

POOL SERVICE SOFTWARE COST BENCHMARK

ON A ONE-TRUCK POOL ROUTE, CARD FEES COST $4.87 A MONTH FOR EACH POOL PAID BY CARD. THE SOFTWARE COSTS $2.00 A POOL.

List prices and published payment rates of 13 pool and field-service software products (34 plans, 42 price points), read from the vendors' own pages on Oct 30, 2026 and applied to a one-tech Florida route of 59 weekly pools, with card fees counted for each pool paid by card autopay.

THE FINDING

ON A ONE-TECH ROUTE, CARD AUTOPAY FEES RUN $4.87 A MONTH FOR EACH POOL PAID BY CARD, 2.4 TIMES THE $2.00 THE SAME VENDORS CHARGE FOR THE SOFTWARE PER POOL.

Medians of the 4 vendors that publish both a price and their processing rates, list prices on Oct 30, 2026, 59 weekly pools billed $143.70 a month (the report No. 05 base route). The card figure holds for every pool paid by card autopay; if half your customers pay by bank draft, processing averages $3.25 per pool, still more than the software.

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01 KEY FINDINGS

1 **For each pool paid by card autopay, card fees cost more than the software itself.**

At $143.70 a month, a card payment costs $4.47 to $5.14 per pool at the 4 vendors that publish their rates (median $4.87). The same vendors' software costs $2.00 per pool. If every customer on a 59-pool route pays by card, card fees come to about $288 a month, 19% of the route's modeled profit in report No. 05; with half on card, $144 (9%); with a quarter, $72 (5%).

2 **Bank draft instead of card saves up to about $191 a month per route.**

That is the saving when every customer now pays by card and all move to bank draft. The median ACH fee is $1.63 per pool, $3.24 less than card. That gap is larger than the difference between the cheapest and the most expensive route software ($1.68 per pool), and about 19 times the difference between the pool-specific products ($0.17).

3 **Per-pool and per-tech pricing split apart as a company grows.**

At one tech the route products cost $99.99 to $199 a month. At 10 techs and 600 pools, per-pool pricing costs $1,200 a month while the cheapest per-user plan costs $279.99: 4.3 times apart, $2.00 against $0.47 per pool.

4 **3 of 11 route and field-service products publish no price at all (4 if Housecall Pro, whose pricing page we could not read, is counted).**

ServiceTitan, FieldPulse, Workiz ask you to request a quote. All 4 U.S. pool-specific products publish theirs. 2 more vendors hide their top tier; 9 of the 27 route and field-service plans we found carry no price.

5 **The headline price is often not the monthly bill.**

Annual billing is 20–29% cheaper where it is offered, some headline prices are promotions that end, and the extras sit in the fine print: a $20 monthly payments fee, a $40 minimum through the off-season, $25 a month for QuickBooks sync, and at Skimmer an extra 0.5% on "keyed or recurring" card charges, which on our reading of Skimmer's wording covers card autopay.

02 METHOD: LIST PRICES FROM THE VENDORS' OWN PAGES, APPLIED TO ONE ROUTE

On Oct 30, 2026 we read the pricing pages of the pool-specific route software products we found and of the general field-service suites that sell to pool and other route businesses, plus QuickBooks Online as the accounting-only baseline. For each plan we recorded the price, the billing unit, users included, extra-user price,

setup fee, contract terms, payment-processing rates and what the plan includes, with a full-page screenshot and the nearest Internet Archive snapshot of the same page. Processing rates come only from the vendor's own pricing page or help center.

Which plan. For each product and company size we take the cheapest plan that holds the techs and the pools, that the vendor does not explicitly hold back route optimization from, and that includes automatic card payments where the vendor gates them. A product is **route-capable** when it has a public U.S. price and its plan used passes this rule. Prices are the monthly-billed list price after any introductory promotion. The choices:

