ToolGPA

NOVEMBER 2026

Brivity

The Insider's Guide

Real estate CRM with websites, marketing and transactions



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

Made by Brivity · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



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

ToolGPA put this guide together from Brivity's own pages, its app-store listings and our grades. Every fact in it is on Brivity's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

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

2.0

GPA, above 37 of the 116 other CRM tools we grade

Brivity is an all-in-one platform for real estate agents and teams. Its CRM handles lead capture, automated follow-up plans, texting and a dialer, and it is sold together with IDX websites, marketing tools, a market analysis tool and transaction management. Plans are sized by number of users, and prices are given through sales.

To get you started, here are **7 things to know about Brivity**, taken from its own pages and our grades.

> "
>
> **Prices are not published; plans are tiered by user count and you ask for a demo.**
>
> From our report card of Brivity

1 **Best for a real estate CRM with follow-up, websites and transactions**

Brivity is a real estate CRM with automated follow-up, texting and a dialer, IDX websites, transaction management and phone apps.

2 **It runs on 3 platforms**

Web, iOS and Android.

3 Automated follow-up plans

Auto Plans trigger texts and emails and prompt agents when to call, for buyers, sellers, inactive prospects, open house visitors and website visitors.

4 Texting, dialer and email

The CRM page lists an integrated dialer, and the plans page lists unlimited texting and an email platform.

5 IDX websites and lead capture

A customizable IDX website, home valuation lead capture, single property sites and landing pages feed leads into the CRM.

6 A 2.0 GPA, above 37 of 116

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

7 Keep it

To replace Brivity you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Brivity at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, iOS, Android
MADE BY Brivity, since 2012	CATEGORY CRM Software
OUR GRADE 2.0 GPA, fair	

The report card

Best for a real estate CRM with follow-up, websites and transactions

Brivity is a real estate CRM with automated follow-up, texting and a dialer, IDX websites, transaction management and phone apps. Prices are not published; plans are tiered by user count and you ask for a demo. Lead generation, assistants and recruiting are add-ons.

TOOLGPA REPORT CARD — **Brivity** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price published; plans go by user count (2, 5, 10, 25 or more) and are quoted after a demo. It stays at the ordinary grade.
Free plan and trial	F	No free plan and no trial on record, so the first step is a demo or a quote.
Features	B	Follow-up plans, texting, a dialer, email, IDX websites, transaction management, marketing tools and mobile apps. Nothing in the listing is missing from the agent's core job, though lead generation is an add-on.
Ease of use	C	No store rating on record. Websites, follow-up plans and lead sources need setting up.
Platforms and integrations	B	Web, iPhone and Android on record. No integrations list and no desktop app are shown.
Grade point average		Fair, out of 4.0 **2.0**

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 Brivity is for

- ✓ Fits if you are a real estate team that wants follow-up, a website and transactions in one place
- ✓ Works for teams of 2 to 25 that fit its user tiers

Who it is not for

- ✕ Skip it if you want a price list, as none is published
- ✕ Not for you if you are outside real estate, since it is not a general CRM
- ✕ Watch out: lead generation, assistants and recruiting are add-ons
- ✕ Watch out: some features, such as AI Write, may carry extra charges

Good to know

Good for

- ✓ Real estate agents and teams that want a CRM, website and transaction tracking from one vendor
- ✓ Teams that want automated lead follow-up by text and email
- ✓ Brokerages that want agent-level goals and dashboards

Worth knowing

- ⓘ Prices are not published: the plans page lists tiers by user count and asks for a demo.
- ⓘ Plans are tiered by users: up to 2, up to 5, up to 10, up to 25, and a custom plan for more than 25.
- ⓘ Lead generation, virtual assistants and recruiting are add-ons, and the page says additional charges may apply for some features such as AI Write.
- ⓘ Built for real estate; it is not a general-purpose CRM.

What it costs

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

Brivity's current pricing could not be confirmed from its own site.

> **No free plan and no trial on record, so the first step is a demo or a quote.**

From our grade for free plan and trial

We could not confirm Brivity's current prices from its own site, so this guide lists no plans. brivity.com has them.

What it does

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

3

Places it runs: Web, iOS and Android

Real estate CRM with websites, marketing and transactions. Here is what it does, as its own site describes it, and what it covers: AI features, sales pipeline, marketing automation, business texting, dashboards.

> **Follow-up plans, texting, a dialer, email, IDX websites, transaction management, marketing tools and mobile apps.**
>
> From our grade for features

Automated follow-up plans

Auto Plans trigger texts and emails and prompt agents when to call, for buyers, sellers, inactive prospects, open house visitors and website visitors.

Texting, dialer and email

The CRM page lists an integrated dialer, and the plans page lists unlimited texting and an email platform.

IDX websites and lead capture

A customizable IDX website, home valuation lead capture, single property sites and landing pages feed leads into the CRM.

Transaction management

Tracks a deal from contract to close with task plans, automated client update emails and a client portal.

Marketing tools

Postcard and letter campaigns, flyers, social graphics and listing videos, plus Facebook and Google lead generation sold as add-ons.

Mobile apps

Brivity GO for agents, Brivity Home for clients' home search, and an Open House app for sign-ins that works offline.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

Brivity is made by Brivity, and has been around since 2012.

