ToolGPA

NOVEMBER 2026

Zurple

The Insider's Guide

Real estate lead generation with an automated nurture CRM



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

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

1.6
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 Zurple's own pages, its app-store listings and our grades. Every fact in it is on Zurple'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

1.6

GPA, above 3 of the 116 other CRM tools we grade

Zurple is a client generation platform for real estate agents. It combines delivered online leads in the agent's chosen markets with automated email and text nurturing, a CRM that flags hot leads, and a branded IDX website. Pricing is not published; the site points buyers to a consultation.

To get you started, here are **7 things to know about Zurple**, taken from its own pages and our grades.

> **No price is published, the site sends you to a consultation, and it is aimed mainly at the US market.**
>
> From our report card of Zurple

1 **Best for delivered real estate leads with automated follow-up**

Zurple delivers real estate leads and nurtures them with automated messages sent on your behalf, with a pipeline and an IDX website.

2 **It runs on Web**

Web.

3 **Delivered leads**

The vendor delivers leads each month for the agent's target markets and says they are not shared with competing agents.

4 **Automated lead nurture**

Each new lead gets a series of personalized emails and texts, which the site says can run past 200 messages, from tested templates.

5 **Pipeline management**

A behavior-based algorithm sorts leads, sends hot lead alerts with talking points, and supports custom lead routing rules for teams.

6 **A 1.6 GPA, above 3 of 116**

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

7 **Keep it**

To replace Zurple you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Zurple at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Zurple, since 2009	CATEGORY CRM Software
OUR GRADE 1.6 GPA, weak	

The report card

Best for delivered real estate leads with automated follow-up

Zurple delivers real estate leads and nurtures them with automated messages sent on your behalf, with a pipeline and an IDX website. No price is published, the site sends you to a consultation, and it is aimed mainly at the US market.

TOOLGPA REPORT CARD **Zurple** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price on record; the site says to schedule a consultation. With nothing to compare against the category's $29 middle, it sits at the ordinary grade.
Free plan and trial	F	No free plan and no trial. A consultation is the way in.
Features	C	Delivered leads, automated nurture messages, pipeline management and an IDX website. It is a lead-and-follow-up service more than a general CRM.
Ease of use	C	No store rating on record. The nurture runs for you, but a consultation and setup come first.
Platforms and integrations	C	Web only on the pages read, and no integrations are listed.

Grade point average Weak, out of 4.0 **1.6**

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 Zurple is for

- ✓ Fits if you are an agent who wants leads and automatic follow-up from one vendor
- ✓ Works for agents who would rather edit templates than write every message

Who it is not for

- ✗ Skip it if you want a price before a call, since none is published
- ✗ Not for you if you are not in US real estate
- ✗ Too light for a full CRM if you want deep customisation, as it is built around its nurture flow
- ✗ Watch out: messages go out on your behalf, so check the templates before you rely on them

Good to know

Good for

- ✓ Individual agents who want leads and follow-up handled together
- ✓ Agents without time to nurture leads by hand
- ✓ Small teams that need lead routing rules

Worth knowing

- ⓘ No prices are published; the site directs buyers to schedule a consultation.
- ⓘ Made for real estate agents, and the pages describe it mainly for the US market.
- ⓘ Nurture content is sent on the agent's behalf, with templates that can be edited or replaced.

What it costs

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

Zurple's current pricing could not be confirmed from its own site.

> **No price on record; the site says to schedule a consultation.**

From our grade for value for money

We could not confirm Zurple's current prices from its own site, so this guide lists no plans. zurple.com has them.

What it does

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

1

Place it runs: Web

Real estate lead generation with an automated nurture CRM. Here is what it does, as its own site describes it, and what it covers: sales pipeline, marketing automation, workflow automation, email campaigns, sMS marketing.

"

Delivered leads, automated nurture messages, pipeline management and an IDX website.

From our grade for features

Delivered leads

The vendor delivers leads each month for the agent's target markets and says they are not shared with competing agents.

Automated lead nurture

Each new lead gets a series of personalized emails and texts, which the site says can run past 200 messages, from tested templates.

Pipeline management

A behavior-based algorithm sorts leads, sends hot lead alerts with talking points, and supports custom lead routing rules for teams.

IDX website

A branded website with MLS listings, property search, showing and valuation request forms, and extra sites for other cities.

Where it runs

Web

What it works with

Its own pages name no integrations.

Zurple is made by Zurple, and has been around since 2009.

