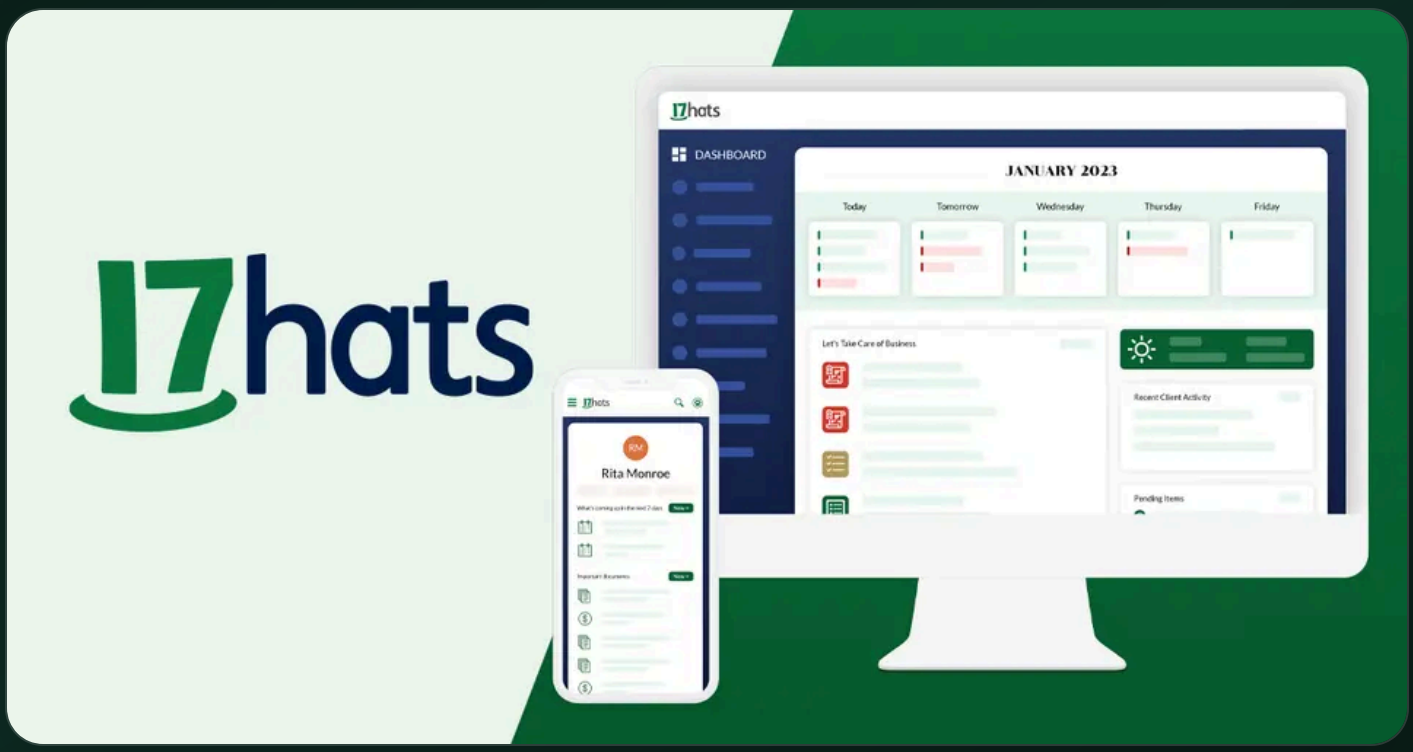
ToolGPA

NOVEMBER 2026

17hats

The Insider's Guide

CRM and small business manager with invoicing, booking and texting



Every plan, grade, refund rule and rival among CRM tools, read from 17hats's own pages.

Made by 17hats · checked Nov 12, 2026 · toolgpa.com

2.4
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from 17hats's own pages, its app-store listings and our grades. Every fact in it is on 17hats's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 76 of the 116 other CRM tools we grade

17hats is a client management system for small service businesses such as photographers, coaches and designers. It combines a CRM and lead forms with contracts, quotes, invoices, questionnaires, online scheduling, SMS texting and workflow automation. It is sold as a single plan billed monthly, yearly or every two years.

To get you started, here are **9 things to know about 17hats**, taken from its own pages and our grades.

> "
>
> **Templates, pipelines and workflows have to be built.**
>
> From our grade for ease of use

1 **Best for a small-business manager with invoicing and booking**

17hats is a CRM and business manager for small businesses with invoicing, contracts and booking.

2 **Paid plans start at $60 a month**

As its pricing page puts it: $60 per month, billed monthly ($600 billed yearly).

