of manual work.”*

The Tech

“Easy mobile app — keeps things simple.”

- Appreciates quick job views, notes, and payments from the field.
- Likes minimal steps and clean design.
- Notices missing tools for job tracking, inventory, and follow-up notes.
- Typical reaction: *“Great for small jobs, but not built for detailed workflows.”*

Why Teams Consider Jobber

- Extremely easy to set up with a clean, intuitive interface
- Affordable entry point for very small, owner-operated teams

Where it Starts to Hurt

- Rigid workflows and limited customization as volume grows
- Lacks advanced dispatching, reporting, and job costing

Why They Switch to FieldPulse

- More flexibility and control without overwhelming complexity
- Built to support growth beyond solo or very small teams

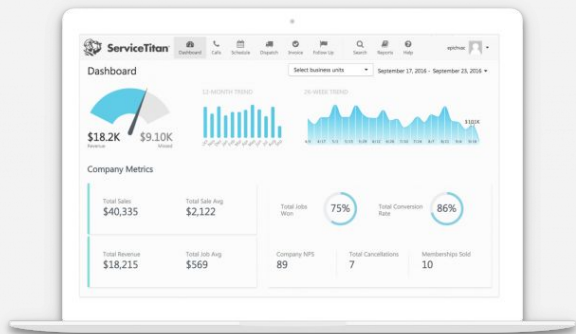
Hook Lines

- “Great for getting started. Hard to grow with.”
- “Simple by design, restrictive by scale.”

The image features a dark blue background with a light blue grid pattern. Several small, light blue dots are scattered across the grid, primarily in the upper-left and lower-right quadrants. The text "ServiceTitan" is centered in the middle of the image in a white, bold, sans-serif font.

ServiceTitan

ServiceTitan - Built for enterprise, not the everyday biz



Team Size: 50+ employees

Org Type: Multi-location / Franchise

Staffing Model: Dedicated admin + sales teams

Industries: Home services trades

Implementation Length: Long (3-12 months typical)

Designed for

- Enterprise dispatching, reporting, and sales workflows
- Deep analytics, automation, and third-party integrations
- Layered management and dedicated admin teams

Breaks down for

- Small to mid-sized businesses without full-time ops staff
- Flexibility for non-billable, warranty, or ad hoc work
- Admins relying on fast, real-time accounting sync

Powerful at scale, but oversized, expensive, and operationally heavy for everyday service businesses.

ServiceTitan - Perception by Persona

The Owner

“Impressive system with serious capabilities, but heavy and expensive.”

- Values its advanced reporting, call tracking, and sales tools.
- Sees it as a strong choice for large or franchise operations.
- Concerned about high cost, long implementation, and rigidity.

The Admin

“Powerful once you learn it, but not intuitive.”

- Appreciates the depth of scheduling, dispatching, and reporting once trained.
- Struggles with steep learning curve and constant updates.
- Relies heavily on support or internal power users for configuration.
- Notes it can feel “corporate” or complex for day-to-day office workflows.

The Tech

“Feature-rich but overwhelming in the field.”

- Recognizes the professional image and integrated customer communication.
- Finds the mobile app dense, with too many steps for basic tasks.
- Prefers simpler tools for quick job access and updates.
- Often says, “It does everything—but not easily.”

ServiceTitan - Pricing Plans

Team Plan	Starter	Essentials	The Works
\$/month	Estimated \$295-500 per field tech (non-revenue generating employees not charged) w/ additional \$5K onboarding charge		
Features	<ul style="list-style-type: none"> • Dispatching • Scheduling • Call Booking • Invoicing • Pricebook 	<ul style="list-style-type: none"> • Dispatching • Scheduling • Call Booking • Invoicing • Pricebook • Mobile Estimates • Payroll Management 	<ul style="list-style-type: none"> • Dispatching • Scheduling • Call Booking • Invoicing • Pricebook • Mobile Estimates • Payroll Management • Advanced Reporting • Commission Tracking • Customizable Memberships

Why Teams Consider ServiceTitan

- Top-tier reporting and enterprise workflows
- Built to support large, complex operations