PRODUCT	PLAN USED	WHY
Skimmer	Scaling Up	The cheaper Getting Started plan is marketed for 0–49 pools and lacks route optimization
Pool Brain	Single plan	$50 base + $65 per active tech; office users included
Pool Office Manager	Single plan	$125 first user + $25 per user; we count users = techs
PoolDial	Single plan	$2 per serviced pool, $40 minimum
Jobber	Connect, by users	Core ($49) gates automatic payments and QuickBooks to Connect and up
ServiceMonster	Basic / Grow / Premier	Smallest tier that holds the users
Service Autopilot	Pro / Pro Plus	Startup ($49) lacks route optimization; annual contract only
Housecall Pro	Basic / Essentials / MAX	Low confidence: not read from the vendor page (bot check)
QuickBooks Online	Simple Start	Accounting only, as a baseline; no routes or chemistry

Cost per pool. Subscription ÷ pools. **Processing per pool** = rate × $143.70 + per-transaction fee, capped where the vendor caps it. A monthly payments fee is spread over the route's pools and shown separately.

ASSUMPTION	VALUE	BASIS
Monthly price per weekly pool	$143.70	Report No. 05 base route (median of 41 Florida route listings)
Pools on a one-tech route	59	Report No. 05 base route (58.09, rounded up)
Pools per tech for the size grid	60	Round number for 1, 3 and 10 techs
Users	= techs	Owner and office seats extra where a vendor charges them
Payments	1 per pool per month	All on card autopay, or all on bank draft (ACH); 50% and 25% card in section 04
Price	monthly-billed list	After intro promotions; annual price shown separately

03 COVERAGE: 13 PRODUCTS, 34 PLANS, ONE DAY

The frame is the pool-specific route software we found, the general field-service suites that sell route and billing software to small U.S. service companies, and one accounting package as a baseline. 13 products, 34 plans and 42 price points (Jobber prints each plan at several user counts). PoolTrackr is an Australia and New Zealand product: its prices are not in U.S. dollars, so it is listed here and left out of every cost figure.

7 products are route-capable as defined in section 02 (a public U.S. price and a plan used that the vendor does not explicitly hold back route optimization from): Skimmer, Pool Brain, Pool Office Manager, PoolDial, Jobber, ServiceMonster, Service Autopilot. For two of them the pages do not confirm route optimization for the plan used: Jobber Connect (its pool page says “Optimize routes” without naming a plan) and ServiceMonster Basic (it lists dispatch that can “create routes”, and its page is written for cleaning businesses). Without those two, the one-tech median is $118 a month ($2.00 per pool), unchanged, and the gap between the dearest and cheapest route software is $1.42 per pool.

Housecall Pro is shown in the cost tables at low confidence. Its live pricing page served a bot check to our browser; an earlier capture the same day showed a plan finder and “Book a demo” for tailored pricing, but no plan price. Its prices here come from two 2026 third-party pricing pages (source 5).

PRICE ON REQUEST

3 of 11 route and field-service products publish no price for any plan, 4 if Housecall Pro, whose pricing page we could not read, is counted. All are general field-service suites. Every U.S. pool-specific product (4 of 4) prints its price.

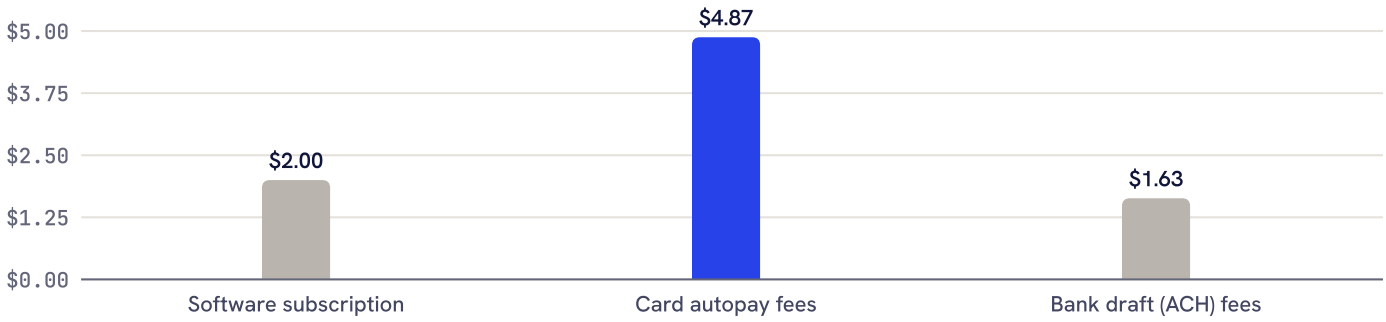
PRODUCT	TYPE	PLANS	NO PRICE	WHAT THE PAGE SHOWS
Pool Brain	Pool	1	0	All plans priced
Pool Office Manager	Pool	1	0	All plans priced
PoolDial	Pool	1	0	All plans priced
Skimmer	Pool	3	1	Top tier by quote only
Housecall Pro	Field service	3	0	Not verified on vendor page
Jobber	Field service	4	0	All plans priced
QuickBooks Online	Accounting	4	0	All plans priced
Service Autopilot	Field service	4	1	Top tier by quote only