3 **You can try it first**

7-day free trial with access to all features, no credit card required; the trial can be restarted once it ends.

4 **It runs on Web**

Web.

5 **Client and lead management**

Contacts, projects, tags and custom fields, with lead capture forms and an auto-responder for new leads.

6 **Contracts, quotes and invoices**

Documents with e-signature, payment schedules and saved cards, paid through Stripe or Square.

7 **Pipelines and workflows**

Visual pipelines and automated workflows that trigger tasks and emails across a client's journey.

8 **A 2.4 GPA, above 76 of 116**

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace 17hats you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

17hats at a glance

PRICING
Free trial, from $60 per month, billed monthly ($600 billed yearly)

FREE PLAN
No

FREE TRIAL
7-day free trial with access to all features, no credit card required; the trial can be restarted once it ends.

RUNS ON
Web

MADE BY
17hats

CATEGORY
CRM Software

OUR GRADE
2.4 GPA, fair

The report card

Best for a small-business manager with invoicing and booking

17hats is a CRM and business manager for small businesses with invoicing, contracts and booking. It costs $60 a month with no cheaper tier, and its own pricing page also shows older plan levels that conflict.

TOOLGPA REPORT CARD	17hats	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$60 a month ($600 a year) sits in the dearer quarter of CRM tools, which start at $49, against a $25 middle. It is one price for the account.
Free plan and trial	C	A 7-day free trial with every feature and no card needed. No free plan after it.
Features	B	Client and lead management, contracts, quotes, invoices, pipelines, scheduling, SMS and bookkeeping. Nothing in the listing is missing from the job.
Ease of use	C	No store rating on record. Templates, pipelines and workflows have to be built.
Platforms and integrations	B	Web only, with Stripe, Square, QuickBooks, Zapier, Zoom and Google Calendar connections.
Grade point average		Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who 17hats is for

- ✓ Fits if you are a freelancer or small studio who wants leads, contracts and invoices in one place
- ✓ Works for service businesses that book clients online

Who it is not for

- ✗ Pricey if you are solo: $60 a month is above most CRM tools
- ✗ Watch out: the pricing page also shows a comparison grid with three older plan levels that conflicts with the single plan
- ✗ Watch out: bank connect is $5 a month extra, and extra users and brands are bought separately
- ✗ Watch out: payments run through Stripe or Square only, and a 50% first-purchase discount is a sale banner

Good to know

Good for

- ✓ Solo service businesses such as photographers, coaches and designers
- ✓ Owners who want CRM, invoicing and scheduling in one subscription

Worth knowing

- ⓘ The pricing page also shows a comparison grid with three older plan levels, which conflicts with the single plan shown above it; confirm the plan before buying.
- ⓘ Bank connect is an extra $5 a month, and extra users and brands are bought separately.
- ⓘ Payments run through Stripe or Square only.
- ⓘ The pricing page shows a 50% discount on a first yearly or two-year purchase, which is a sale banner and may change.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$60
A month to start

17hats is a paid product with a free trial, starting at $60 per month, billed monthly ($600 billed yearly).

MONTHLY

$60

per month, billed monthly

The one all-inclusive plan, billed every month. Bank connect costs $5 a month extra.

YEARLY

$600

per year

Same plan billed yearly, which works out to $50 a month. The page also shows a first-purchase price of $300.

BI-YEARLY

$800

for 2 years, billed every two years

Same plan billed every two years, which works out to about $33 a month. The page also shows a first-purchase price of $400.

Trying it first

7-day free trial with access to all features, no credit card required; the trial can be restarted once it ends.

Read from 17hats.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Yearly and two-year billing

The pricing page lists $600 a year or $800 for two years, against $60 a month.

Stated on 17hats.com

OTHER SAVINGS

50% off a first purchase

A sale on the pricing page shows a first yearly plan for $300 or a first two-year plan for $400, with no end date stated and a 30-day money-back guarantee.

Stated on 17hats.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

CRM and small business manager with invoicing, booking and texting. Here is what it does, as its own site describes it, and what it covers: sales pipeline, workflow automation, forms, invoicing, quotes and estimates, appointment booking, sMS marketing.

> **Client and lead management, contracts, quotes, invoices, pipelines, scheduling, SMS and bookkeeping.**
>
> From our grade for features

Client and lead management

Contacts, projects, tags and custom fields, with lead capture forms and an auto-responder for new leads.

Contracts, quotes and invoices

Documents with e-signature, payment schedules and saved cards, paid through Stripe or Square.