Where it Starts to Hurt

- Long, disruptive implementations and high ongoing costs
- Rigid workflows that slow down everyday work

Why They Switch to FieldPulse

- Faster setup without enterprise bloat
- Flexible workflows that fit how growing teams actually operate

Hook Lines

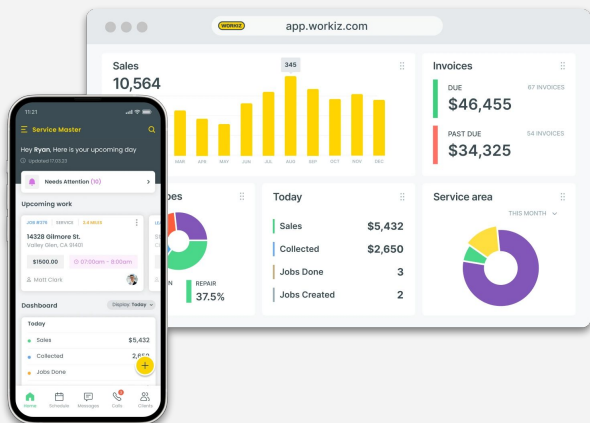
- “Enterprise power is great, until it slows down the work you do every day.”
- “If you don’t have an ops team, you shouldn’t need ops software.”



Workiz



Workiz - Built for Dispatching, Not for Scaling



Team Size: 5–50 employees

Org Type: Single-location or small multi-location

Staffing Model: Dispatcher-led, lean admin teams

Industries: Home services trades

Implementation Length: Short (quick setup, minimal onboarding)

Designed for

- Call tracking and phone-first workflows
- Dispatcher visibility and team coordination
- Simplified scheduling, invoicing, and CRM
- Lower-cost entry point compared to enterprise platforms

Breaks down for

- Advanced reporting or job costing
- Workflow flexibility and complexity as the business scales
- Leaders looking for a long-term system to support growth

Strong for managing calls and dispatch today, but limited depth and flexibility make it a short- to mid-term solution rather than a scalable platform for growing service businesses.

Workiz - Perception by Persona

The Owner

“Solid for dispatch-heavy teams, but not built for long-term growth.”

- Appreciates the affordability and quick visibility into job status.
- Likes the call tracking and lead management tools for accountability.
- Frustrated by limited reporting, customization, and scalability.
- Often sees it as a practical short-term fix rather than a growth platform.

The Admin

“Makes dispatching easier, but takes work to keep organized.”

- Finds the integrated phone system and job board helpful for daily coordination.
- Notes that the interface can feel cluttered and unintuitive.
- Wishes for deeper automation and better reporting options.
- Relies on manual workarounds for more complex workflows.

The Tech

“Gets the job info I need, but not much more.”

- Likes the clarity of assigned jobs and communication tools.
- Finds the mobile app functional but sometimes laggy or limited.
- Appreciates straightforward task updates but misses advanced tools (photos, estimates, notes).
- Sees it as “fine for dispatching,” but not built for efficiency beyond that.

Workiz - Pricing Plans

Team Plan	Lite	Kickstart	Standard	Pro (Best Value)	Ultimate
\$/month	Free	\$225	\$275	\$325	Unlisted
User Licenses	2	3	5	5	Unlisted
Features	<ul style="list-style-type: none"> Scheduling 20 Invoices, jobs & estimates Mobile app Reserve with Google Online booking with checkout 	<ul style="list-style-type: none"> Scheduling 2 Automations Invoices, jobs & estimates Online payments Built-in reports Local number Client management 	<p>Everything in Kickstart, plus:</p> <ul style="list-style-type: none"> Quickbooks Online Total of 5 Automations Custom fields Location tracking Service areas Subcontractors management Leads tracking 	<p>Everything in Standard, plus:</p> <ul style="list-style-type: none"> Performance pay A total of 10 Automations Genius leads Genius scheduling New Custom reports 	<p>Everything in Pro, plus:</p> <ul style="list-style-type: none"> Service plans A total of 30 Automations Sales proposals Inventory management Flat rate New Multi-day jobs Equipment tracking Purchase orders New Zapier integration

