ToolGPA

NOVEMBER 2026

REsimpli

The Insider's Guide

All-in-one CRM, dialer and marketing suite for real estate investors



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

Made by REsimpli · 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 REsimpli's own pages, its app-store listings and our grades. Every fact in it is on REsimpli'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

REsimpli is a CRM built for real estate investors, such as wholesalers and flippers. It bundles lead data tools (list stacking, skip tracing, driving for dollars) with a triple-line dialer, direct mail, automations, e-signature, a KPI dashboard and accounting. Plans are priced by team size and include every feature.

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

> "
>
> **There are lists, numbers and pipelines to set up.**
>
> From our grade for ease of use

1 **Best for real estate investors wanting CRM, dialer and marketing**

REsimpli is a CRM, dialer, marketing and accounting suite for real estate investors.

2 **Paid plans start at $249 a month**

As its pricing page puts it: $249 per month, billed annually ($299 billed monthly).

3 **You can try it first**

14-day free trial

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Lead data tools**

List stacking, skip tracing, driving for dollars and cash buyer searches; monthly skip tracing credits grow with the plan.

6 **Triple-line dialer and texting**

Unlimited standard calling minutes and SMS under a fair use policy; AI calling is billed separately per use.

7 **Marketing**

Automations and drip campaigns, direct mail, a seller website and unlimited email.

8 **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.

9 **Keep it**

To replace REsimpli you would be making phone numbers and calls carried over the phone network. That is not a weekend's work, with an AI app builder or without one.

REsimpli at a glance

PRICING Free trial, from $249 per month, billed annually ($299 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial	RUNS ON Web, iOS, Android
MADE BY REsimpli	CATEGORY CRM Software
OUR GRADE 2.0 GPA, fair	

The report card

Best for real estate investors wanting CRM, dialer and marketing

REsimpli is a CRM, dialer, marketing and accounting suite for real estate investors. Solo is $249 a month billed annually for one user, extra users and AI calling cost more, and it's built for investing, so other teams will leave most of it unused.

TOOLGPA REPORT CARD	REsimpli	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$249 a month billed annually for 1 user, $299 monthly. That's in the dearest tenth of the CRM category, which starts at $169, and extra users are $99 to $125 each.
Free plan and trial	C	A 14-day free trial, and no free plan afterwards.
Features	C	Lead lists, a triple-line dialer, texting, marketing, e-sign, accounting and AI agents. It's aimed at real estate investing only, and AI calling is $0.50 a minute on top.
Ease of use	C	No store rating on record. There are lists, numbers and pipelines to set up.
Platforms and integrations	B	Web plus iPhone and Android apps and an open API. No desktop app.
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 REsimpli is for

- ✓ Fits if you buy and sell houses and want lead lists, calling and deals together
- ✓ Works for investor teams that grow past one person

Who it is not for

- ✕ Not for you if you're outside real estate investing, as most of it goes unused
- ✕ Pricey if you're a solo user, at $249 a month billed annually
- ✕ Watch out: extra users cost $99 a month on annual billing, up to each plan's cap
- ✕ Watch out: AI calling is $0.50 a minute and AI SMS $0.03 a message on top of the plan
- ✕ Tight if you add phone numbers, at $5, $3 or $2 a month each by plan

Good to know

Good for

- ✓ Real estate wholesalers and flippers who want leads, calling and mail in one system
- ✓ Investor teams that want every feature on every plan and only pick a team size
- ✓ Investors replacing a separate dialer, skip tracer and bookkeeping tool

Worth knowing

- ⓘ Extra users cost $99 a month on annual billing or $125 on monthly billing, up to each plan's user cap.
- ⓘ AI calling is $0.50 per minute and AI SMS $0.03 per message, on top of the plan price.
- ⓘ Extra phone numbers are $5, $3 or $2 a month by plan, and extra websites are $29 a month.
- ⓘ It is built for real estate investing, so other kinds of sales teams will find much of it unused.

PART 02 · PRICING

What it costs

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

$249

A month to start

REsimpli is a paid product with a free trial, starting at $249 per month, billed annually ($299 billed monthly).

SOLO

$249

per month, billed annually ($299 billed monthly)

1 user and 1 phone number; up to 3 extra users. 20,000 list stacking records and 10,000 list builder credits a month.

TEAM

$699

per month, billed annually ($899 billed monthly)

5 users and 5 phone numbers; up to 7 extra users. 100,000 list stacking records and 20,000 list builder credits a month.

BUSINESS

$1,799

per month, billed annually ($2,199 billed monthly)

15 users and 15 phone numbers; unlimited extra users. Unlimited list stacking and 50,000 list builder credits a month.

