ToolGPA

NOVEMBER 2026

# Top Producer

## The Insider's Guide

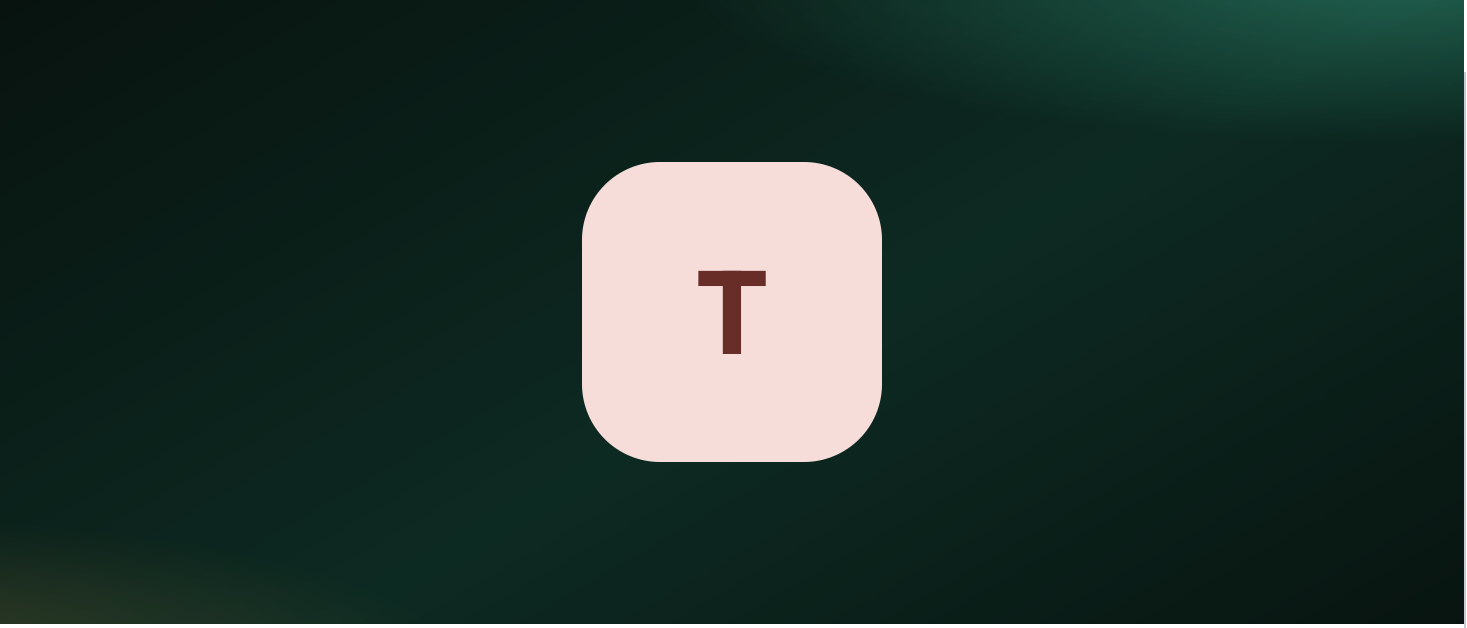
Real estate CRM with MLS reports, workflows and optional lead gen




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

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

**1.8**

GPA, above 5 of the 72 other CRM tools we grade

Top Producer is a CRM for real estate agents, teams and brokers. It combines contacts and a customizable pipeline with automated lead response, task plans, transaction management and branded MLS market reports. Paid options add social lead generation or AI-assisted farming, and an AI writing assistant drafts emails and texts.

To get you started, here are **8 things to know about Top Producer**, taken from its own pages and our grades.

> "
>
> **MLS feeds and follow-up plans to set up.**
>
> From our grade for ease of use

**1** **Best for a real estate CRM tied to MLS data and market reports**

Top Producer is a real estate CRM with MLS reports and transaction tools, at $179 a user a month.

**2** **Paid plans start at $179 a month for each person**

As its pricing page puts it: $179 per user / month.

**3** **It runs on Web**

Web.

**4** **CRM and pipeline**

Unlimited contacts, leads and transactions, a customizable sales pipeline and two-way email and calendar sync.

**5** **Follow-up system**

A smart list of who to contact next, task plans and dynamic workflows, plus automated SMS and email lead response.