Why Teams Consider Workiz

- Strong call tracking and dispatch visibility
- Affordable and easy to adopt

Where it Starts to Hurt

- Shallow reporting and limited customization
- Not designed for multi-team or multi-location growth

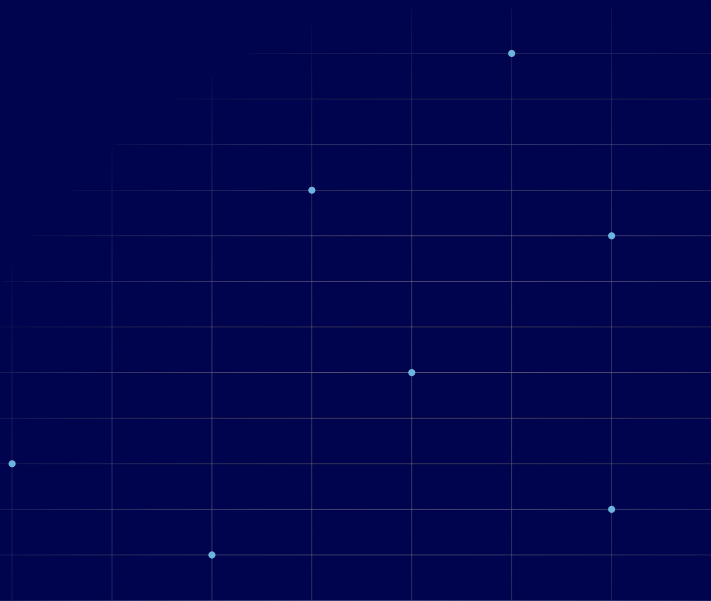
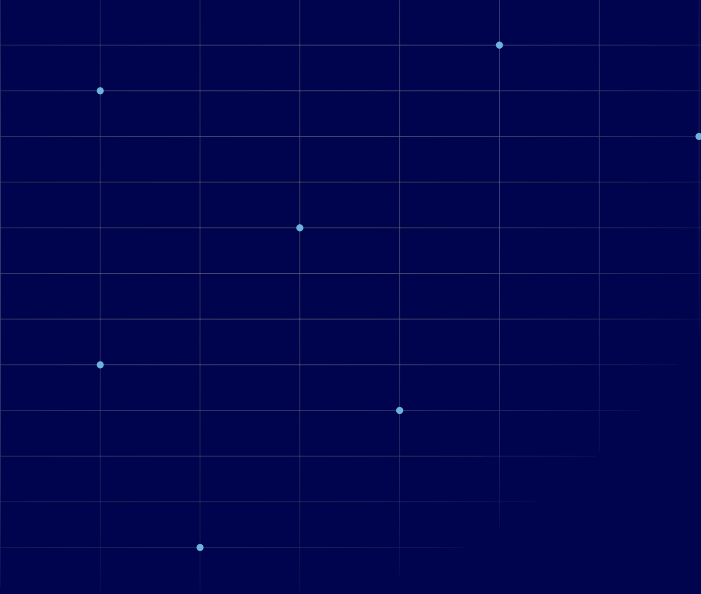
Why They Switch to FieldPulse

- Dispatch power plus real operational insight
- A platform you don't outgrow in 12 months

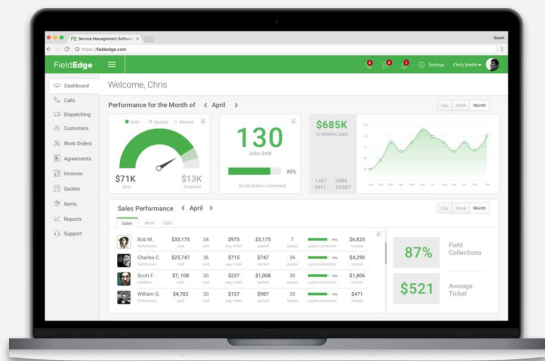
Hook Lines

- “Don't rebuild your system every time you grow.”
- “Dispatch is the foundation, but it can't be the ceiling.”

