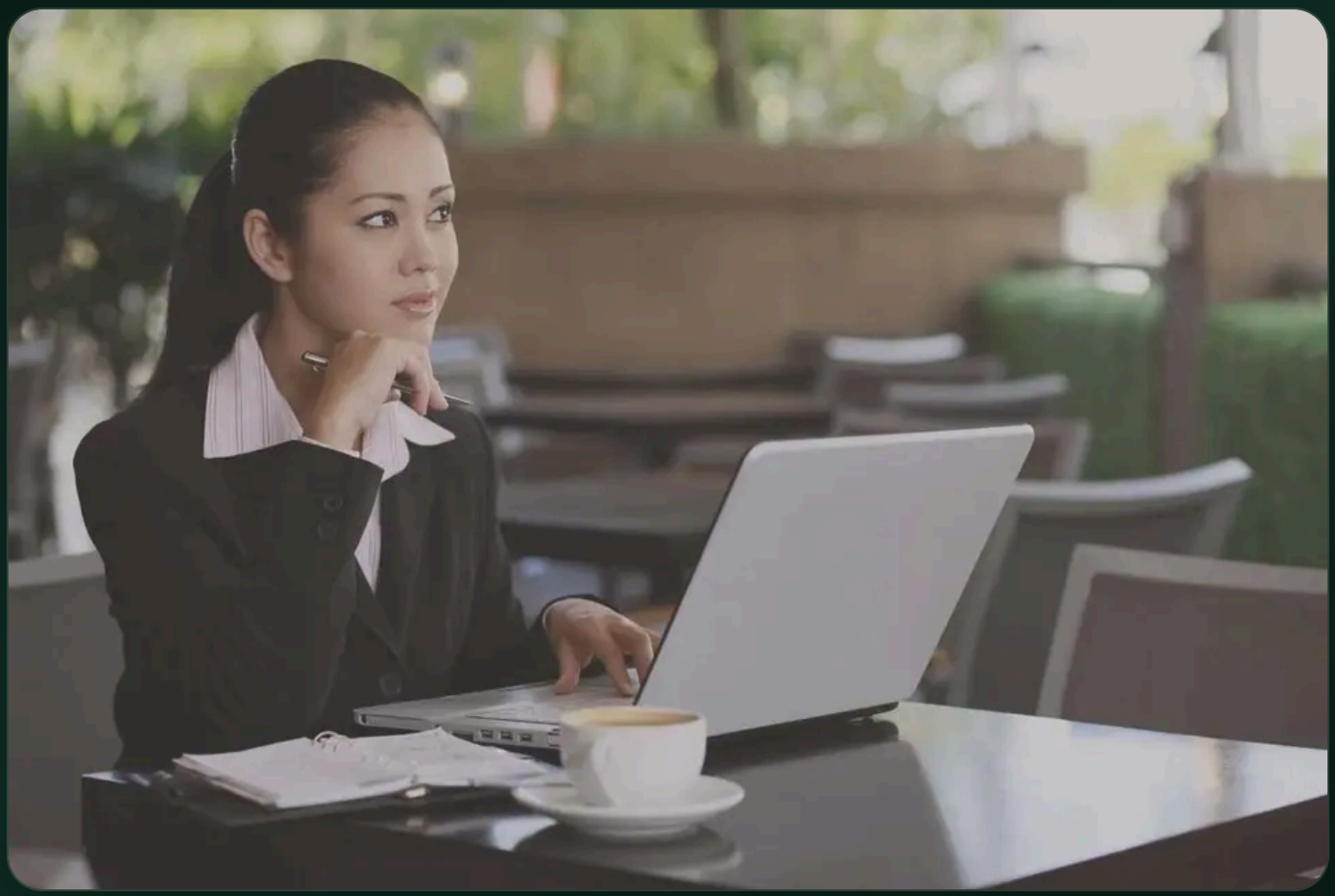
ToolGPA

NOVEMBER 2026

Launch27

The Insider's Guide

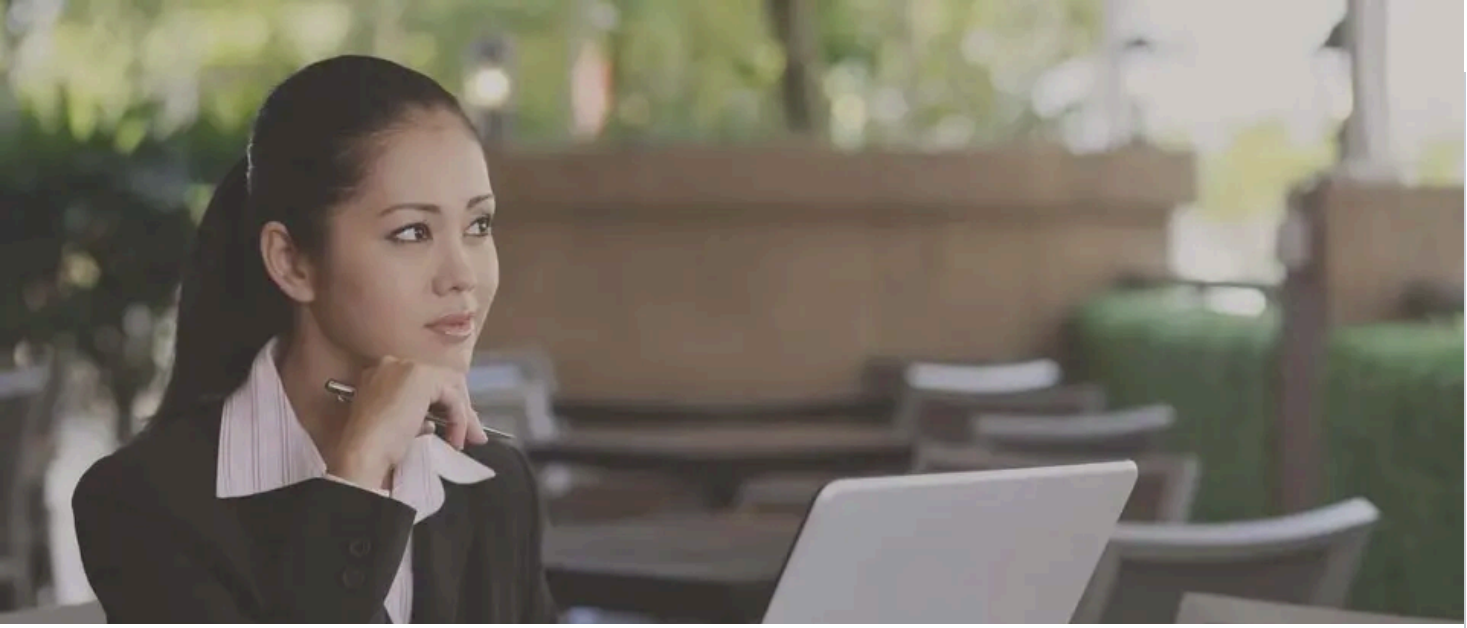
Online booking and scheduling software for cleaning companies



Every plan, grade, refund rule and rival among field service apps, read from Launch27's own pages.

Made by Launch27 · 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 Launch27's own pages, its app-store listings and our grades. Every fact in it is on Launch27'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 21 of the 55 other field service apps we grade

Launch27 is booking and scheduling software built for maid and house-cleaning businesses. Customers book through a form that can be added to the company's own website, and the owner manages bookings, cleaners, payroll reports and recurring appointments from one dashboard. Plans differ by feature set rather than by user count.

> "
>
> **The booking form and pricing rules need building before it works.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Launch27**, taken from its own pages and our grades.

1 **Best for housecleaning companies taking online bookings**

Launch27 is booking and back-office software written around housecleaning, from $75 a month for unlimited users.

2 **Paid plans start at $75 a month**

As its pricing page puts it: $75 per month, billed monthly.

3 **You can try it first**

14-day free trial

4 **It runs on Web**

Web.

5 Online booking form

Customers book and see availability through a form. Embedding is listed for WordPress, Squarespace, Wix and Facebook, and pricing can follow bedrooms and bathrooms, hours, square footage or custom rules.

6 Customer and cleaner portals

Customers, cleaners and office staff each get a login portal, with schedule trackers for contractors and employees.

7 Payroll manager

Payroll reports with revenue split and commissions on every plan; time-tracking reports come with Pro.

8 A 2.0 GPA, above 21 of 55

That is against the other field service apps we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

The plain part of Launch27 you could make: appointment booking, job scheduling, review collection and time tracking. What surrounds it you could not. The 1 things listed below take a company, not a weekend.

Launch27 at a glance

PRICING
Free trial, from $75 per month, billed monthly

FREE PLAN
No

FREE TRIAL
14-day free trial

RUNS ON
Web

MADE BY
Launch27

CATEGORY
Field Service Software

OUR GRADE
2.0 GPA, fair

The report card

Best for housecleaning companies taking online bookings

Launch27 is booking and back-office software written around housecleaning, from $75 a month for unlimited users. But the cleaner and admin phone app, automatic card charging and multi-location calendars sit on the $299 Plus plan, and integrations and text reminders need Pro.

