ToolGPA

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Follow Up Boss

The Insider's Guide

Real estate CRM that routes and follows up on incoming leads



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

Made by Follow Up Boss · checked Nov 12, 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 Follow Up Boss's own pages, its app-store listings and our grades. Every fact in it is on Follow Up Boss'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

2.0

GPA, above 17 of the 72 other CRM tools we grade

Follow Up Boss is a CRM for real estate agents and teams. It pulls leads in from lead sources and websites, distributes them to agents, and automates follow-up by call, text and email. It is now part of Zillow Group and is sold in tiers by team size.

> **Lead sources and action plans have to be set up.**
>
> From our grade for ease of use

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

1 **Best for following up on real estate leads**

Follow Up Boss is a real estate CRM that routes and follows up on incoming leads.

2 **Paid plans start at $58 a month for each person**

As its pricing page puts it: $58 per user / month, billed annually ($69 billed monthly).

3 **You can try it first**

14-day free trial, no contract

4 **It runs on Web**

Web.

5 **Lead capture and routing**

Imports leads from lead sources and websites, with round-robin, first-to-claim and price or ZIP-code based distribution on the feature table.

6 **Action Plans and Smart Lists**

Automated follow-up sequences and saved lists that keep agents working the leads that need contact next.

7 **Calling, texting and email**

Two-way email sync, two-way texting and calling from inside the CRM. Calling is an add-on on Grow and included on Pro and Platform.

8 **A 2.0 GPA, above 17 of 72**

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 Follow Up Boss 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.

Follow Up Boss at a glance

PRICING
Free trial, from $58 per user / month, billed annually ($69 billed monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial, no contract

RUNS ON
Web

MADE BY
Follow Up Boss

CATEGORY
CRM Software

OUR GRADE
2.0 GPA, fair

The report card

Best for following up on real estate leads

Follow Up Boss is a real estate CRM that routes and follows up on incoming leads. Grow is $58 a user a month billed yearly, and calling is a $39 add-on on the monthly Grow plan.

TOOLGPA REPORT CARD

Follow Up Boss

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$58 a user a month billed yearly ($69 monthly), in the dearer quarter of CRM tools, which start at $49. Pro and Platform are flat fees for 10 and 30 users.
Free plan and trial	D	A 14-day free trial with no contract, but the listing doesn't say whether a card is needed. No free plan.
Features	C	Lead capture and routing, action plans, calling, texting, email, team inboxes and AI. The listing's gap: calling is an extra $39 a user on monthly Grow.
Ease of use	C	No store rating on record. Lead sources and action plans have to be set up.
Platforms and integrations	B	Web only, with Zillow Pro, Zapier and CINC connections. The page doesn't name the mobile platforms.

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 Follow Up Boss is for

- ✓ Fits if you are a real estate agent or team with leads coming in from portals
- ✓ Works for brokerages that want leads routed to agents

Who it is not for

- ✗ Not for you if you are outside real estate, as it is built around leads for agents
- ✗ Pricey if you are solo: $58 a user a month is above most CRM tools
- ✗ Watch out: calling is an extra $39 a user on monthly Grow, $33 yearly
- ✗ Watch out: the pricing page doesn't name the mobile platforms behind its app

Good to know

Good for

- ✓ Real estate agents and teams that buy leads from portals
- ✓ Team leads who need lead distribution and agent accountability
- ✓ ISAs who qualify and route leads for other agents

Worth knowing

- ⓘ Pro and Platform are priced as a flat fee that includes 10 and 30 users, with set prices for extra users.
- ⓘ Calling is an extra $39 per user a month on Grow when billed monthly ($33 billed annually).
- ⓘ Prices exclude tax. The pricing page does not name the mobile platforms behind its mobile app.

PART 02 · PRICING

What it costs

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

$58

A month to start, for each person

Follow Up Boss is a paid product with a free trial, starting at $58 per user / month, billed annually ($69 billed monthly).