**6** **Market Snapshot reports**

Branded market reports built on MLS data, with just-listed and just-sold alerts and report engagement insights.

**7** **A 1.8 GPA, above 5 of 72**

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

**8** **Keep it**

To replace Top Producer 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.

### Top Producer at a glance

| | |
|---|---|
| PRICING<br>Paid, from $179 per user / month | FREE PLAN<br>No |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>Top Producer | CATEGORY<br>CRM Software |
| OUR GRADE<br>1.8 GPA, weak | |

## The report card

### Best for a real estate CRM tied to MLS data and market reports

Top Producer is a real estate CRM with MLS reports and transaction tools, at $179 a user a month. Leads and farming add $479 to $599 a month, and nothing can be bought without a call.

| TOOLGPA REPORT CARD | Top Producer | Graded Nov 12, 2026 |
|---|---|---|

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | D | $179 a user a month, against a dearest-tenth threshold of $99. Team plans run from $399 for 5 users. |
| **Free plan and trial** | F | No free plan and no trial is stated on the pricing page. |
| **Features** | B | CRM, follow-up, MLS market reports, AI Author and transaction management. Nothing in the listing is missing for an agent. |
| **Ease of use** | C | No store rating on record. MLS feeds and follow-up plans to set up. |
| **Platforms and integrations** | B | Web, with Google Calendar, Outlook, Apple Calendar and FiveStreet. No phone apps are listed. |
| **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 Top Producer is for

- ✓ Fits if you are a real estate agent who wants a CRM tied to MLS data
- ✓ Makes sense if you are a team that wants one flat price for 5, 10 or 25 users

## Who it is not for

- ✗ Pricey if you are alone: $179 a user is the entry price
- ✗ Watch out: leads and farming start at $479 and $599 a month, and Smart Targeting is quote-only
- ✗ Watch out: the website is $35 a user and FiveStreet $25 a user, both monthly
- ✗ Skip it if you want a trial or checkout, because the page asks you to call or request info

# Good to know

## Good for

- ✓ Real estate agents who want a CRM tied to MLS data and market reports
- ✓ Teams that want shared contacts under one flat price per team size

## Worth knowing

- ⓘ Plans are "request more info" or call; the page has no self-serve checkout and no trial is stated.
- ⓘ Pro + Leads and Pro + Farming start at $479 and $599 and vary with lead volume or farm size; Pro + Smart Targeting is quote-only.
- ⓘ The Top Producer Website costs $35 per user a month and FiveStreet lead management $25 per user a month, both billed monthly.
- ⓘ Canadian pricing is requested separately, and onboarding is a separate paid service.

PART 02 · PRICING

# What it costs

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

**$179**

A month to start, for each person

Top Producer is a paid product, starting at $179 per user / month.

> **No free plan and no trial is stated on the pricing page.**

From our grade for free plan and trial

PRO

## $179

per user / month

CRM with Market Snapshot MLS reports, automated SMS and email lead response, transaction management and MLS integration with 320+ boards.

PRO + LEADS

## $479

per month and up, varies with lead volume

Pro plus Social Connect, which supplies exclusive leads from social media with automated multi-touch response.

PRO + FARMING

## $599

per month and up, varies with farm size

Pro plus Smart Targeting: predictive farming insights and automated multi-channel marketing.

PRO TEAMS 5

**$399**

per month for up to 5 users

Everything in Pro with team functionality and shared access to contacts. Farming and leads can be added.

PRO TEAMS 10

**$699**

per month for up to 10 users

Same as Teams 5 for up to 10 users.

PRO TEAMS 25

**$1199**

per month for up to 25 users

Same as Teams 5 for up to 25 users.

Read from topproducer.com on Nov 12, 2026.

# 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 with MLS reports, workflows and optional lead gen. Here is what it does, as its own site describes it, and what it covers: AI features, tasks, sales pipeline, workflow automation, reports, email campaigns, sMS marketing.

> **CRM, follow-up, MLS market reports, AI Author and transaction management.**

From our grade for features

### CRM and pipeline

Unlimited contacts, leads and transactions, a customizable sales pipeline and two-way email and calendar sync.

### Follow-up system

A smart list of who to contact next, task plans and dynamic workflows, plus automated SMS and email lead response.