TOOLGPA REPORT CARD — **Launch27** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Base is $75 a month for unlimited users and bookings, inside the category's ordinary band. The phone app and automatic card charging wait on Plus at $299.
Free plan and trial	D	A 14-day trial is offered, but the page does not say that no card is needed. There is no free plan.
Features	C	Online booking form, customer and cleaner portals, payroll manager, reminders, review requests and card pre-authorization. The mobile app, automatic charging and multi-location calendars are Plus only, and text reminders and integrations need Pro.
Ease of use	C	No store rating on record. The booking form and pricing rules need building before it works.
Platforms and integrations	B	Web, with WordPress, Squarespace, Wix, Zapier, QuickBooks, Twilio and Google Calendar links on Pro and up. The cleaners' phone app is Plus only.

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 Launch27 is for

- ✓ Fits if you run a housecleaning business and want customers booking and paying online
- ✓ Works for owners with many cleaners, since users are unlimited

Who it is not for

- ✗ Not for you if you aren't a cleaning company, as the pricing page is written around housecleaning
- ✗ Pricey if you want the phone app, charging cards automatically or multi-location calendars, all on $299 Plus
- ✗ Skip it if you need Zapier, QuickBooks or text reminders on the cheapest plan, as they start at Pro for $150
- ✗ Watch out: the Base plan's booking form carries Launch27 branding

Good to know

Good for

- ✓ Maid and house-cleaning companies that want customers to book online
- ✓ Owners who pay contractors by commission or revenue split
- ✓ Teams that need unlimited users on a flat monthly price

Worth knowing

- ⓘ Only cleaning businesses are addressed; the pricing page is written around housecleaning.
- ⓘ The mobile app for cleaners and admins, automatic card charging and multi-location calendars are limited to the $299 Plus plan.
- ⓘ Integrations with Zapier, QuickBooks, Twilio and Google Calendar, and text reminders, need Pro or higher.
- ⓘ The Base plan's booking form carries Launch27 branding.

What it costs

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

$75
A month to start

Launch27 is a paid product with a free trial, starting at $75 per month, billed monthly.

BASE

$75

per month, billed monthly

Unlimited users and bookings, a booking form with Launch27 branding, customer and cleaner portals, and a payroll manager with revenue split and commission reports.

PRO

$150

per month, billed monthly

Adds a booking form without Launch27 branding, Google Calendar, Zapier, QuickBooks and Twilio integrations, gift cards, text reminders and a map view of bookings.

PLUS

$299

per month, billed monthly

Adds mobile app access for cleaners and office staff, automatic card pre-authorization and charging, a customer referral engine and calendars for multiple locations.

Trying it first

14-day free trial

Read from launch27.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

15% off annual billing

Annual subscriptions are listed at $765 (Base), $1,530 (Pro) and $3,049.80 (Plus) per year, each marked 15% off the monthly rate.

Stated on launch27.com

What it does

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

1

Place it runs: Web

Online booking and scheduling software for cleaning companies. Here is what it does, as its own site describes it, and what it covers: time tracking, job scheduling, appointment booking, review collection.

> **Online booking form, customer and cleaner portals, payroll manager, reminders, review requests and card pre-authorization.**
>
> From our grade for features

Online booking form

Customers book and see availability through a form. Embedding is listed for WordPress, Squarespace, Wix and Facebook, and pricing can follow bedrooms and bathrooms, hours, square footage or custom rules.

Customer and cleaner portals

Customers, cleaners and office staff each get a login portal, with schedule trackers for contractors and employees.

Payroll manager

Payroll reports with revenue split and commissions on every plan; time-tracking reports come with Pro.

Reminders and review requests

Email reminders are on every plan, text reminders start on Pro, and Pro adds automated review requests and a client feedback tracker.

Card pre-authorization and charging

On Plus, cards can be pre-authorized when a booking is made and charged automatically.

Mobile app for cleaners

Plus includes app access for cleaners and office staff, with on-the-way and running-late alerts, check-in/out alerts and photos.

Where it runs

- Web

What it works with

- WordPress
- Squarespace
- Wix
- Facebook
- Fullsteam
- Google Calendar
- Zapier
- QuickBooks

Launch27 is made by Launch27.

PART 04 · STANDING

Where it stands

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

21/55

Other field service apps it is graded above

Launch27's GPA of 2.0 is higher than 21 of the 55 other field service apps we grade, and level with 10.