GROW

$58

per user / month, billed annually ($69 billed monthly)

For solo agents and small teams: lead sources, lead distribution, Smart Lists and Action Plans. Calling is a $33 per user add-on.

PRO

$416

per month for 10 users, billed annually ($499 billed monthly)

Adds unlimited calling and texting, team inboxes, call reporting and onboarding. Extra users cost $41 a month on annual billing.

PLATFORM

$833

per month for 30 users, billed annually ($1000 billed monthly)

Adds teams within teams and priority support for large teams. Extra users cost $17 a month on annual billing.

Trying it first

14-day free trial, no contract

Read from followupboss.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

2 months free with yearly billing

The pricing page states that yearly billing includes two months free compared with paying monthly.

Stated on followupboss.com

What it does

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

1

Place it runs: Web

Real estate CRM that routes and follows up on incoming leads. Here is what it does, as its own site describes it, and what it covers: public API, AI features, shared inbox, sales pipeline, workflow automation, reports.

"

Lead capture and routing, action plans, calling, texting, email, team inboxes and AI.

From our grade for features

Lead capture and routing

Imports leads from lead sources and websites, with round-robin, first-to-claim and price or ZIP-code based distribution on the feature table.

Action Plans and Smart Lists

Automated follow-up sequences and saved lists that keep agents working the leads that need contact next.

Calling, texting and email

Two-way email sync, two-way texting and calling from inside the CRM. Calling is an add-on on Grow and included on Pro and Platform.

Team inboxes and reporting

Pro adds team inboxes and call reporting; lead-source and agent performance reports are on every plan.

AI features

Smart summaries, smart messages, suggested tasks and predictive lead prioritization, listed on the pricing page for every plan.

Open integrations

The vendor lists more than 250 integrations, including lead sources, website providers and Zapier.

Where it runs

Web

What it works with

Zillow Pro

Zapier

CINC

Follow Up Boss is made by Follow Up Boss.

PART 04 · STANDING

Where it stands

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

17 /72

Other CRM tools it is graded above

Follow Up Boss's GPA of 2.0 is higher than 17 of the 72 other CRM tools we grade, and level with 4.

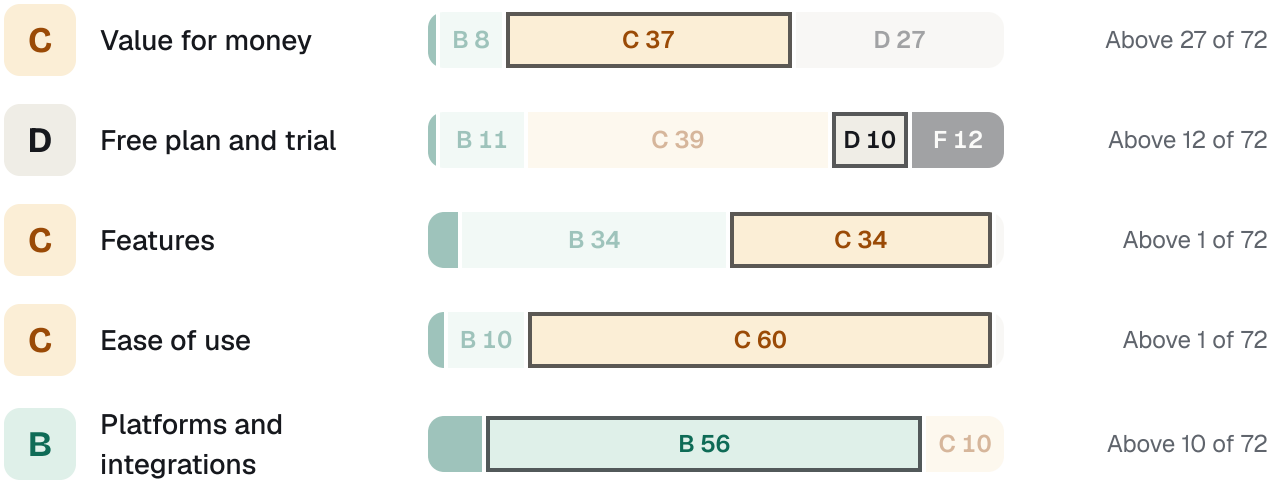
It stands best on platforms and integrations (B, above 10 of 72) and worst on free plan and trial (D, above 12).