FieldEdge



FieldEdge - Deep Power, Dated Polish



Team Size: 10–50+ employees

Org Type: Single / Light multi-location

Primary Trades: HVAC, Plumbing, Electrical

Best For: Admin-led teams needing built-in accounting

Implementation Length: Medium–Long

Designed for

- Strong dispatch visibility and technician tracking
- All-in-one workflows including native accounting
- Managing recurring maintenance and cash flow
- Hands-on customer success support

Breaks down for

- Teams that value modern, fast, low-click UX
- Techs who need full mobile functionality without laptops
- Businesses sensitive to outages, update disruptions, or rising per-user costs
- Teams without time for heavier onboarding and data migration

Reliable and powerful for admin-driven operations, but dated UX, mobile gaps, and operational friction can slow down teams that prioritize speed and simplicity.

FieldEdge - Perception by Persona

The Owner

“Established and familiar, but increasingly expensive and slow to evolve.”

- Values the long track record and deep roots in HVAC and construction.
- Appreciates having dispatching, invoicing, and accounting tightly connected in one system.
- Frustrated by frequent price increases, outages, and a sense that innovation lags newer platforms.
- Often sees it as a safe incumbent choice, not a modern system built for growth or flexibility.

The Admin

“Powerful, but clunky and harder to manage day to day.”

- Relies on FieldEdge for core scheduling, invoicing, and office workflows.
- Likes the depth of features and tight QuickBooks integration once everything is set up.
- Struggles with dated UI, slower workflows, and processes that feel rigid or overcomplicated.
- Feels the system demands workarounds rather than adapting to how the office actually runs.

The Tech

“Gets the job done, but feels old and frustrating in the field.”

- Uses it because it’s required, not because it’s intuitive or fast.
- Appreciates having job details, invoices, and customer info in one place.
- Annoyed by sluggish performance, dated mobile experience, and extra taps to complete simple tasks.
- Often compares it unfavorably to newer apps that feel more modern and easier to use.

FieldEdge - Pricing Plans

Team Plan	Select	Premier (Most Popular)	Elite
\$/month	Not Listed	Not Listed	~\$1,485 for 6 users + ~\$165 per addtl. user
User Licenses	2 Mobile App Licenses Per Tech Pricing Model + Admins Free-ish*	4 Mobile App Licences or Per Tech Pricing Model + Admins Free-ish*	6 Mobile App Licences or Per Tech Pricing Model + Admins Free-ish*
Features	<ul style="list-style-type: none"> • Dispatching • Booking & Scheduling • Basic Agreements & Quotes • Customer Management • Pricebook & Flat Rate Pricing 	<p>Everything in Select, plus:</p> <ul style="list-style-type: none"> • Advanced Dispatching • Multi-Option Quotes • Advanced Service Agreements • 10 Saved Reports • Additional Mobile App Licences 	<p>Everything in Premier, plus:</p> <ul style="list-style-type: none"> • Unlimited Saved Reports • Outbound Call Recording • Proposal Pro • MarketingEdge w/ 2-way Texting • Warehouse Inventory Management • Consumer Management Portal • Field Services Academy

Why Teams Consider FieldEdge

- Native, in-platform accounting with strong cash flow control
- Powerful dispatch board for admin-led operations

Where it Starts to Hurt

- Dated, multi-step workflows slow down daily scheduling and CRM work
- Mobile gaps and update-related issues frustrate techs and admins

Why They Switch to FieldPulse

- Modern, faster workflows without losing operational depth
- Mobile-first experience with easier onboarding and less disruption

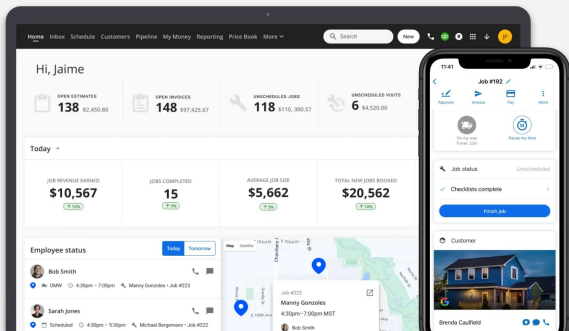
Hook Lines

- “Built for control, but weighed down by legacy complexity.”
- “The power is there, but the experience never caught up.”



