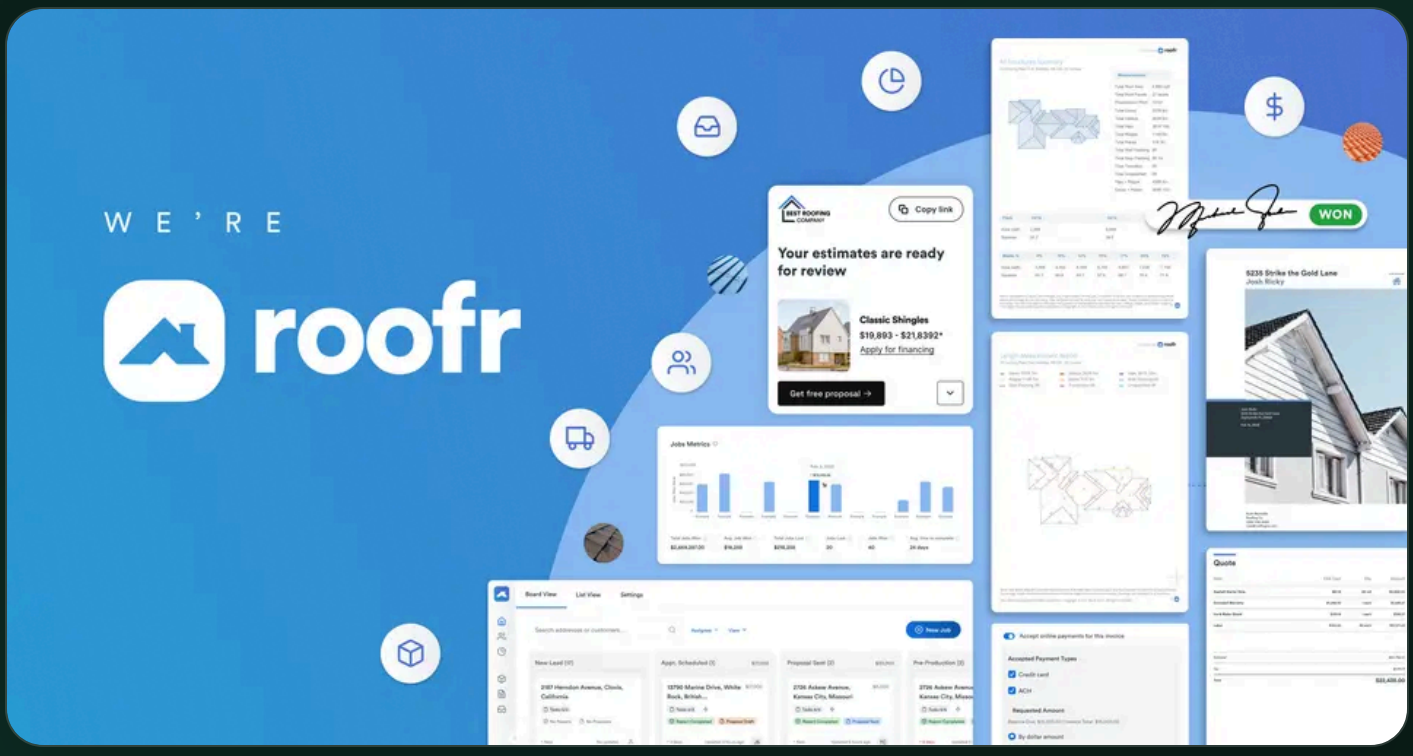
ToolGPA

NOVEMBER 2026

Roofr

The Insider's Guide

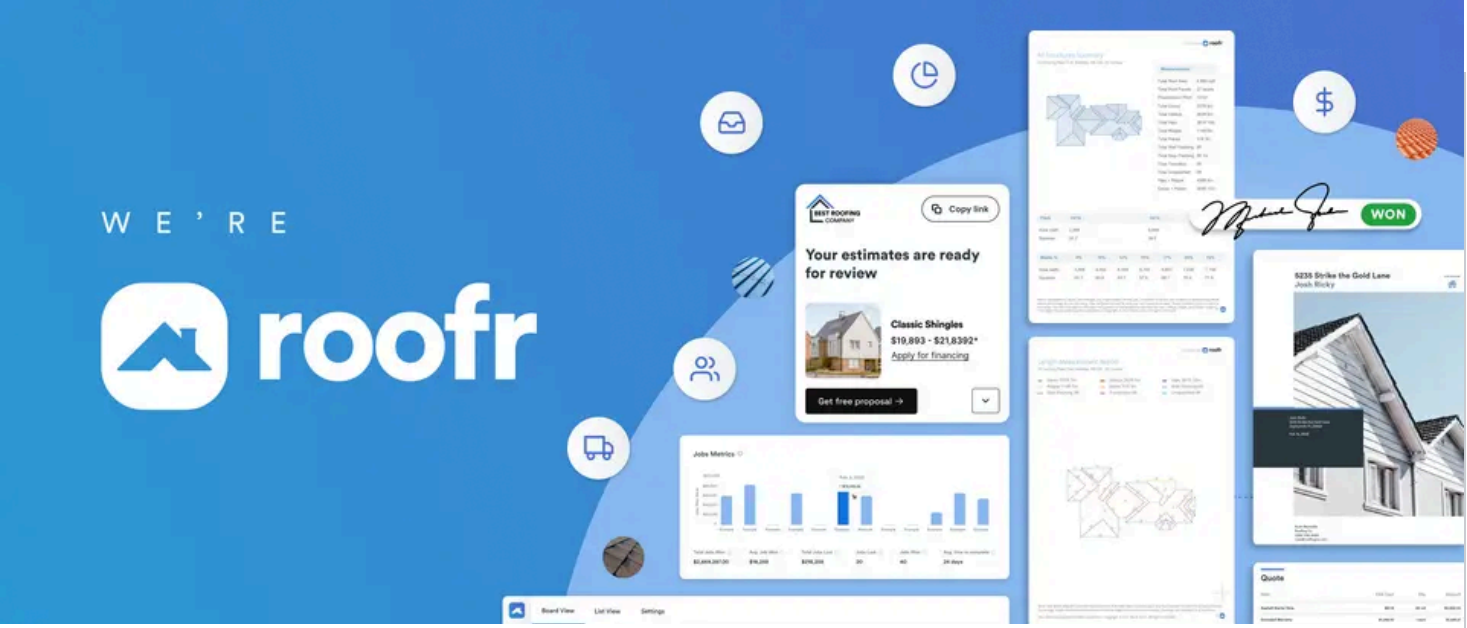
Roof measurements, estimates and CRM for roofing contractors



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

Made by Roofr · checked Nov 12, 2026 · toolgpa.com

2.0
GPA



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

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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 Roofr's own pages, its app-store listings and our grades. Every fact in it is on Roofr'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 31 of the 87 other field service apps we grade

Roofr is a suite for roofing businesses that combines paid roof measurement reports with a CRM built around job boards. It also covers instant online estimates, proposals, invoices, card and ACH payments, and material ordering from supplier integrations. Signing up for the Starter plan is free and has no user limit.

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

> "
>
> **Job boards, proposal templates and the estimator need setting up first.**
>
> From our grade for ease of use

1 **Best for roofing contractors who order measurement reports**

Roofr has a free plan with unlimited users, 10 trial proposals and $19 measurement reports, aimed at roofers.

2 **Paid plans start at $95 a month**

As its pricing page puts it: $95 per month for Measure+ with 6-hour reports, billed yearly ($109 billed monthly).