Its paid plans start at $58 a month for each person, against a middle price of $27.92 for the category: 52 of the 66 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 34 tools score higher and cost less.

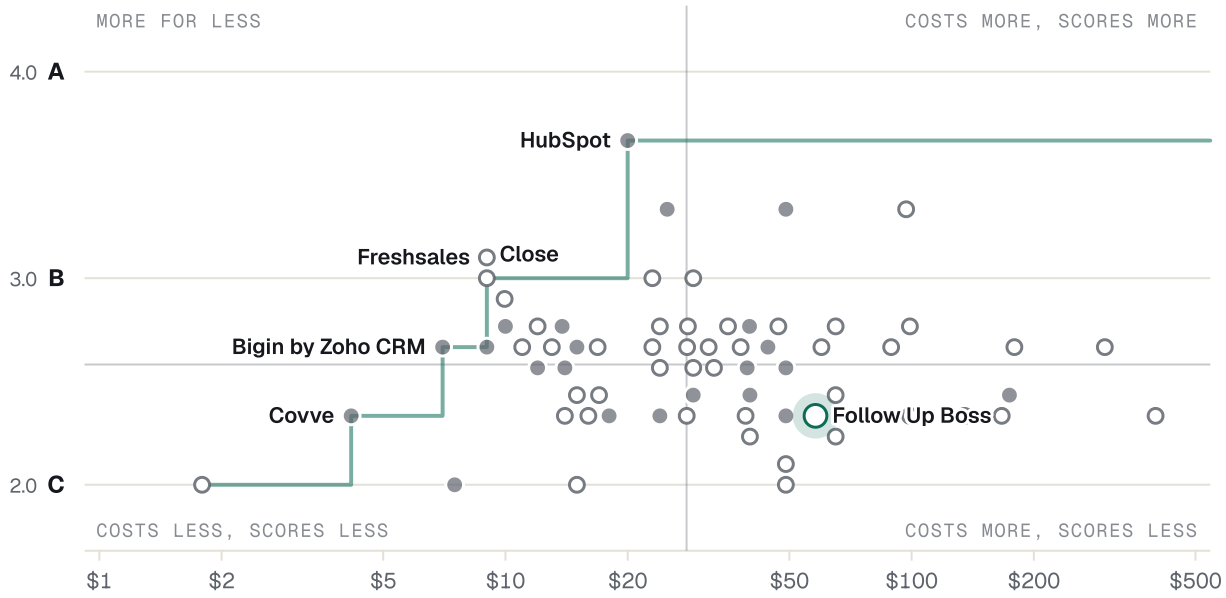
Each grade against the category

Every bar is all 73 CRM tools we grade, cut by the letter each got. Follow Up Boss's own letter is outlined.



Price against what you get

Each dot is one of 67 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Follow Up Boss 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 Follow Up Boss 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.

That makes this kind of software worth paying for, not this one in particular: 51 of the 72 other CRM tools grade higher. It costs $696 a year.

What you could make

- Sales pipeline and reports: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.
- One mailbox that several people work at once.
- It is priced for each person, which means accounts and billing for a team.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Follow Up Boss'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



Lofty, Real Geeks, Wise Agent, Top Producer and Realvolve

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

1.8 GPA

Lofty

Paid

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

- Follow Up Boss also covers shared inbox and workflow automation.
- Lofty also covers marketing automation, AI agents, email campaigns and sMS marketing.

Follow Up Boss and Lofty compared in full

1.6 GPA

Real Geeks

From $399/mo

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

- Follow Up Boss also covers shared inbox, workflow automation and reports.
- Real Geeks also covers marketing automation, email campaigns, sMS marketing and call tracking.