HouseCall Pro

HouseCall Pro - Great UX, limited scalability & control



Team Size: 1–20 employees

Org Type: Single-location, owner-operator to small team

Industries: Residential home services

Operational Focus: Simplicity, mobile-first workflows, customer experience

Implementation Length: Short (fast setup, minimal onboarding)

Designed for

- Polished mobile and customer-facing experience
- Fast setup and low learning curve
- Online booking, estimates, payments, and marketing automation
- Strong brand loyalty within residential trades

Breaks down for

- Teams needing deep customization or operational control
- Businesses with complex job costing, reporting, or inventory needs
- Multi-location or mixed residential/commercial operations
- Leaders sensitive to pricing volatility or support inconsistency

Excellent UX and fast time-to-value, but limited depth and control make it hard to scale beyond small residential teams.

HouseCall Pro - Pricing Plans

Team Plan	Basic	Essentials	Max
\$/month	\$79	\$189	\$329
User Licenses	1	5	8 (+\$35/mo per addtl. user)
Features	<ul style="list-style-type: none"> • Scheduling and dispatching • Quotes and proposals • Invoices and payments • Online booking • Review management • Job cost tracking • Price book • Customer communication 	<p>All Basic features, plus:</p> <ul style="list-style-type: none"> • QuickBooks online and desktop • Postcards and email marketing • Customer equipment tracking • Premium review management • Visual price book • Employee GPS tracking • Checklists 	<p>All Essentials features, plus:</p> <ul style="list-style-type: none"> • Advanced custom reporting • Dedicated onboarding specialist • Escalated phone support • *Additional users (\$35/mo each) <p>Add-ons included for FREE below:</p> <ul style="list-style-type: none"> • Sales Proposal Tool • Recurring Service Plans

HouseCall Pro - Perception by Persona

The Owner

“Modern and polished, but not built for complex operations.”

- Drawn to the sleek interface and strong brand presence.
- Appreciates built-in marketing tools and online booking.
- Frustrated by limited reporting, job costing, and scalability.
- Common takeaway: good for a growing shop, but not for managing a larger team.

The Admin

“Looks great and easy to learn, but lacks depth for advanced workflows.”

- Enjoys quick setup, simple scheduling, and communication tools.
- Runs into roadblocks with permissions, reporting, and customization.
- Notes inconsistent support and limited flexibility for commercial or mixed-trade jobs.
- Feels it's designed more for residential simplicity than operational control.

The Tech

“Clean, simple app that makes my job easier.”

- Likes the intuitive mobile workflow for quotes, invoicing, and payments.
- Finds it dependable for everyday use but limited for complex jobs or notes.
- Occasionally frustrated by changes that affect routine workflows.
- Values the professional look it provides to customers.

Why Teams Consider HouseCall Pro

- Clean UX and fast time-to-value
- Strong customer-facing tools for residential work

Where it Starts to Hurt

- Limited control as the business grows
- Hard to support complex workflows or reporting

Why They Switch to FieldPulse

- More operational depth without sacrificing usability
- Built to scale past owner-operator workflows

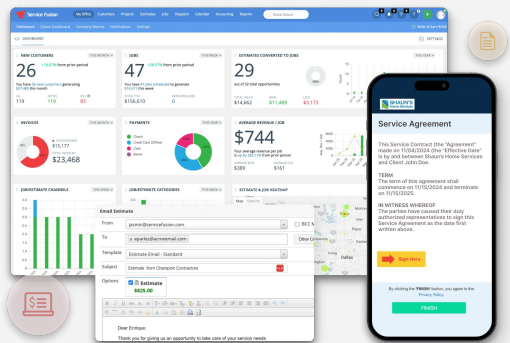
Hook Lines

- “Easy to start with, but not designed for the stage you’re growing into.”
- “Simple by design, which limits control as the operation gets more complex.”



Service Fusion

Service Fusion - Affordable by design, limited by scale



Team Size: 5-30 employees

Org Type: Single-location or lightly multi-location service businesses

Industries: Residential home services

Operational Focus: Simplicity, mobile-first workflows, customer experience

Implementation Length: Short (days to a few weeks, depending on data migration)

Designed for

- Broad functionality without per-user pricing.
- High-volume, day-to-day job execution.
- Cost-sensitive companies consolidating multiple tools into one.