### Market Snapshot reports

Branded market reports built on MLS data, with just-listed and just-sold alerts and report engagement insights.

### AI Author

A writing assistant for emails and text messages, with pre-loaded prompts such as market updates.

### Transaction management

Built-in tracking of transactions and commissions.

### Leads and farming

Optional social lead generation, seller leads, and predictive farming with mailers and Facebook ads.

### Where it runs

Web

### What it works with

Google Calendar

Microsoft Outlook

Apple Calendar

FiveStreet

Top Producer is made by Top Producer.

# Where it stands

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

**5**/72

Other CRM tools it is graded above

Top Producer's GPA of 1.8 is higher than 5 of the 72 other CRM tools we grade, and level with 11.

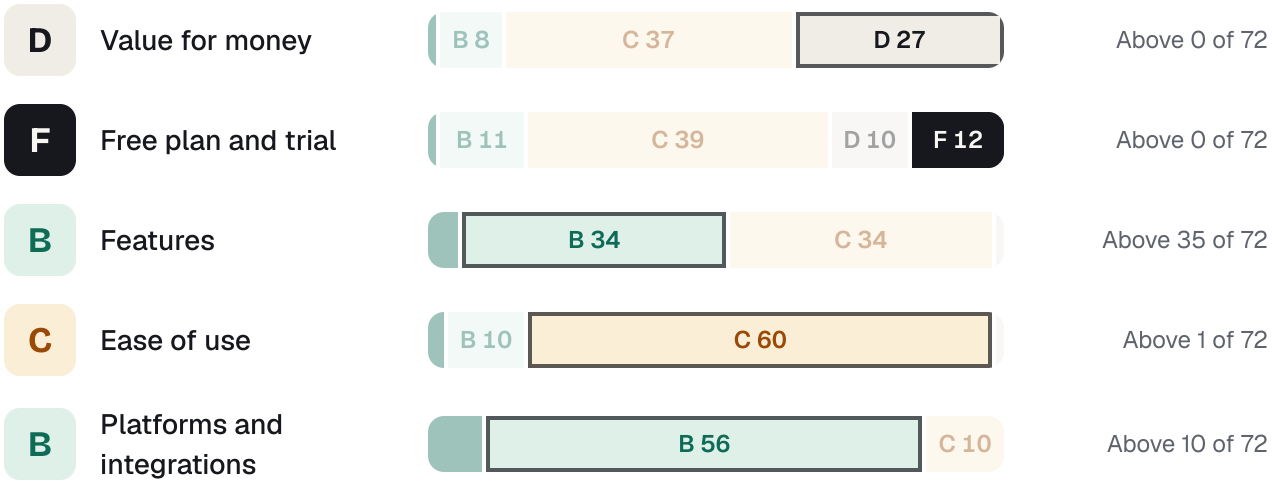
It stands best on features (B, above 35 of 72) and worst on free plan and trial (F, above 0).

Its paid plans start at $179 a month for each person, against a middle price of $27.92 for the category: 64 of the 66 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 9 tools score higher and cost less.