PART 04 · STANDING

Where it stands

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

37/116

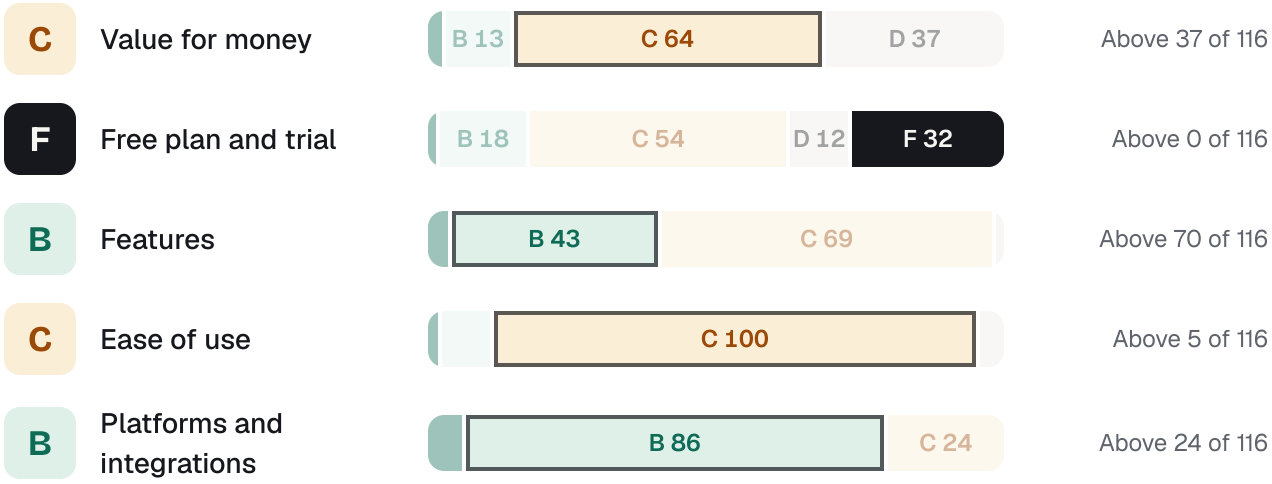
Other CRM tools it is graded above

Brivity's GPA of 2.0 is higher than 37 of the 116 other CRM tools we grade, and level with 12.

It stands best on features (B, above 70 of 116) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Brivity you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 67 of the 116 other CRM tools grade higher.

What you could make

- Sales pipeline: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.
- Texts from a business number, registered with the carriers.
- Connections that pull numbers from dozens of other services.
- A real app for iOS and Android. Something home-made would be a web page.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Brivity'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



Follow Up Boss, Lofty, BoldTrail (kvCORE), Wise Agent and Real Geeks

The 5 tools Brivity is most often weighed against, with where each one differs from it.

2.0 GPA

Follow Up Boss

Free trial · from $58/mo

Real estate CRM that routes and follows up on incoming leads.

- Only Brivity lists iOS and Android apps.
- Brivity also covers marketing automation, business texting and dashboards.
- Follow Up Boss also covers shared inbox, workflow automation and reports.

Brivity and Follow Up Boss compared in full

1.8 GPA

Lofty

Paid

Real estate CRM with IDX websites, AI agents and lead generation.

- Only Brivity lists iOS and Android apps.
- Brivity also covers business texting and dashboards.
- Lofty also covers AI agents, reports, email campaigns and sMS marketing.

Brivity and Lofty compared in full

1.6
GPA

BoldTrail (kvCORE)

Paid

Real estate platform with a Smart CRM, IDX websites and lead tools.

- Only Brivity lists iOS and Android apps.
- Brivity also covers business texting.
- BoldTrail (kvCORE) also covers workflow automation.

Brivity and BoldTrail (kvCORE) compared in full

2.0
GPA

Wise Agent

Free trial · from $49/mo

Real estate CRM with lead tools, drip campaigns and transactions.

- Only Brivity lists iOS and Android apps.
- Brivity also covers business texting and dashboards.
- Wise Agent also covers tasks, reports, email campaigns and sMS marketing.

Brivity and Wise Agent compared in full

1.6
GPA

Real Geeks

From $399/mo

Real estate platform with an IDX website, CRM and lead packages.

- Only Brivity lists iOS and Android apps.
- Brivity also covers business texting and dashboards.
- Real Geeks also covers email campaigns, sMS marketing and call tracking.

Brivity and Real Geeks compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 Brivity free?

No. Brivity is a paid product.

What platforms does Brivity work on?

Brivity is available on Web, iOS and Android.

Does Brivity have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Brivity is listed for Web, iOS and Android.

Does Brivity have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Brivity is listed for Web, iOS and Android.

Is Brivity open source?

Brivity is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Brivity?

Brivity is made by a company of the same name. It dates from 2012.

What are the alternatives to Brivity?

The closest alternatives to Brivity in our directory are Follow Up Boss, Lofty, BoldTrail (kvCORE), Wise Agent and Real Geeks.

How does Brivity compare with other CRM tools?

Brivity's GPA of 2.0 is higher than 37 of the 116 other CRM tools we grade, and level with 12.

Could I make my own version of Brivity?

To replace Brivity you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Brivity's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Brivity's own pages on 13 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 Brivity. Prices change, so check brivity.com before you buy.

brivity.com
brivity.com/crm/
brivity.com/about/
brivity.com/plans/
brivity.com/mobile-apps/

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

Brivity, kept up to date

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

toolgpa.com/tools/brivity

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, "Brivity: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/brivity
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Know someone choosing between CRM tools?

Send them this guide: toolgpa.com/tools/brivity/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Brivity, 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 Brivity'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. Brivity is a trademark of its owner, and this guide is not made, paid for or approved by Brivity. Prices and plans change: check brivity.com before you buy.