ToolGPA

NOVEMBER 2026

LeadSimple

The Insider's Guide

CRM, workflows and phone built for property management firms



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

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

1.8
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 LeadSimple's own pages, its app-store listings and our grades. Every fact in it is on LeadSimple'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

1.8

GPA, above 16 of the 116 other CRM tools we grade

LeadSimple, now sold as LeadSimple One, is a workspace for property management companies. It combines a sales CRM for owner leads, workflow-based operations, a phone and inbox, leasing and maintenance tracking, and AI voice. It syncs with property management systems such as AppFolio and Buildium.

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

> "
>
> **You set up pipelines and workflows, and sync a property management system.**
>
> From our grade for ease of use

1 **Best for property management firms that want a CRM and phone together**

LeadSimple is a CRM, workflow and phone system built for property managers and synced with AppFolio, Buildium and similar.

2 **Paid plans start at $169 a month**

As its pricing page puts it: $169 per month with a 12-month commitment ($199 month-to-month).

3 **You can try it first**

14-day free trial of the full platform; a credit card is required

4 **It runs on Web**

Web.

5 **CRM and growth**

Sales pipelines for owner and investor leads; One includes 2 and extra active pipelines cost $30 a month each.

6 **Operations workflows**

Unlimited processes give every task a step and an owner, and can start automatically from synced property data.

7 **Phone and inbox**

Calling, texting and email in one inbox with local numbers; extra numbers are $5 a month each on One.

8 **A 1.8 GPA, above 16 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 LeadSimple 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.

LeadSimple at a glance

PRICING
Free trial, from $169 per month with a 12-month commitment ($199 month-to-month)

FREE PLAN
No

FREE TRIAL
14-day free trial of the full platform; a credit card is required

RUNS ON
Web

MADE BY
LeadSimple

CATEGORY
CRM Software

OUR GRADE
1.8 GPA, weak

The report card

Best for property management firms that want a CRM and phone together

LeadSimple is a CRM, workflow and phone system built for property managers and synced with AppFolio, Buildium and similar. It starts at $169 a month on a 12-month term, grows with your door count, and fits other kinds of sales team poorly.

TOOLGPA REPORT CARD

LeadSimple

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$169 a month on a 12-month term, or $199 monthly, for 50 doors. That's in the dearest tenth of the CRM category, which starts at $169, and doors past 50 cost extra.
Free plan and trial	D	14-day trial of the full platform, but it needs a credit card. No free plan.
Features	C	CRM pipelines, workflows, calling, texting, leasing and maintenance. It's built for property management only, and extra pipelines, minutes and credits all cost more.
Ease of use	C	No store rating on record. You set up pipelines and workflows, and sync a property management system.
Platforms and integrations	B	Web app with AppFolio, Buildium, Rentvine, Propertyware, Rent Manager and Zapier links.

Grade point average Weak, out of 4.0 **1.8**

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 LeadSimple is for

- ✓ Fits if you manage rental properties and use AppFolio, Buildium or similar
- ✓ Works for firms that want calls, texts and a CRM in one place

Who it is not for

- ✗ Not for you if you're not in property management, as it fits other sales teams poorly
- ✗ Pricey if you have many doors, because 50 are included and each extra costs $1.99 to $2.49
- ✗ Watch out: the trial needs a credit card, and the 12-month deal is billed monthly
- ✗ Watch out: extra calling minutes are $0.05 each and extra messaging credits $0.025
- ✗ Skip it if you want fixed costs, as allowances reset monthly

Good to know

Good for

- ✓ Property management companies that want sales, leasing and maintenance workflows together
- ✓ Firms using AppFolio, Buildium or Rentvine that want synced data
- ✓ Teams that want every employee included without per-seat fees

Worth knowing

- ⓘ Pricing follows the number of doors: 50 are included on One, then $1.99 to $2.49 each depending on commitment and volume.
- ⓘ Allowances reset monthly: extra calling minutes are $0.05 each and extra messaging credits $0.025 each on One.
- ⓘ The 12-month commitment is billed monthly, and the trial requires a credit card.
- ⓘ It is built for property management, so it fits other kinds of sales teams poorly.

PART 02 · PRICING

What it costs

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

$169

A month to start

LeadSimple is a paid product with a free trial, starting at $169 per month with a 12-month commitment ($199 month-to-month).

ONE

$169

per month for 50 doors, 12-month term ($199 month-to-month)

Unlimited teammates, 2 CRM pipelines, 500 calling minutes, 1,000 messaging credits and 50 AI voice minutes; $1.99 per extra door.

ONE MAX

$429

per month for 100 doors, 12-month term ($499 month-to-month)

Unlimited CRM pipelines, calling and texting within fair use, 500 AI voice minutes and 10 phone numbers; $1.99 per extra door.

Trying it first

14-day free trial of the full platform; a credit card is required

Read from leadsimple.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Lower prices with a 12-month commitment

A 12-month agreement, still billed monthly, lowers One to $169 and One Max to $429 a month and cuts per-door rates.