Follow Up Boss and Real Geeks compared in full

2.0
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Wise Agent

Free trial · from $49/mo

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

- Follow Up Boss also covers shared inbox and workflow automation.
- Wise Agent also covers tasks, marketing automation, email campaigns and sMS marketing.

Follow Up Boss and Wise Agent compared in full

T

1.8
GPA

Top Producer

From $179/mo

Real estate CRM with MLS reports, workflows and optional lead gen.

- Follow Up Boss also covers shared inbox.
- Top Producer also covers tasks, email campaigns and sMS marketing.

Follow Up Boss and Top Producer compared in full

1.8
GPA

Realvolve

Free trial · from $49/mo

Real estate CRM with workflow automation for agents and teams.

- Follow Up Boss also covers shared inbox and reports.
- Realvolve also covers templates, tasks and sMS marketing.

Follow Up Boss and Realvolve compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Follow Up Boss free?

No, Follow Up Boss is a paid product, but you can try it first. 14-day free trial, no contract.

How much does Follow Up Boss cost?

Follow Up Boss lists 3 plans. Grow: $58 per user / month, billed annually ($69 billed monthly).

What platforms does Follow Up Boss work on?

Follow Up Boss is available on Web.

Does Follow Up Boss offer any discounts?

Follow Up Boss publicly lists the following: 2 months free with yearly billing.

Does Follow Up Boss have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Follow Up Boss is listed for Web.

Does Follow Up Boss have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Follow Up Boss is listed for Web.

Is Follow Up Boss open source?

Follow Up Boss is not described as open source on its own site, as read on Nov 12, 2026.

Does Follow Up Boss have an API?

Yes. Follow Up Boss offers a public API, according to its own site.

What does Follow Up Boss integrate with?

Follow Up Boss's listing names Zillow Pro, Zapier and CINC. A listing names up to eight integrations, so it may connect to more.

Who makes Follow Up Boss?

Follow Up Boss is made by a company of the same name.

What are the alternatives to Follow Up Boss?

The closest alternatives to Follow Up Boss in our directory are Lofty, Real Geeks, Wise Agent, Top Producer and Realvolve.

How does Follow Up Boss compare with other CRM tools?

Follow Up Boss's GPA of 2.0 is higher than 17 of the 72 other CRM tools we grade, and level with 4.

Is Follow Up Boss good value for money?

ToolGPA grades Follow Up Boss C for value for money. Its paid plans start at $58 a month for each person, against a middle price of $27.92 for the category: 52 of the 66 others that charge start lower.

Could I make my own version of Follow Up Boss?

To replace Follow Up Boss 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 Follow Up Boss'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 Follow Up Boss'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 Follow Up Boss. Prices change, so check followupboss.com before you buy.

followupboss.com/pricing
followupboss.com/about
followupboss.com/integrations

About ToolGPA

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

5,038
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.

5,038
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Follow Up Boss, kept up to date

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

toolgpa.com/tools/follow-up-boss

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, "Follow Up Boss: The Insider's Guide", checked Nov 12, 2026.
https://toolgpa.com/tools/follow-up-boss
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Know someone choosing between CRM tools?

Send them this guide: toolgpa.com/tools/follow-up-boss/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Follow Up Boss, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 73 CRM tools we grade, compared

HubSpot Insider's Guide

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

3.2 GPA

Bigin by Zoho CRM Insider's Guide

Pipeline-based CRM from Zoho for small businesses

2.8 GPA

Bitrix24 Insider's Guide

Flat-priced CRM with tasks, chat, video calls and a site builder

2.8 GPA

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Choosing software? Every tool graded, every price dated.

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Everything in this guide is ToolGPA's own summary of what Follow Up Boss'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. Follow Up Boss is a trademark of its owner, and this guide is not made, paid for or approved by Follow Up Boss. Prices and plans change: check followupboss.com before you buy.