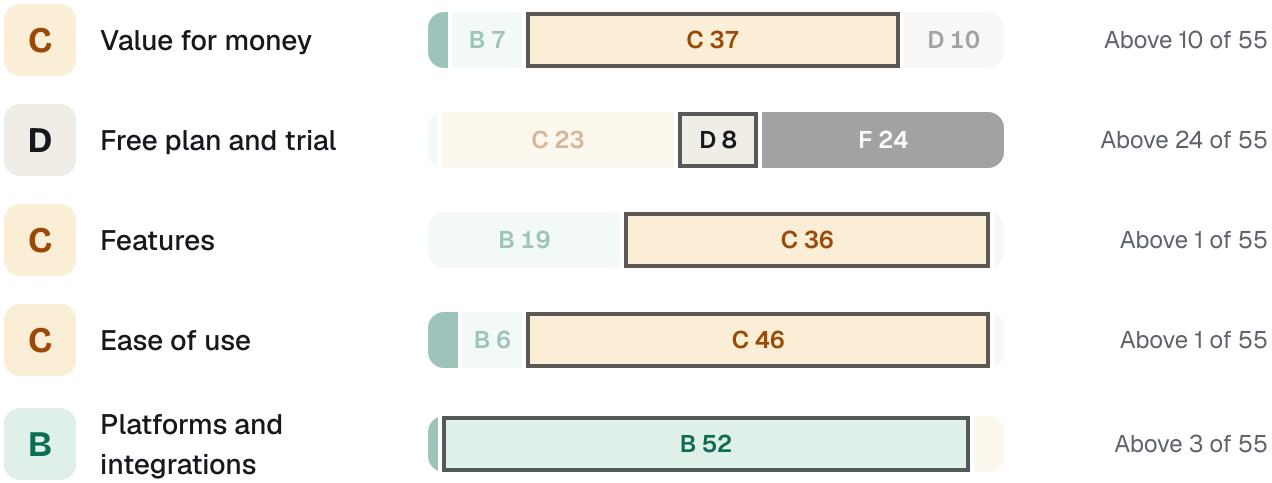
It stands best on platforms and integrations (B, above 3 of 55) and worst on free plan and trial (D, above 24).

Its paid plans start at $75 a month, against a middle price of $49 for the category: 25 of the 36 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 11 tools score higher and cost less.

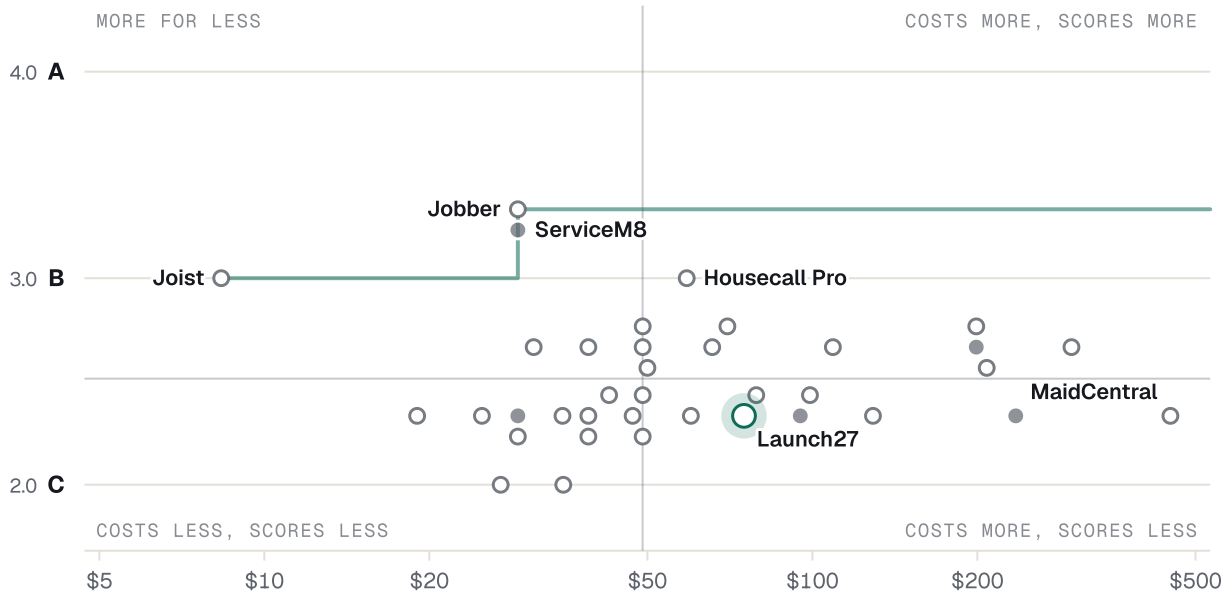
Each grade against the category

Every bar is all 56 field service apps we grade, cut by the letter each got. Launch27's own letter is outlined.