Stated on leadsimple.com

What it does

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

1

Place it runs: Web

CRM, workflows and phone built for property management firms. Here is what it does, as its own site describes it, and what it covers: AI features, shared inbox, sales pipeline, workflow automation, business phone line, business texting.

"

CRM pipelines, workflows, calling, texting, leasing and maintenance.

From our grade for features

CRM and growth

Sales pipelines for owner and investor leads; One includes 2 and extra active pipelines cost $30 a month each.

Operations workflows

Unlimited processes give every task a step and an owner, and can start automatically from synced property data.

Phone and inbox

Calling, texting and email in one inbox with local numbers; extra numbers are $5 a month each on One.

Leasing and maintenance

Track inquiries through move-in, and maintenance requests, people and progress in one place.

AI voice and assistance

AI voice minutes are included each month, with extra minutes at $0.40 each on both plans.

Property management sync

One-way or two-way syncs with AppFolio, Buildium, Rentvine, Propertyware and Rent Manager keep owners and units current.

Where it runs

Web

What it works with

AppFolio
Buildium
Rentvine
Propertyware
Rent Manager
Zapier

LeadSimple is made by LeadSimple.

PART 04 · STANDING

Where it stands

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

16/116

Other CRM tools it is graded above

LeadSimple's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

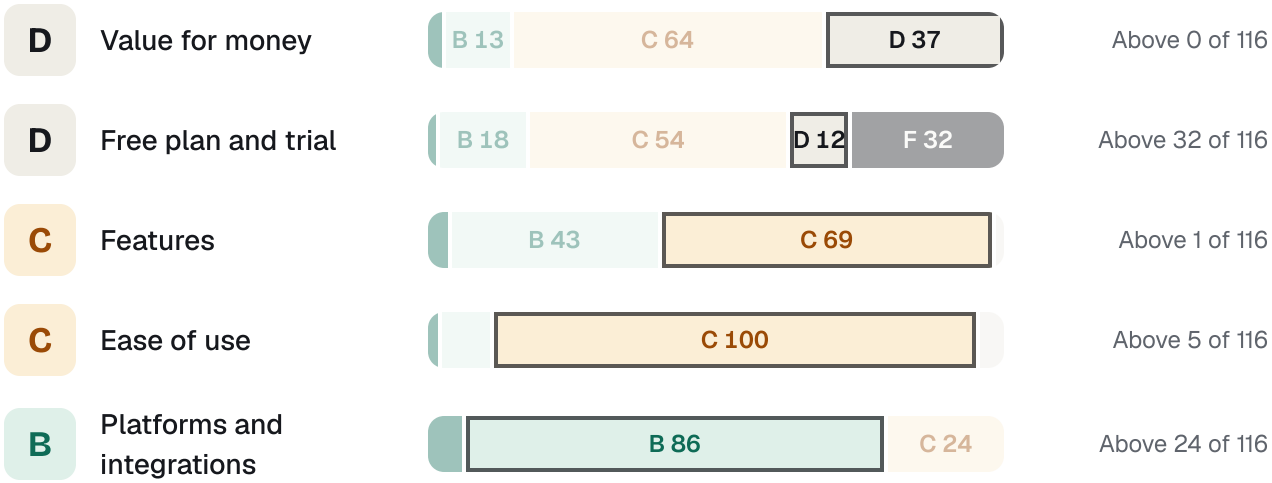
It stands best on platforms and integrations (B, above 24 of 116) and worst on value for money (D, above 0).

Its paid plans start at $169 a month, against a middle price of $29 for the category: 84 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 43 tools score higher and cost less.