Pipelines and workflows

Visual pipelines and automated workflows that trigger tasks and emails across a client's journey.

Online scheduling

Clients pick a service, date and time, with Zoom links and payment at booking on the advanced version.

SMS texting

Text clients from inside the CRM, which the vendor lists as a built-in feature.

Bookkeeping and reports

Transaction categorizing plus sales tax, profit and loss, and receivables reports.

Where it runs

Web

What it works with

Stripe
Square
QuickBooks
Zapier
Zoom
Google Calendar
Apple Calendar
ShootProof

17hats is made by 17hats.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

76/116

Other CRM tools it is graded above

17hats's GPA of 2.4 is higher than 76 of the 116 other CRM tools we grade, and level with 22.

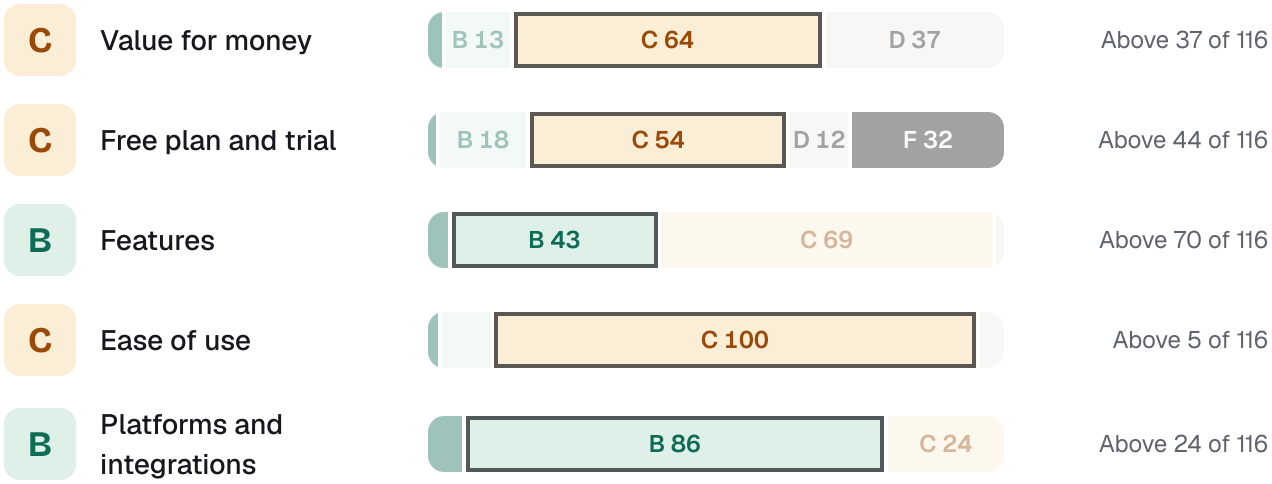
It stands best on features (B, above 70 of 116) and worst on ease of use (C, above 5).

Its paid plans start at $60 a month, against a middle price of $29 for the category: 67 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 8 tools score higher and cost less.

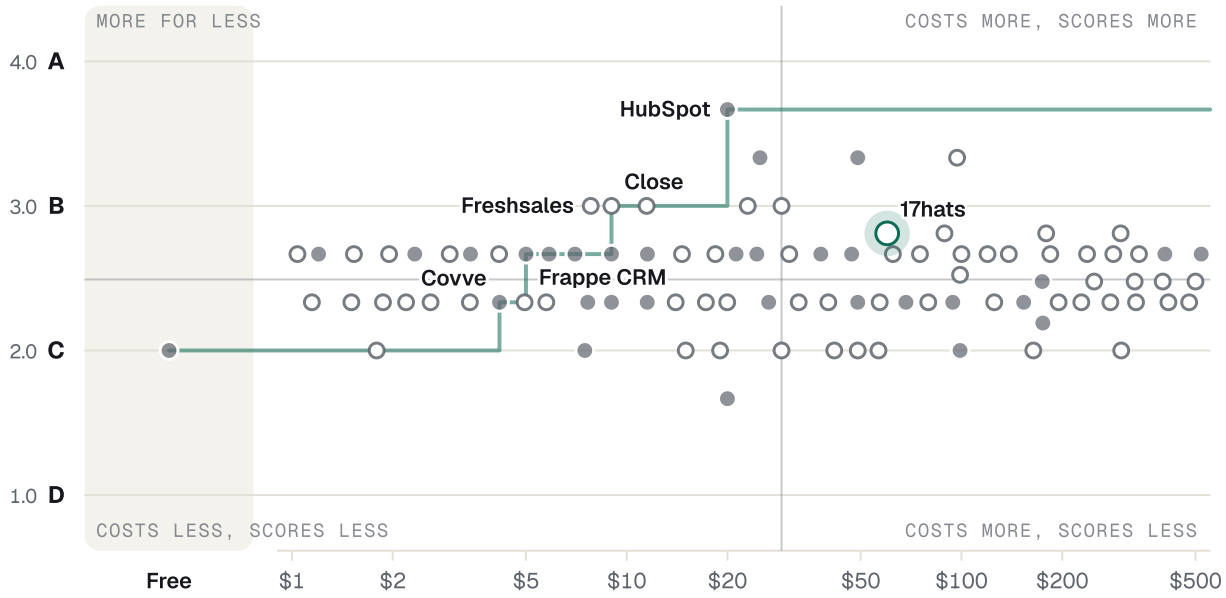
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. 17hats's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. 17hats is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace 17hats you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $720 a year.