PRODUCT	TYPE	PLANS	NO PRICE	WHAT THE PAGE SHOWS
ServiceMonster	Field service	3	0	All plans priced
FieldPulse	Field service	1	1	No price published
ServiceTitan	Field service	3	3	No price published
Workiz	Field service	3	3	No price published

PoolTrackr counted in the 13 products but not in the 12 U.S. products. QuickBooks, the accounting baseline, is not one of the 11 route and field-service products. Workiz mentions an annual discount but no price. FieldPulse sells seats for a contract term by quote.

04 CARD FEES ON AUTOPAY COST MORE PER POOL THAN THE SOFTWARE

For a pool paid by card, card fees are 2.4 times the software



Medians of the same 4 vendors that publish their rates: software at one tech and 59 pools, fees on one payment of $143.70 per pool per month. The 7 route-capable products have the same software median, $2.00 per pool.

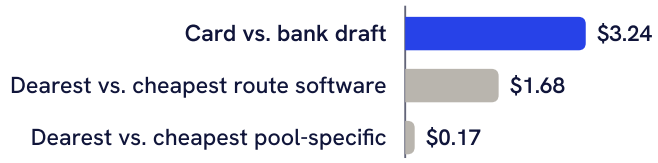
Source: Vendor pricing pages and fee schedules, Oct 30, 2026; report No. 05 base route.

Card processing at every vendor that publishes its rates costs more, for a pool paid by card, than the vendor's software costs per pool. The percentage drives the gap: 2.9% to 3.4% of $143.70 is $4.17 to $4.89 before the per-transaction fee, while a per-pool software price is a flat $2.00. Bank draft costs about 1% plus a small fixed fee, about $1.63 per pool.

VENDOR	CARD	BANK DRAFT	SOFTWARE	CARD	ACH	PAY FEE	CARD FEES, ROUTE
Skimmer	3.4% + $0.25	1% + $0.25, cap $10	$2.00	$5.14	$1.69	–	$303
Pool Brain	3.2% + $0.25	1% + $0.25, cap $15	$1.95	$4.85	$1.69	$0.34	$306
PoolDial	3.2% + $0.30	1.1%	$2.00	$4.90	$1.58	–	$289
Jobber	2.9% + $0.30	1%	$2.36	$4.47	$1.44	–	$264
Housecall Pro *	2.59%	1%	$1.34	$3.72	$1.44	–	$220

Per pool per month, one tech, 59 pools; “Card fees, route” assumes every pool pays by card. “Pay fee” is a monthly payments fee spread over the route. Skimmer: 2.9% + $0.25 plus “0.5% for keyed or recurring transactions”; applying that 0.5% to autopay is our reading of Skimmer’s wording, which does not say so outright. Without it Skimmer’s card cost is $4.42 per pool and the four-vendor median $4.66. Jobber’s rates were read from its pricing page with a fetch tool after the page blocked our browser. * Housecall Pro: “as low as 2.59%”, no per-transaction fee stated; ACH rate from third-party sources only. Low confidence; not in the medians.

What moves your cost per pool most



Difference in dollars per pool per month, one-tech route.

Source: Ruberio analysis of vendor list prices and rates.

THE MONEY

On 59 pools that all pay by card autopay, moving every customer to bank draft saves about $191 a month, $2,294 a year: 12% of the route’s modeled profit before the owner’s pay. If half already pay by bank draft, the saving is half that.