3 **There is a free plan**

Starter plan at $0: unlimited users, 1 basic job board, 10 trial proposals, invoices and work orders, and $19 measurement reports.

4 **It runs on 3 platforms**

Web, iOS and Android.

5 Roof measurement reports

Reports with total squares, pitch and edge lengths are ordered per report: $19 on Starter, $13 on paid plans. ESX files for Xactimate are priced per bundle.

6 CRM and job boards

Jobs move across kanban-style boards with tasks, attachments, email from the job card and a calendar. Starter has one basic board; Scale has seven customizable ones.

7 Instant Estimator

An add-on that lets homeowners get a first quote based on the contractor's own pricing, with job details landing in the job board.

8 A 2.0 GPA, above 31 of 87

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

9 Keep it

To replace Roofr 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.

Roofr at a glance

PRICING
Free plan, from $95 per month for Measure+ with 6-hour reports, billed yearly ($109 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web, iOS, Android

MADE BY
Roofr

CATEGORY
Field Service Software

OUR GRADE
2.0 GPA, fair

The report card

Best for roofing contractors who order measurement reports

Roofr has a free plan with unlimited users, 10 trial proposals and $19 measurement reports, aimed at roofers. Measurement reports are charged per report on every plan, and card payments, texting and unlimited proposals only start at Essentials for $209 a month billed yearly.