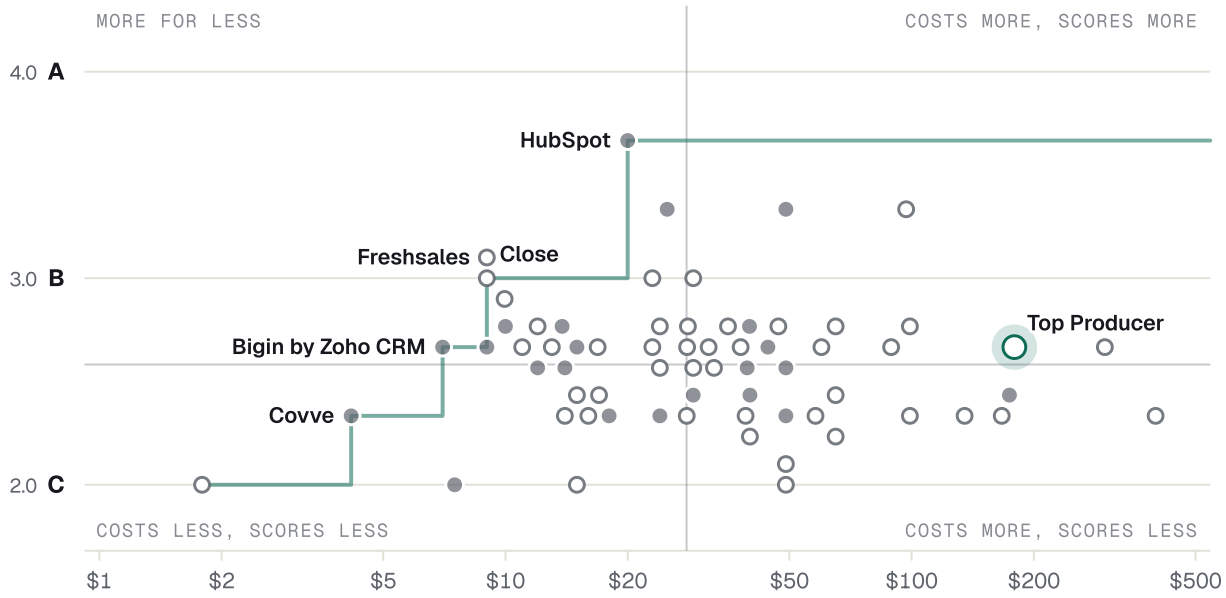
## Each grade against the category

Every bar is all 73 CRM tools we grade, cut by the letter each got. Top Producer'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. Top Producer 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 Top Producer 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: 56 of the 72 other CRM tools grade higher. It costs $2,148 a year.

### What you could make

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

### What you could not

- Connections to other products, each kept working as those products change.
- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- 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.
- The depth: we grade its features B, which means it covers the whole job.

**What this rests on.** Top Producer'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, Lofty, Real Geeks, Wise Agent and Realvolve

The 5 tools Top Producer 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.

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

Top Producer and Follow Up Boss compared in full

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## Lofty

Paid

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

- Top Producer also covers tasks and workflow automation.
- Lofty also covers marketing automation and AI agents.

Top Producer and Lofty compared in full



1.6
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## Real Geeks

From $399/mo

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

- Top Producer also covers tasks, workflow automation and reports.
- Real Geeks also covers marketing automation and call tracking.

Top Producer and Real Geeks compared in full



2.0
GPA

## Wise Agent

Free trial · from $49/mo

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

- Top Producer also covers workflow automation.
- Wise Agent also covers marketing automation.

Top Producer and Wise Agent compared in full



1.8
GPA

## Realvolve

Free trial · from $49/mo

Real estate CRM with workflow automation for agents and teams.

- Top Producer also covers reports and email campaigns.
- Realvolve also covers templates.

Top Producer and Realvolve compared in full

# Quick answers

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

**12**

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 Top Producer free?

No. Top Producer is a paid product, starting at $179 per user / month.

### How much does Top Producer cost?

Top Producer lists 6 plans. Pro: $179 per user / month.

### What platforms does Top Producer work on?

Top Producer is available on Web.

### Does Top Producer have an Android app?

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

### Does Top Producer have an iPhone app?

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

### Is Top Producer open source?

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

### What does Top Producer integrate with?

Top Producer's listing names Google Calendar, Microsoft Outlook, Apple Calendar and FiveStreet.

### Who makes Top Producer?

Top Producer is made by a company of the same name.

### What are the alternatives to Top Producer?

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

### How does Top Producer compare with other CRM tools?

Top Producer's GPA of 1.8 is higher than 5 of the 72 other CRM tools we grade, and level with 11.

### Is Top Producer good value for money?

ToolGPA grades Top Producer D for value for money. Its paid plans start at $179 a month for each person, against a middle price of $27.92 for the category: 64 of the 66 others that charge start lower.

### Could I make my own version of Top Producer?

To replace Top Producer 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 Top Producer'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 Top Producer'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 Top Producer. Prices change, so check topproducer.com before you buy.

topproducer.com/

topproducer.com/pricing

# 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](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

### Top Producer, kept up to date
Everything in this guide, with prices and grades as they are today
toolgpa.com/tools/top-producer

### 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:

```
ToolGPA, "Top Producer: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/top-producer
```

### Know someone choosing between CRM tools?

Send them this guide:
toolgpa.com/tools/top-producer/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded CRM tools after Top Producer, 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

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