Trying it first

14-day free trial

Read from resimpli.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save with yearly billing

Yearly billing lowers the monthly price on each plan, for example Solo at $249 a month instead of $299; the page says up to 29%.

Stated on resimpli.com

PART 03 · FEATURES

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

All-in-one CRM, dialer and marketing suite for real estate investors. Here is what it does, as its own site describes it, and what it covers: public API, sales pipeline, workflow automation, AI agents, business phone line, business texting, dashboards.

> **Lead lists, a triple-line dialer, texting, marketing, e-sign, accounting and AI agents.**
>
> From our grade for features

Lead data tools

List stacking, skip tracing, driving for dollars and cash buyer searches; monthly skip tracing credits grow with the plan.

Triple-line dialer and texting

Unlimited standard calling minutes and SMS under a fair use policy; AI calling is billed separately per use.

Marketing

Automations and drip campaigns, direct mail, a seller website and unlimited email.

Pipelines and e-sign

Custom pipelines, speed-to-lead alerts and unlimited e-signature for contracts.

KPI dashboard and accounting

A KPI dashboard and full accounting are included, which the vendor says replaces several separate tools.

AI agents and open API

AI agents are listed as free on every plan, and API access carries no usage fees.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

REsimpli is made by REsimpli.

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

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

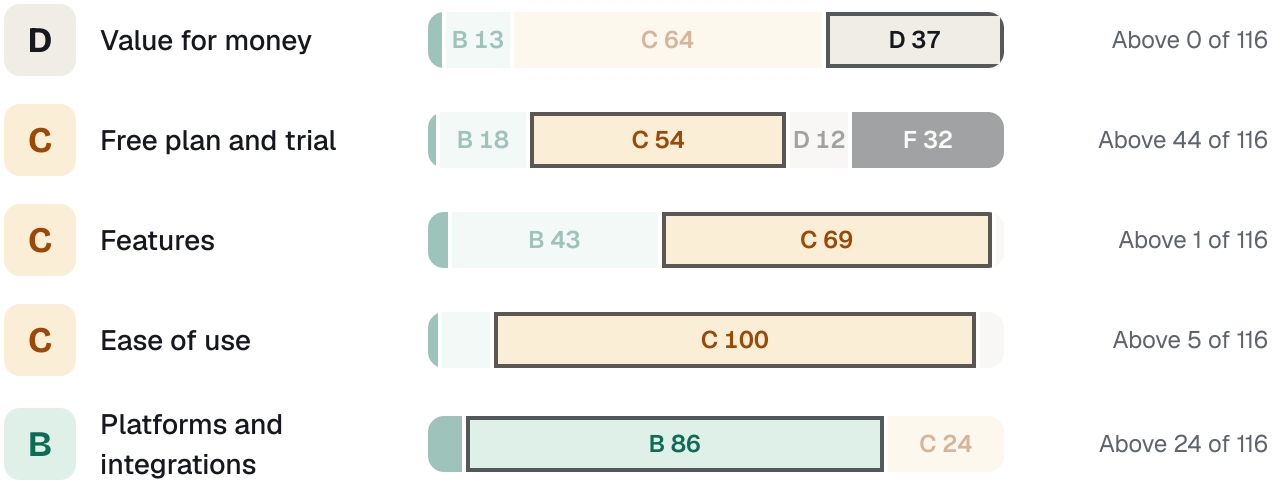
It stands best on platforms and integrations (B, above 24 of 116) and worst on value for money (D, above 0).

Its paid plans start at $249 a month, against a middle price of $29 for the category: 88 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 44 tools score higher and cost less.

