



EQUITY RESEARCH

UPDATED

12/07/2024

# Jobber

## TEAM

Jan-Erik Asplund  
Co-Founder  
[jan@sacra.com](mailto:jan@sacra.com)

Marcelo Ballve  
Head of Research  
[marcelo@sacra.com](mailto:marcelo@sacra.com)

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Jobber

[Visit Website](#)

CRM software for home service SMBs to manage scheduling, invoicing, and client communication

#vertical-saas #b2b #home-services

REVENUE

\$150,000,000

2023

GROWTH RATE (Y/Y)

50%

2023

FUNDING

\$183,500,000

2022

Details

HEADQUARTERS

Edmonton, AB

CEO

Sam Pillar



Revenue

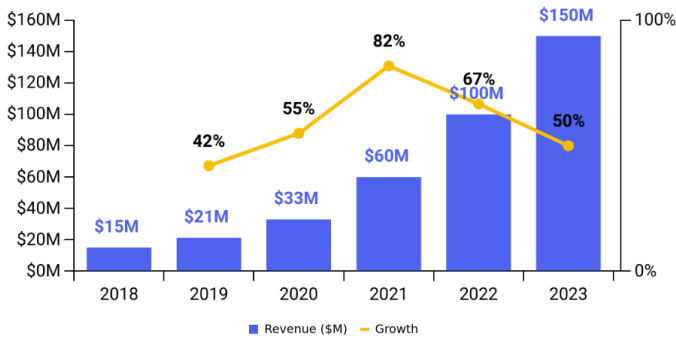


Jobber

Revenue & Revenue Growth Rate

\$150.0M

↑ 50.0% YoY



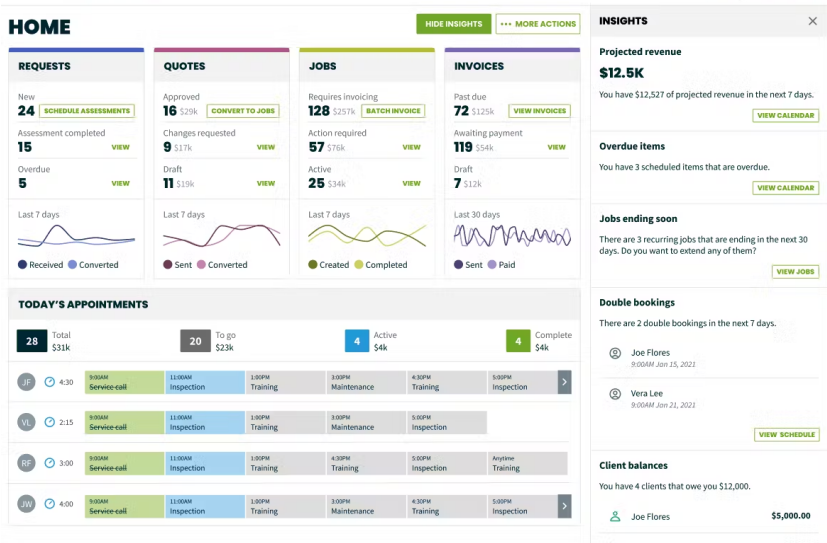
Source: Sacra

Updated: Dec 31, 2023

Sacra estimates that Jobber did \$150M in revenue in 2023, up 50% from \$100M in 2022. Jobber's growth spiked during the COVID reopenings of 2021, with revenue increasing 82% year-over-year to \$60M as being deemed essential workers forced home service providers into adopting software to continue to operate remotely and with socially-distanced home visits.

Product

ABC Landscaping | Randall Strickland



Jobber is a field service management software designed to streamline operations for home and commercial service businesses. It encompasses a range of functionalities to manage jobs at all stages, including quoting, scheduling, invoicing, and payment collection, all centralized to organize customer and job details efficiently.

For owners, Jobber provides over 20 built-in reports for deep insights into business performance as well as an end-to-end view of their company's key customer metrics and cash flow.

For support staff, Jobber includes a CRM for tracking client details and using automated texts and emails to keep customers updated on the progress of their request or repair.

For field techs, Jobber's mobile app allows for accessing customer details in the field and accepting payments at the conclusion of a job.

And for dispatch teams, Jobber's scheduling capabilities allow teams to assign jobs to the most effective tech, with optimized routing and GPS waypoints.

Business Model

Jobber's revenue streams include: **(1)** Subscription fees for access to its cloud-based platform, with pricing tiers based on the size of the business and the specific features required and **(2)** Transactional fees for certain features, like payment processing services.

Jobber offers tiered pricing plans catering to different sizes and needs of service businesses, with options named Core, Connect, and Grow. Each plan provides specific features aimed at organizing operations, improving customer service, and enhancing business management.

The Core plan is designed for solo operators, Connect for growing teams, offering more collaborative tools, and Grow for businesses seeking advanced sales and marketing automation. Pricing varies from monthly to annual subscriptions, with significant savings on the latter.

Competition

Residential

Overall, the market for field services SaaS is highly fragmented marketplace, with companies like Service Fusion, UtilizeCore, BuildOps, and Jobber.

The SMB-focused Jobber is taking on ServiceTitan from their own back-office CRM SaaS for service providers priced at 1/3 of ServiceTitan's.

Commercial

On the other end of the spectrum, ServiceMax caters to industrial services, serving complex equipment manufacturers and distributors. With a customer base of around 500, ServiceMax focuses on managing post-sale equipment maintenance and repair, along with warranty tracking and lifecycle management. Its specialized solutions cater to the unique demands of industrial equipment servicing, making it challenging for ServiceTitan to penetrate this market due to its distinct product requirements.

**Vertical-specific**

In the last few years, we've seen a rise in startups addressing specific niches within residential services, such as Roofr for roofing estimations and Skimmer for pool service optimization. These companies offer hyper-focused solutions tailored to nuanced workflows.

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