Breaks down for

- Strong reporting, controls, and automation at scale.
- Complex accounting or inventory requirements.
- Multi-location or multi-entity operations.
- Enterprise-grade performance and uptime.

Good when affordability and flexibility matter more than polish, scalability, or day-to-day operational rigor.

Service Fusion - Perception by Persona

The Owner

“Affordable and flexible early on, but not built for a more serious operation.”

- Attracted by the lower price point and broad feature coverage for the cost.
- Likes the ability to customize workflows without heavy upfront investment.
- Runs into limits as reporting, controls, and operational complexity increase.
- Often sees it as a stepping-stone system rather than a long-term platform.

The Admin

“Capable, but inconsistent and harder to rely on day to day.”

- Uses it to manage scheduling, dispatching, invoicing, and customer records.
- Appreciates the configurability and range of tools available.
- Frustrated by UI inconsistencies, slower performance, and features that feel unfinished.
- Spends extra time double-checking work or finding workarounds to keep things moving.

The Tech

“Functional, but not very tech-friendly in the field.”

- Gets access to jobs, customer info, and invoices when needed.
- Likes having mobile access without a steep learning curve.
- Finds the app less polished, with extra steps and occasional sync issues.
- Sees it as usable, but clearly behind newer, more modern field apps.

Service Fusion - Pricing Plans

Team Plan	Starter	Essentials	Pro
\$/month	Starting at \$208/mo	Starting at \$324/mo	Starting at \$533/mo
Features	<p>Essential Features +</p> <ul style="list-style-type: none">• Unlimited users• Customer, Estimate & Job Management• Dispatching & Scheduling• QuickBooks Integration• Invoicing• Reporting• Text Messaging• Estimate Options	<p>All Starter Features +</p> <ul style="list-style-type: none">• Job Costing• Inventory Management• Job Photos• Email, Text & Voice Reminders	<p>All Plus Features +</p> <ul style="list-style-type: none">• Custom Documents• Integrated Voice Reminders• Customer Web Portal• Customer-facing Mobile App• eSign Documents

Why Teams Consider Service Fusion

- Lower-cost alternative with unlimited users.
- Flexible enough to fit many basic service workflows.

Where it Starts to Hurt

- Reliability, speed, and support break down as usage grows.
- Reporting, inventory, and accounting create constant workarounds.

Why They Switch to FieldPulse

- Purpose-built workflows that stay fast and reliable at scale.
- Operational depth without the fragility of over-customization.

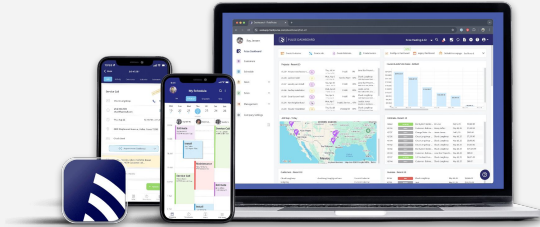
Hook Lines

- “Service Fusion works fine until you actually need to rely on it every day.”
- “It’s flexible and affordable — but most teams outgrow it once ops gets real.”



FieldPulse

FieldPulse



Team Size: 3-30+ employees

Org Type: Single-location or lightly multi-location residential/commercial service businesses

Industries: HVAC, Plumbing, Electrical, Restoration, Appliance Repair, Septic, Elevator Services, Garage Door, A/V, Alarm Security, Fire Protection, Misc. Commercial/Residential, Water Treatment

Operational Focus: Workflow flexibility, growth adaptability, customer support

Implementation Length: Medium (60 days)

Designed for

- Highly flexible workflows that reflect true business ops
- Mobile-friendly field guidance for clear tech expectations
- QBO/QBD users needing true 2-way sync
- Teams wanting fast, human assistance

Not currently suited for

- Single-person operations requiring Jobber-level simplicity
- Construction and other long-term, project-based work
- Large, multi-location franchises requiring robust reporting

FieldPulse 