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

SUBJECT	GRADE	COMMENT
Value for money	D	Measure+ is $95 a month billed yearly, but card and ACH payments, SMS and unlimited proposals need Essentials at $209 billed yearly ($249 monthly), at the dearest-tenth line of $208. Reports are charged on top.
Free plan and trial	C	The Starter plan is free with unlimited users, a job board, 10 trial proposals, invoices and work orders. Reports are $19 each and the rest is paid.
Features	C	Roof measurement reports, a CRM and job boards, an Instant Estimator, proposals, invoices and payments, material ordering and automations. Payments, texting and unlimited proposals need Essentials, and there is no route optimisation.
Ease of use	C	No store rating on record. Job boards, proposal templates and the estimator need setting up first.
Platforms and integrations	B	Web, iPhone and Android, with QuickBooks, Google Calendar, ABC Supply and SRS Distribution. 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 Roofr is for

- ✓ Fits if you run a roofing company and order measurement reports every week
- ✓ Works for crews that want a free start to try proposals on

Who it is not for

- ✕ Not for you if you aren't a roofer, as it is built for roofing and isn't general field service
- ✕ Tight if you stay free: 10 trial proposals, and card and ACH payments and texting need Essentials
- ✕ Pricey if you quote often, as measurement reports are charged per report on every plan
- ✕ Watch out: Instant Estimator is $149 monthly, and Roofr Sites and AI Receptionist are beta add-ons

Good to know

Good for

- ✓ Roofing contractors who order measurement reports regularly
- ✓ Small roofing crews that want a free CRM to start
- ✓ Contractors who want estimates, proposals and payments in one system

Worth knowing

- ⓘ Built for roofing; it is not a general field service tool and has no route optimization.
- ⓘ Measurement reports are charged per report on every plan, in addition to the subscription.
- ⓘ Card and ACH payments, SMS texting and unlimited proposals need Essentials or higher.
- ⓘ Instant Estimator ($149 monthly, $125 billed yearly), Roofr Sites and AI Receptionist ($99 monthly, $85 billed yearly, both in beta) are add-ons.

PART 02 · PRICING

What it costs

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

$95

A month to start. There is a free plan too

Roofr has a free plan. Paid plans start at $95 per month for Measure+ with 6-hour reports, billed yearly ($109 billed monthly).

STARTER

$0

Unlimited users, 1 basic job board, 5 automated actions, 10 trial proposals, invoices and work orders. Measurement reports cost $19 each.

MEASURE+

$95

per month with 6-hour reports, billed yearly ($109 billed monthly)

Starter plus $13 reports. The 2-hour delivery version is $145 billed yearly ($169 billed monthly).

ESSENTIALS

$209

per month, billed yearly ($249 billed monthly)

Measure+ with 2-hour reports, unlimited proposals, invoices and e-signatures, card and ACH payments, 10 automated actions and SMS texting.

SCALE

$299

per month, billed yearly ($349 billed monthly)

7 job boards, crew management, performance dashboard, job costing, QuickBooks integration and role-based permissions.

The free plan

Starter plan at $0: unlimited users, 1 basic job board, 10 trial proposals, invoices and work orders, and $19 measurement reports.

Read from roofr.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to 15% on annual billing

The pricing page shows lower per-month prices for yearly billing, for example $209 instead of $249 a month on Essentials.

Stated on roofr.com

OTHER SAVINGS

Black Friday: 2 months free on any plan

A banner says new or upgrading subscribers get 2 months free on any plan until November 30.

Stated on roofr.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

Roof measurements, estimates and CRM for roofing contractors. Here is what it does, as its own site describes it, and what it covers: kanban boards, sales pipeline, workflow automation, invoicing, quotes and estimates.

> "
>
> **Roof measurement reports, a CRM and job boards, an Instant Estimator, proposals, invoices and payments, material ordering and automations.**
>
> From our grade for features

Roof measurement reports

Reports with total squares, pitch and edge lengths are ordered per report: $19 on Starter, $13 on paid plans. ESX files for Xactimate are priced per bundle.

CRM and job boards

Jobs move across kanban-style boards with tasks, attachments, email from the job card and a calendar. Starter has one basic board; Scale has seven customizable ones.

Instant Estimator

An add-on that lets homeowners get a first quote based on the contractor's own pricing, with job details landing in the job board.

Proposals, invoices and payments

Templated proposals and contracts with e-signatures, plus invoices that link to the job. Card and ACH payments start on the Essentials plan.

Material ordering

Material lists come from the measurement report, and supplier integrations let a contractor order from a preferred supplier inside Roofr.

Automations and reporting

Automated actions fire on job stage or proposal status, from 5 on Starter to unlimited on Scale. Scale adds a performance dashboard and job costing.

