

Competitor Teardown: Jobber

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

Version: v2 Prepared: 2026-09-22 (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. Pricing and feature claims below cite public URLs in Sources. Vendor marketing metrics are labeled as such — not independent audits.

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/dispatch, invoicing, payments, client CRM (“Client Hub”), reporting, and AI-assisted and marketing add-ons. Homepage positioning (checked 2026-09-22) centers on running a stronger service business from first quote to final payment.

Public homepage claims (vendor-stated, not independently verified): **100K+** businesses use Jobber; **92 million+** jobs completed by Jobber-powered businesses; average **12 hours+** saved per week; **44%** revenue growth on average in the first year using Jobber (vendor marketing).

Target end-customers on Jobber’s site include landscaping, plumbing, HVAC/refrigeration, cleaning, and other field trades — the same contractor buyer your ICP sells into.

2. Pricing signals (public)

Source discipline: Figures from Jobber’s public pricing page (getjobber.com/pricing/) as retrieved 2026-09-22. Jobber runs rotating promotional rates; table shows list / post-promo annual anchors visible on the page. Re-check before quoting in a live deal.

Plan ladder — approximate annual monthly anchors by band (illustrative scale from public page)



Bars scaled for visual comparison only — not a cost model. Confirm live on Jobber pricing.

Plan	Public signal (USD)	Users	Noteworthy inclusions
Core	From \$29/mo billed annually (month-to-month list shown at \$49/mo)	Entry / solo-oriented	Schedule jobs, quotes, invoices & online payments, website, reporting, app marketplace
Connect	Team/annual bands from roughly \$99–\$299/mo by user band and term	Scaled by user band	Automations, reminders, accounting sync (QBO/Xero), time/expense patterns
Grow	Annual anchors from roughly \$149–\$399/mo by user band	Scaled by user band	Job costing, advanced quotes / optional line items, two-way SMS, custom workflow automations; 14-day trial framed on Grow
Plus	Annual anchors from roughly \$399–\$529/mo by included-user band (5 / 10 / 15 framed on Plus)	5 / 10 / 15 users on Plus page	Marketing Suite, Pipeline, AI Receptionist, premium support, dedicated onboarding

Add-on / fee (public)	Signal
Marketing Suite	\$99/mo (add-on; included framing on Plus)
Receptionist (AI)	\$29/mo add-on
Pipeline	\$49/mo add-on
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-page: month-to-month, monthly with 1-year commitment, and annual prepaid. Free trial: 14 days with Grow-level access, no credit card required (Jobber FAQ on pricing page).

3. Positioning

- **Primary story:** All-in-one ops for service pros — less admin, faster quote-to-cash, growth tooling on top.
- **Buyer they optimize for:** Solo to mid-size residential/commercial teams who want published pricing and self-serve trial (contrast with quote-only enterprise FSM).
- **Expansion motion:** Core ops → paid add-ons (Marketing Suite, Receptionist, Pipeline) → Plus bundle with white-glove onboarding.
- **Brand posture:** Product-led (public price card, trial, App Marketplace) rather than enterprise sales-only.

4. Recent public moves

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

- **2026-06-17 — Marketing Suite expansion:** AI-assisted Marketing Plan; Job Showcase; Social Posting; Google Manager (GBP activity). Positioned as add-on across US/CA/UK.
- **2026-06 (Help Center) — Jobber AI Voice & Chat (Beta):** In-product AI for admin chat/voice, marketing content, and the intelligence layer behind Receptionist / automations. Stated available on all plans with role/plan nuances for voice.
- **2026-03-09 — Marketing dashboard refresh:** Next-best-action framing across Campaigns, Reviews, Referrals, Website.
- **2025-12-12 — Receptionist for existing clients:** Caller ID match; reschedule/cancel; visit details; notes — not only new-lead booking.
- **2025-11-17 — Receptionist hang-up recovery:** Auto follow-up SMS when caller drops before finishing.
- **2025-10-06 — Quoting automations:** AI auto-draft quotes from requests; high-value quote alerts.

Sales 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

Strengths

- **Transparent pricing** — full public plan card; easy self-qualify.
- **Low-friction trial** — 14-day Grow access, no card.
- **Breadth at SMB price points** — quote → schedule → invoice → pay.
- **Visible AI roadmap** — Receptionist, Marketing Suite, quote draft.
- **Ecosystem** — App Marketplace / Zapier / QBO & Xero called out publicly.

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.”
- **Not enterprise-ops depth** — different buyer conversation than ServiceTitan-class multi-module stacks; Jobber wins clarity and speed-to-value.
- **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 annual is real for limited scope; Grow/Plus + Marketing Suite + Receptionist is a different basket — all listed publicly.
“They have AI answering.”	Acknowledge Receptionist (\$29 add-on / Plus-included framing) and hang-up SMS recovery — then differentiate on depth, trade specificity, or workflow.
“Their marketing suite covers reviews/GBP.”	True per June 2026 update (Google Manager, Reviews in Marketing Suite). Compete on outcomes, integrations, or vertical workflows — not denial.

7. Sources

1. Jobber homepage — <https://www.getjobber.com/> (retrieved 2026-09-22)
2. Jobber Pricing — <https://www.getjobber.com/pricing/> (retrieved 2026-09-22)

3. Jobber Plus Pricing — <https://www.getjobber.com/plus/pricing/>
4. Marketing Suite update (2026-06-17) — <https://productupdates.getjobber.com/148754-marketing-suite-just-got-more-powerful>
5. Jobber AI Voice and Chat (Beta) Help Center — <https://help.getjobber.com/en/articles/jobber-ai-voice-and-chat-beta/>
6. Jobber Product Updates index — <https://productupdates.getjobber.com/> (Receptionist / quoting items dated 2025-10 through 2026-03 as cited above)