What you could make

- Sales pipeline, invoicing, quotes and estimates, appointment booking and forms: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.
- Texts to thousands of numbers, registered with the carriers.
- People on the other end: coaches. No app builder makes those.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. 17hats's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Dubsado, HoneyBook, Studio Ninja and Less Annoying CRM

The 4 tools 17hats is most often weighed against, with where each one differs from it.

2.4 GPA

Dubsado

Free trial · from $335/yr

Client management, contracts and invoicing for service businesses.

- Only Dubsado lists iOS and Android apps.
- 17hats also covers sales pipeline, quotes and estimates, appointment booking and sMS marketing.
- Dubsado also covers templates, booking links, time tracking and reports.

17hats and Dubsado compared in full

2.6 GPA

HoneyBook

Free trial · from $29/mo

Client management, contracts and payments for independents.

- Only HoneyBook lists iOS and Android apps.
- 17hats also covers quotes and estimates, appointment booking and sMS marketing.
- HoneyBook also covers templates and booking links.

17hats and HoneyBook compared in full



2.2
GPA

Studio Ninja

Free trial · from $16/mo

Studio management and CRM for photographers and videographers.

- Only Studio Ninja lists iOS and Android apps.
- 17hats also covers sMS marketing.
- Studio Ninja also covers tasks.

17hats and Studio Ninja compared in full



2.4
GPA

Less Annoying CRM

Free trial · from $15/mo

Simple CRM for small businesses at one flat per-user price.

- 17hats also covers workflow automation, invoicing, quotes and estimates, appointment booking and sMS marketing.
- Less Annoying CRM also covers tasks, calendar and reports.

17hats and Less Annoying CRM compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is 17hats free?

No, 17hats is a paid product, but you can try it first. 7-day free trial with access to all features, no credit card required; the trial can be restarted once it ends.

How much does 17hats cost?

17hats lists 3 plans. Monthly: $60 per month, billed monthly.

What platforms does 17hats work on?

17hats is available on Web.

Does 17hats offer any discounts?

17hats publicly lists the following: Yearly and two-year billing; 50% off a first purchase.

Does 17hats have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. 17hats is listed for Web.

Does 17hats have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. 17hats is listed for Web.

Is 17hats open source?

17hats is not described as open source on its own site, as read on Nov 12, 2026.

What does 17hats integrate with?

17hats's listing names Stripe, Square, QuickBooks, Zapier, Zoom, Google Calendar, Apple Calendar and ShootProof.

Who makes 17hats?

17hats is made by a company of the same name.

What are the alternatives to 17hats?

The closest alternatives to 17hats in our directory are Dubsado, HoneyBook, Studio Ninja and Less Annoying CRM.

How does 17hats compare with other CRM tools?

17hats's GPA of 2.4 is higher than 76 of the 116 other CRM tools we grade, and level with 22.

Is 17hats good value for money?

ToolGPA grades 17hats C for value for money. Its paid plans start at $60 a month, against a middle price of $29 for the category: 67 of the 93 others that charge start lower.

Could I make my own version of 17hats?

To replace 17hats you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from 17hats's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from 17hats's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by 17hats. Prices change, so check 17hats.com before you buy.

17hats.com/
17hats.com/integrations

17hats.com/pricing

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

17hats, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/17hats

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "17hats: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/17hats
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Know someone choosing between CRM tools?

Send them this guide: toolgpa.com/tools/17hats/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after 17hats, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what 17hats's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. 17hats is a trademark of its owner, and this guide is not made, paid for or approved by 17hats. Prices and plans change: check 17hats.com before you buy.