Where it runs

Web · iOS · Android

What it works with

QuickBooks · Google Calendar · ABC Supply · SRS Distribution

Roofr is made by Roofr.

PART 04 · STANDING

Where it stands

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

31/87

Other field service apps it is graded above

Roofr's GPA of 2.0 is higher than 31 of the 87 other field service apps we grade, and level with 23.

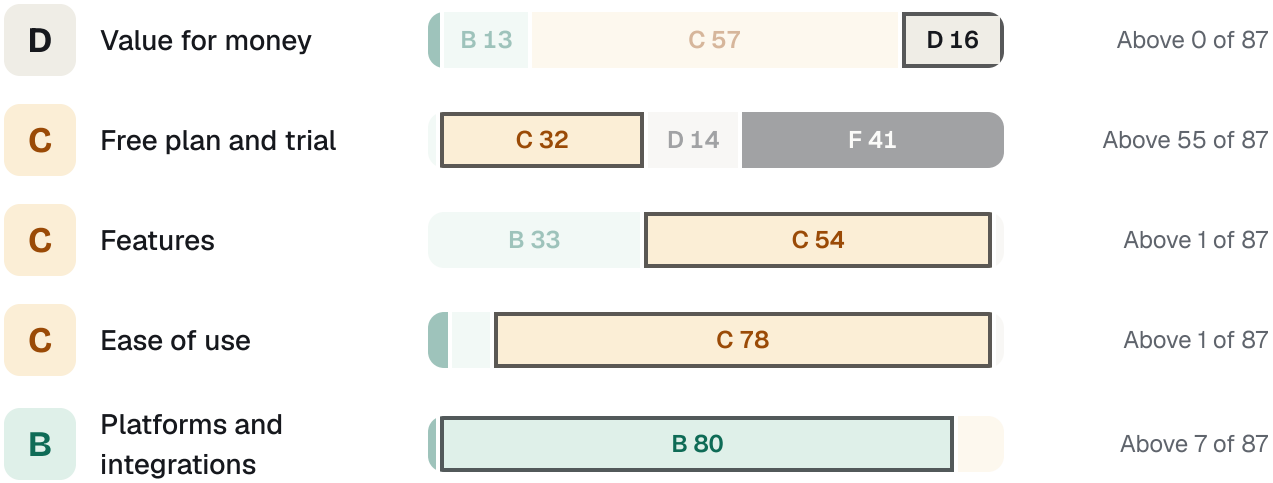
It stands best on platforms and integrations (B, above 7 of 87) and worst on value for money (D, above 0).

Its paid plans start at $95 a month, against a middle price of $50 for the category: 39 of the 53 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 13 tools score higher and cost less.

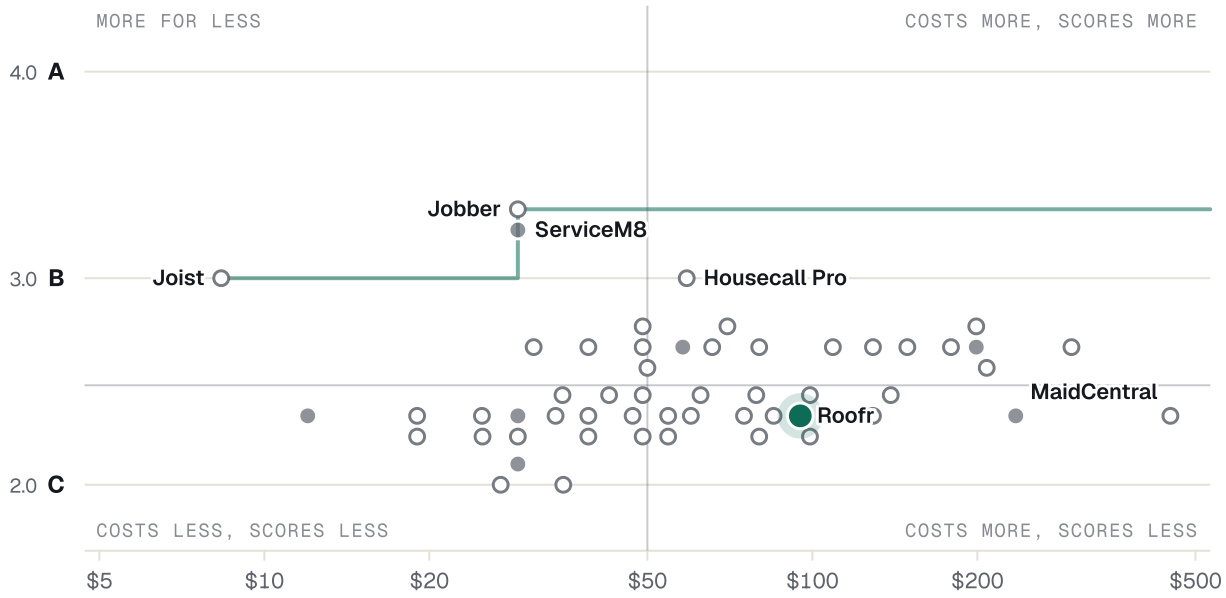
Each grade against the category

Every bar is all 88 field service apps we grade, cut by the letter each got. Roofr's own letter is outlined.