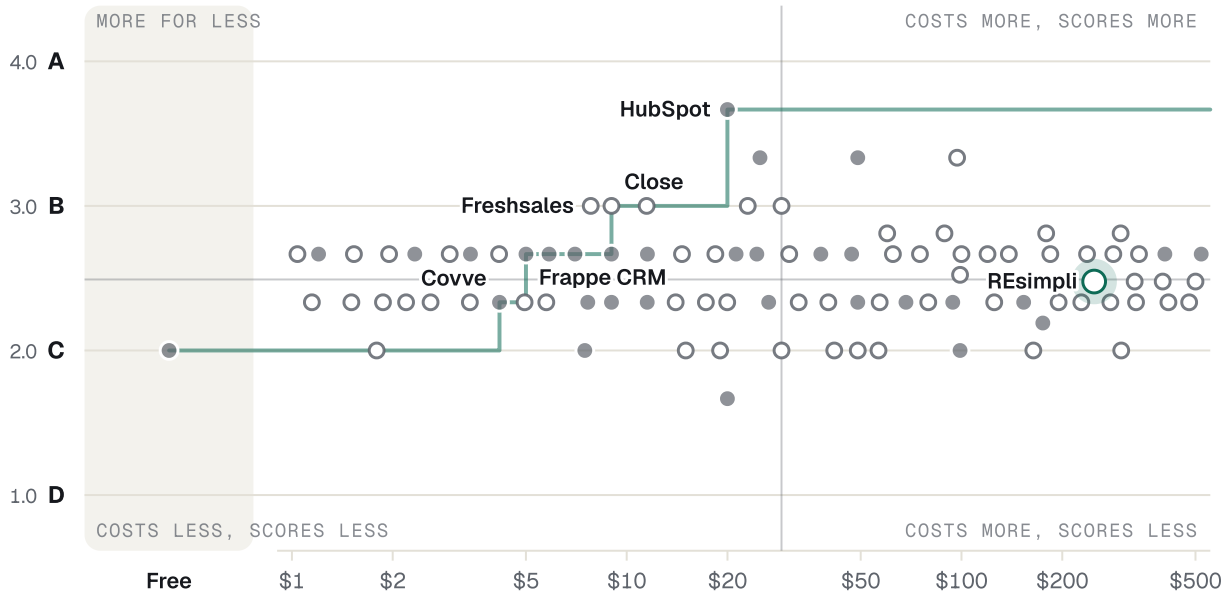
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. REsimpli'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. REsimpli 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 REsimpli you would be making phone numbers and calls carried over the phone network. 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. It costs $2,988 a year.

What you could make

- Sales pipeline: an app builder makes this well.

What you could not

- Phone numbers and calls carried over the phone network.

- Connections to other products, each kept working as those products change.
- An AI agent, with the models and the safeguards behind it.
- 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.

What this rests on. REsimpli'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



HighLevel, Follow Up Boss, Close, Pipedrive and Kommo

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

2.6 GPA

HighLevel

Free trial · from $97/mo

Sales and marketing platform that agencies can resell to clients.

- Only HighLevel lists macOS, Windows and Linux apps.
- REsimpli also covers AI agents, business phone line, business texting and dashboards.
- HighLevel also covers booking links, marketing automation and forms.

REsimpli and HighLevel compared in full

2.0 GPA

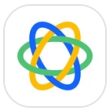
Follow Up Boss

Free trial · from $58/mo

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

- Only REsimpli lists iOS and Android apps.
- REsimpli also covers AI agents, business phone line, business texting and dashboards.
- Follow Up Boss also covers shared inbox and reports.

REsimpli and Follow Up Boss compared in full



2.4 GPA

Close

Free trial · from $9/mo

Sales CRM with built-in calling, SMS, email and an AI teammate.

- Only Close lists macOS and Windows apps.
- REsimpli also covers AI agents, business phone line, business texting and dashboards.
- Close also covers transcription.

REsimpli and Close compared in full



2.2 GPA

Pipedrive

Free trial · from $14/mo

Sales CRM organized around visual deal pipelines.

- REsimpli also covers AI agents, business phone line, business texting and dashboards.
- Pipedrive also covers transcription and kanban boards.

REsimpli and Pipedrive compared in full



2.4 GPA

Kommo

Free trial · from $25/mo

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

- REsimpli also covers business phone line, business texting and dashboards.
- Kommo also covers booking links and forms.

REsimpli and Kommo compared in full

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 REsimpli free?

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

How much does REsimpli cost?

REsimpli lists 3 plans. Solo: $249 per month, billed annually ($299 billed monthly).

What platforms does REsimpli work on?

REsimpli is available on Web, iOS and Android.

Does REsimpli offer any discounts?

REsimpli publicly lists the following: Save with yearly billing.

Does REsimpli have a Windows app?

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

Does REsimpli have a macOS app?

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

Is REsimpli open source?

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

Does REsimpli have an API?

Yes. REsimpli offers a public API, according to its own site.

Who makes REsimpli?

REsimpli is made by a company of the same name.

What are the alternatives to REsimpli?

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

How does REsimpli compare with other CRM tools?

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

Is REsimpli good value for money?

ToolGPA grades REsimpli D for value for money. Its paid plans start at $249 a month, against a middle price of $29 for the category: 88 of the 93 others that charge start lower.

Could I make my own version of REsimpli?

To replace REsimpli you would be making phone numbers and calls carried over the phone network.

Where this guide comes from

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

resimpli.com/pricing/

resimpli.com/

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

REsimpli, kept up to date

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

toolgpa.com/tools/resimpli

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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