Price against what you get

Each dot is one of 37 field service apps. Further left costs less; higher up scores better on features, ease of use and platforms. Launch27 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

The plain part of Launch27 you could make: appointment booking, job scheduling, review collection and time tracking. What surrounds it you could not. The 1 things listed below take a company, not a weekend.

It costs $900 a year.

What you could make

- Appointment booking, job scheduling, review collection and time tracking: an app builder makes these well.

What you could not

- It plugs into other products, WordPress, Squarespace and Wix among them.

What this rests on. Launch27'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



ZenMaid, MaidCentral, BookingKoala, Jobber and Housecall Pro

The 5 tools Launch27 is most often weighed against, with where each one differs from it.

2.6 GPA

ZenMaid

Free trial · from $19/mo

Scheduling and booking software for maid and cleaning services.

- Only ZenMaid lists iOS and Android apps.
- Launch27 also covers review collection.
- ZenMaid also covers invoicing and reports.

Launch27 and ZenMaid compared in full

1.6 GPA

MaidCentral

From $450/mo

Scheduling and operations software for residential cleaning companies.

- Launch27 also covers time tracking and review collection.
- MaidCentral also covers invoicing, reports, payroll and dashboards.

Launch27 and MaidCentral compared in full



2.0
GPA

BookingKoala

Free trial · from $27/mo

Booking, scheduling and website software for service businesses.

- Launch27 also covers time tracking and review collection.
- BookingKoala also covers reports, time clock and sMS marketing.

Launch27 and BookingKoala compared in full



2.8
GPA

Jobber

Free trial · from $29/mo

Quotes, scheduling and payments for home service businesses.

- Only Jobber lists iOS and Android apps.
- Launch27 also covers review collection.
- Jobber also covers invoicing, business texting and quotes and estimates.

Launch27 and Jobber compared in full



2.6
GPA

Housecall Pro

Free trial · from $59/mo

Scheduling, quotes and payments for home service businesses.

- Only Housecall Pro lists iOS and Android apps.
- Launch27 also covers time tracking.
- Housecall Pro also covers invoicing and quotes and estimates.

Launch27 and Housecall Pro 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 Launch27 free?

No, Launch27 is a paid product, but you can try it first. 14-day free trial.

How much does Launch27 cost?

Launch27 lists 3 plans. Base: $75 per month, billed monthly.

What platforms does Launch27 work on?

Launch27 is available on Web.

Does Launch27 offer any discounts?

Launch27 publicly lists the following: 15% off annual billing.

Does Launch27 have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Launch27 is listed for Web.

Does Launch27 have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Launch27 is listed for Web.

Is Launch27 open source?

Launch27 is not described as open source on its own site, as read on Nov 12, 2026.

What does Launch27 integrate with?

Launch27's listing names WordPress, Squarespace, Wix, Facebook, Fullsteam, Google Calendar, Zapier and QuickBooks.

Who makes Launch27?

Launch27 is made by a company of the same name.

What are the alternatives to Launch27?

The closest alternatives to Launch27 in our directory are ZenMaid, MaidCentral, BookingKoala, Jobber and Housecall Pro.

How does Launch27 compare with other field service apps?

Launch27's GPA of 2.0 is higher than 21 of the 55 other field service apps we grade, and level with 10.

Is Launch27 good value for money?

ToolGPA grades Launch27 C for value for money. Its paid plans start at $75 a month, against a middle price of $49 for the category: 25 of the 36 others that charge start lower.

Could I make my own version of Launch27?

The plain part of Launch27 you could make: appointment booking, job scheduling, review collection and time tracking.

Where this guide comes from

The prices, plans, platforms and features were read from Launch27'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 Launch27'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 Launch27. Prices change, so check launch27.com before you buy.

launch27.com/pricing/

launch27.com

PART 07 · ABOUT

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

What else is on toolgpa.com

Launch27, kept up to date

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

toolgpa.com/tools/launch27

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, "Launch27: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/launch27
```

Know someone choosing between field service apps?

Send them this guide:
toolgpa.com/tools/launch27/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded field service apps after Launch27, each with an Insider's Guide of its own.

Field Service Software Insider's Guide

Every one of the 56 field service apps we grade, compared

ServiceM8 Insider's Guide

Job management for trades, priced by jobs a month, not users

3.4 GPA

Jobber Insider's Guide

Quotes, scheduling and payments for home service businesses

2.8 GPA

Contractor Foreman Insider's Guide

Construction management for contractors, priced by team size

2.6 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 Launch27'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. Launch27 is a trademark of its owner, and this guide is not made, paid for or approved by Launch27. Prices and plans change: check launch27.com before you buy.