Price against what you get

Each dot is one of 54 field service apps. Further left costs less; higher up scores better on features, ease of use and platforms. Roofr 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 Roofr 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.

It costs $1,140 a year.

What you could make

- Quotes and estimates, invoicing, sales pipeline and kanban boards: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.

- A real app for iOS and Android. Something home-made would be a web page.

What this rests on. Roofr'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



AccuLynx, JobNimbus, Buildertrend, JobTread and Housecall Pro

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

1.6 GPA

AccuLynx

Paid

Sales, production and finance software for roofing companies.

- Roofr has a free plan. AccuLynx does not.
- Only Roofr lists iOS and Android apps.
- Roofr also covers kanban boards and workflow automation.

Roofr and AccuLynx compared in full

2.6 GPA

JobNimbus

Free trial

CRM and project management for roofing and exterior contractors.

- Roofr has a free plan. JobNimbus does not, though it has a free trial.
- Roofr also covers kanban boards.
- JobNimbus also covers business texting.

Roofr and JobNimbus compared in full

2.0
GPA

Buildertrend

Paid

Construction project management for home builders and remodelers.

- Roofr has a free plan. Buildertrend does not.
- Roofr also covers kanban boards and workflow automation.
- Buildertrend also covers email campaigns, time clock and job scheduling.

Roofr and Buildertrend compared in full

1.8
GPA

JobTread

From $199/mo

Estimating and job management for construction contractors.

- Roofr has a free plan. JobTread does not.
- Roofr also covers kanban boards, sales pipeline and workflow automation.
- JobTread also covers time tracking, reports and job scheduling.

Roofr and JobTread compared in full

2.6
GPA

Housecall Pro

Free trial · from $59/mo

Scheduling, quotes and payments for home service businesses.

- Roofr has a free plan. Housecall Pro does not, though it has a free trial.
- Roofr also covers kanban boards, sales pipeline and workflow automation.
- Housecall Pro also covers job scheduling, appointment booking and review collection.

Roofr 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 Roofr free?

Roofr has a free plan. Starter plan at $0: unlimited users, 1 basic job board, 10 trial proposals, invoices and work orders, and $19 measurement reports.

How much does Roofr cost?

Roofr lists 4 plans. Starter: $0.

What platforms does Roofr work on?

Roofr is available on Web, iOS and Android.

Does Roofr offer any discounts?

Roofr publicly lists the following: Save up to 15% on annual billing; Black Friday: 2 months free on any plan.

Does Roofr have a Windows app?

No Windows app was listed when its pages were read on Nov 12, 2026. Roofr is listed for Web, iOS and Android.

Does Roofr have a macOS app?

No macOS app was listed when its pages were read on Nov 12, 2026. Roofr is listed for Web, iOS and Android.

Is Roofr open source?

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

What does Roofr integrate with?

Roofr's listing names QuickBooks, Google Calendar, ABC Supply and SRS Distribution.

Who makes Roofr?

Roofr is made by a company of the same name.

What are the alternatives to Roofr?

The closest alternatives to Roofr in our directory are AccuLynx, JobNimbus, Buildertrend, JobTread and Housecall Pro.

How does Roofr compare with other field service apps?

Roofr's GPA of 2.0 is higher than 31 of the 87 other field service apps we grade, and level with 23.

Is Roofr good value for money?

ToolGPA grades Roofr D for value for money. Its paid plans start at $95 a month, against a middle price of $50 for the category: 39 of the 53 others that charge start lower.

Could I make my own version of Roofr?

To replace Roofr 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 Roofr'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 Roofr'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 Roofr. Prices change, so check roofr.com before you buy.

roofr.com/pricing

roofr.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

Roofr, kept up to date

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

toolgpa.com/tools/roofr

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, "Roofr: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/roofr
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Know someone choosing between field service apps?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Field Service Software Insider's Guide

Every one of the 88 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 Roofr'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. Roofr is a trademark of its owner, and this guide is not made, paid for or approved by Roofr. Prices and plans change: check roofr.com before you buy.