PART 04 · STANDING

Where it stands

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

3/116

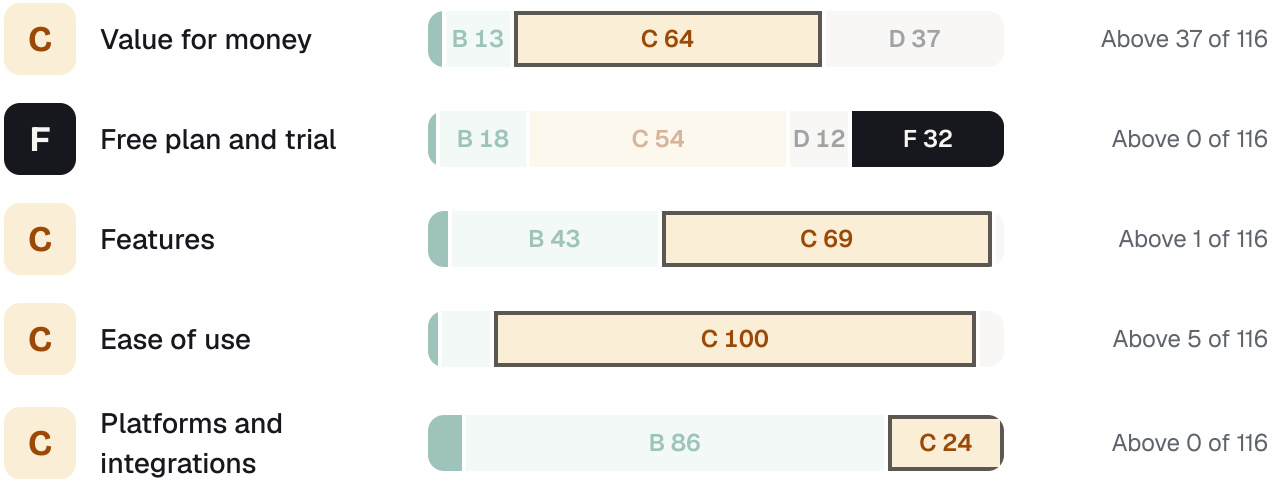
Other CRM tools it is graded above

Zurple's GPA of 1.6 is higher than 3 of the 116 other CRM tools we grade, and level with 12.

It stands best on value for money (C, above 37 of 116) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Zurple's own letter is outlined.



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 Zurple you would be making email sent in volume that still reaches the inbox. 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: 101 of the 116 other CRM tools grade higher.

What you could make

- Sales pipeline: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.
- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- Connections to other products, each kept working as those products change.
- Sharing with other people, which means accounts and invitations.

What this rests on. Zurple'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, BoomTown and Wise Agent

The 5 tools Zurple 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.

- Zurple also covers marketing automation, email campaigns and sMS marketing.
- Follow Up Boss also covers shared inbox and reports.

Zurple and Follow Up Boss compared in full

1.8 GPA

Lofty

Paid

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

- Zurple also covers workflow automation.
- Lofty also covers AI agents and reports.

Zurple and Lofty compared in full



1.6
GPA

Real Geeks

From $399/mo

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

- Zurple also covers workflow automation.
- Real Geeks also covers call tracking.

Zurple and Real Geeks compared in full

B

1.6
GPA

BoomTown

Paid

Real estate CRM with IDX websites and managed lead generation.

Zurple and BoomTown compared in full



2.0
GPA

Wise Agent

Free trial · from $49/mo

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

- Zurple also covers workflow automation.
- Wise Agent also covers tasks and reports.

Zurple and Wise Agent compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 Zurple free?

No. Zurple is a paid product.

What platforms does Zurple work on?

Zurple is available on Web.

Does Zurple have an Android app?

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

Does Zurple have an iPhone app?

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

Is Zurple open source?

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

Who makes Zurple?

Zurple is made by a company of the same name. It dates from 2009.

What are the alternatives to Zurple?

The closest alternatives to Zurple in our directory are Follow Up Boss, Lofty, Real Geeks, BoomTown and Wise Agent.

How does Zurple compare with other CRM tools?

Zurple's GPA of 1.6 is higher than 3 of the 116 other CRM tools we grade, and level with 12.

Could I make my own version of Zurple?

To replace Zurple you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

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

zurple.com/
zurple.com/products/real-estate-leads/
zurple.com/products/real-estate-software/
zurple.com/about-us/our-company/

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

Zurple, kept up to date

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

toolgpa.com/tools/zurple

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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