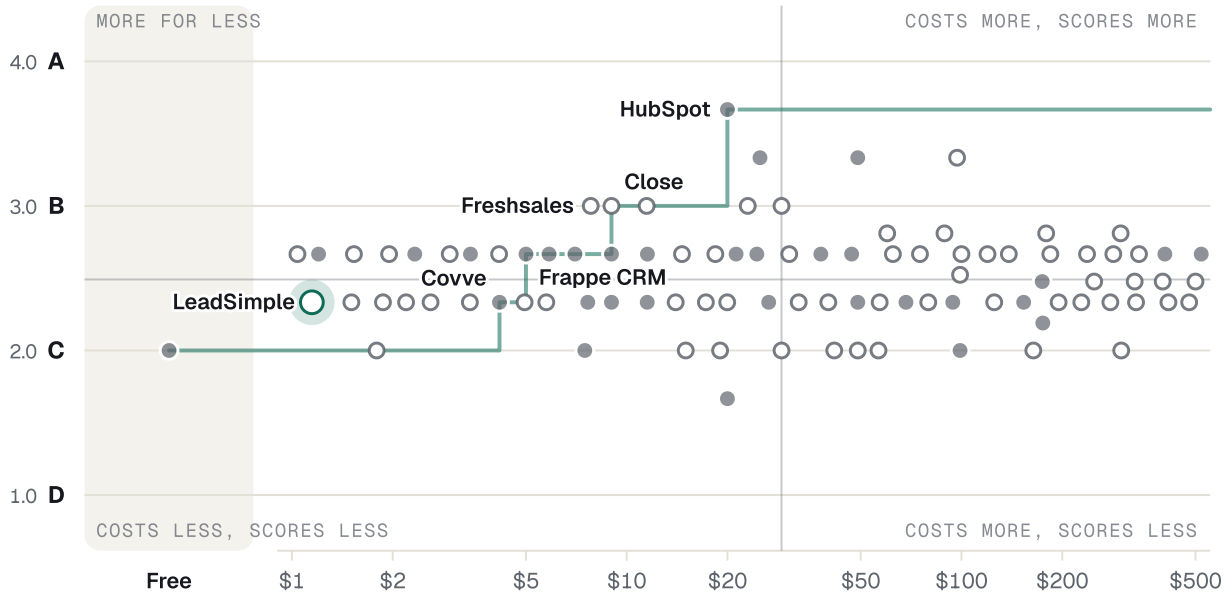
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. LeadSimple'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. LeadSimple 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 LeadSimple 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: 80 of the 116 other CRM tools grade higher. It costs $2,028 a year.

What you could make

- Sales pipeline: an app builder makes this well.

What you could not

- Connections to other products, each kept working as those products change.
- Phone numbers and calls carried over the phone network.
- One mailbox that several people work at once.
- Texts from a business number, registered with the carriers.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. LeadSimple'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, HighLevel, Pipedrive, HubSpot and Kommo

The 5 tools LeadSimple 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.

- LeadSimple also covers business phone line and business texting.
- Follow Up Boss also covers reports.

LeadSimple and Follow Up Boss compared in full

2.6 GPA

HighLevel

Free trial · from $97/mo

Sales and marketing platform that agencies can resell to clients.

- Only HighLevel lists macOS, Windows, Linux, iOS and Android apps.
- LeadSimple also covers shared inbox, business phone line and business texting.
- HighLevel also covers booking links, marketing automation and forms.

LeadSimple and HighLevel compared in full



2.2
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Pipedrive

Free trial · from $14/mo

Sales CRM organized around visual deal pipelines.

- Only Pipedrive lists iOS and Android apps.
- LeadSimple also covers shared inbox, business phone line and business texting.
- Pipedrive also covers transcription and kanban boards.

LeadSimple and Pipedrive compared in full



3.2
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HubSpot

Free plan · from $20/mo

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

- HubSpot has a free plan. LeadSimple does not, though it has a free trial.
- Only HubSpot lists iOS and Android apps.
- Only HubSpot lists a browser extension.

LeadSimple and HubSpot compared in full



2.4
GPA

Kommo

Free trial · from $25/mo

Messaging-first sales CRM for WhatsApp, Instagram and TikTok.

- Only Kommo lists iOS and Android apps.
- LeadSimple also covers shared inbox, business phone line and business texting.
- Kommo also covers booking links, AI agents and forms.

LeadSimple and Kommo 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 LeadSimple free?

No, LeadSimple is a paid product, but you can try it first. 14-day free trial of the full platform; a credit card is required.

How much does LeadSimple cost?

LeadSimple lists 2 plans. One: $169 per month for 50 doors, 12-month term ($199 month-to-month).

What platforms does LeadSimple work on?

LeadSimple is available on Web.

Does LeadSimple offer any discounts?

LeadSimple publicly lists the following: Lower prices with a 12-month commitment.

Does LeadSimple have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. LeadSimple is listed for Web.

Does LeadSimple have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. LeadSimple is listed for Web.

Is LeadSimple open source?

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

What does LeadSimple integrate with?

LeadSimple's listing names AppFolio, Buildium, Rentvine, Propertyware, Rent Manager and Zapier.

Who makes LeadSimple?

LeadSimple is made by a company of the same name.

What are the alternatives to LeadSimple?

The closest alternatives to LeadSimple in our directory are Follow Up Boss, HighLevel, Pipedrive, HubSpot and Kommo.

How does LeadSimple compare with other CRM tools?

LeadSimple's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

Is LeadSimple good value for money?

ToolGPA grades LeadSimple D for value for money. Its paid plans start at $169 a month, against a middle price of $29 for the category: 84 of the 93 others that charge start lower.

Could I make my own version of LeadSimple?

To replace LeadSimple 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 LeadSimple'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 LeadSimple'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 LeadSimple. Prices change, so check leadsimple.com before you buy.

leadsimple.com/pricing

leadsimple.com/integrations

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

LeadSimple, kept up to date

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

toolgpa.com/tools/leadsimple

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, "LeadSimple: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/leadsimple
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Send them this guide:
toolgpa.com/tools/leadsimple/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after LeadSimple, 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

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