

The Real Cost of CRM

Sales-CRM sticker prices look low — until you add the phone system, texting and automation it takes to actually run a sales floor. This is what you pay once the full stack is built.

Every BaseCloud plan is a single flat monthly fee that already includes native VoIP telephony (1 number), native business texting, unlimited automation, and Office 365 / Gmail & calendar sync — one contract, one invoice, no setup fee. Standard CRM usage (calls, texts, storage) is billed on consumption and applies on every platform; on the competitor stacks it arrives as separate third-party bills.

BASECLOUD EXCLUSIVE — INCLUDED IN EVERY PLAN

★ The whole platform, done for you — live in 48 hours

Phones, texting, automations, data import and team training — installed by our team, not by you. Competitors charge \$5,000–\$50,000 and take months to implement. BaseCloud's 48-Hour Switch is a flat \$1,500, and it's waived when you pay annually.

Foundation

\$699/mo

Up to 5 users

Small teams ready to stop losing leads.

- ✓ VoIP number included
- ✓ Texting included
- ✓ All features native

★ MOST POPULAR

Growth

\$1,299/mo

Up to 15 users

Growing businesses running sales & operations in one place.

- ✓ VoIP number included
- ✓ Texting included
- ✓ All features native

Dominate

\$2,999/mo

Unlimited users

Established teams that live in their CRM.

- ✓ VoIP number included
- ✓ Texting included
- ✓ All features native

True monthly cost — full feature-equivalent stack

What each platform actually costs once you match what BaseCloud includes as standard. Comparing the fixed monthly platform cost — usage (calls, texts, storage) is billed on consumption on every platform.

Team size	BaseCloud flat plan	Podium base + seats	ServiceTitan stack	Zoho CRM stack	Salesforce stack
5 users Foundation	\$699	\$544 not a full CRM†	\$1,500 +\$801 (+115%)	\$415 + setup & build*	\$1,090 +\$391 (+56%)
15 users Growth	\$1,299	\$994 not a full CRM†	\$4,500 +\$3,201 (+246%)	\$1,245 ≈ level, + setup*	\$3,270 +\$1,971 (+152%)
50 users Dominate	\$2,999	\$1,869 not a full CRM†	\$15,000 +\$12,001 (+400%)	\$4,150 +\$1,151 (+38%)	\$10,900 +\$7,901 (+263%)

Against a real sales CRM, BaseCloud is the value play: at 50 users it saves **\$144,012/year vs ServiceTitan** and **\$94,812/year vs Salesforce** — with no per-seat scaling, no five-figure implementation, and everything native under one contract.

Per-user stacks: base CRM (Zoho CRM Enterprise \$40, Salesforce Sales Cloud Enterprise \$175) + ~\$35/user VoIP (Aircall / CloudTalk) + business-texting tooling. Podium: Core/Pro base plan (\$399–\$599) + phone seats at \$30/user (1–4) then \$25/user (5+); a \$500 once-off network fee per location also applies. ServiceTitan: ~\$300/user (published range \$245–\$500) + a \$5,000–\$50,000 implementation and 12-month minimum. All figures annual list pricing (USD), fixed monthly platform cost only; usage is billed on consumption on every platform and is not included.

† Podium is a texting & reviews tool, not a full sales CRM — no true pipeline or deal management — so its lower price buys a narrower product. * Zoho's per-seat license is low, but a working phone system, texting and automation must be added via third-party tools (\$3,000–\$10,000+ setup) to match BaseCloud. Re-confirm on providers' pages before purchase.

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Native vs Third-Party

Native = built into the platform, no extra cost or contract. **3rd Party** = a separate paid subscription, with integration and breakage risk. Here's what each platform actually gives you out of the box.

Feature	BaseCloud	Podium	ServiceTitan	Zoho CRM	Salesforce
VoIP Telephony	Native ✓	Native ✓	Native ✓	3rd Party	3rd Party
Business Texting	Native ✓	Native ✓	Add-on	3rd Party	3rd Party
Gmail / Office 365	Native ✓	Limited	Limited	Native ✓	Native ✓
Calendar Sync	Native ✓	Native ✓	Native ✓	Native ✓	Native ✓
Automation	Unlimited ✓	Limited	Native ✓	Capped	Native ✓
True CRM Pipeline	Native ✓	Not a CRM	Native ✓	Native ✓	Native ✓
Setup / Implementation	\$1,500 flat*	\$500/loc	\$5K-\$50K	\$3K-\$10K	\$10K+
Flat, Predictable Pricing	Native ✓	Per location	Per tech	Per seat	Per seat
Done-for-you Onboarding	48 hours ✓	Self-serve	3-6 months	Self / partner	Partner-led

Native ✓ / Unlimited — built in, no extra cost. · **3rd Party / Add-on** — separate subscription or fee; adds cost and breakage risk. · **Limited / Capped / Not a CRM** — partial or not supported at standard tiers.
* BaseCloud's 48-Hour Switch is a flat \$1,500 once-off — the whole platform installed for you in 48 hours, and waived entirely when you pay annually.

What this really means for your business

One bill, not four

CRM + VoIP provider + texting tool + automation connector = four invoices, four contracts, four renewal dates. BaseCloud is one.

No five-figure setup

Salesforce and ServiceTitan implementations run \$5K-\$50K and take months. BaseCloud installs your business in 48 hours for a flat \$1,500 — waived annually.

Integration breakage

When a third-party API updates or a token expires, your phones or texting go down until a developer fixes it. BaseCloud runs everything under one SLA.

Pricing that doesn't punish growth

Per-seat and per-tech models climb with every hire. BaseCloud's Dominate tier is unlimited users — add your whole team without the bill exploding.

See exactly what BaseCloud costs for your team

We'll build a custom comparison for your exact headcount and current software — free of charge.

All pricing is exclusive of applicable sales tax. Competitor figures based on published annual list pricing (USD) and standard configurations; Podium and ServiceTitan do not publish public rate cards, so figures reflect widely reported 2026 pricing. Re-confirm on providers' pages before purchase, as prices and terms change.

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