How much depends on how many pay by card

PAYING BY CARD	PROCESSING PER POOL	× SOFTWARE	CARD FEES, ROUTE	SHARE OF PROFIT	SAVING VIA ACH
100%	$4.87	2.4	$288	19%	$191
50%	$3.25	1.6	$144	9%	$96
25%	$2.44	1.2	$72	5%	$48

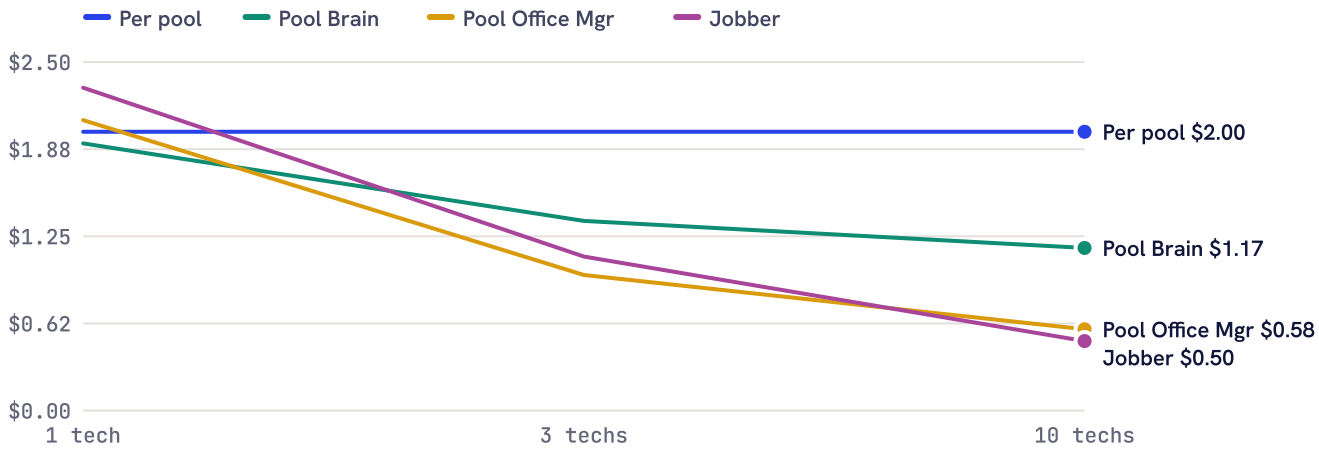
Share of pools paying by card; the rest pay by bank draft. Medians of the same 4 vendors. “× software” = processing per pool ÷ software per pool. “Saving via ACH” = moving the card payers to bank draft. Share of modeled profit: card fees ÷ route profit. Processing per pool = card share × $4.87 + the rest × $1.63. It stays above the $2.00 software price as long as more than 11% of the pools pay by card. Route profit: report No. 05 base route with the median software price, $1,543 a month.

Report No. 05 left processing out of its route model. With the median software price added ($118 a month), that route keeps $1,543 a month before the owner’s pay; if every customer paid by card, card fees would take $288 of it.

Passing the cost on. Some owners pass card costs on to the customer, through a surcharge on card payments or a discount for paying by bank draft. Card-network rules and state law limit how you can do that, and they differ by state and by card type, so ask your payment processor first. This is not legal advice. At least one route software vendor builds it in: Pool Brain’s fee schedule says “The current surcharge-enabled percentage processing rate is 3.0%.”

05 PER-POOL AND PER-TECH PRICES SPLIT APART AS A COMPANY GROWS

Per-pool pricing stays at $2.00 a pool; per-tech pricing falls as each tech carries 60 pools



Software cost per pool per month at 60 pools per tech, monthly-billed list prices. “Per pool” is Skimmer (Scaling Up) and PoolDial, which price the same at these sizes.

Source: Vendor pricing pages, Oct 30, 2026.

Two pricing models sell the same job. Skimmer and PoolDial charge per serviced pool, so the bill grows with the customer list and the cost per pool never falls. Pool Brain and Pool Office Manager charge a base plus a fee per tech; Jobber, ServiceMonster and Service Autopilot sell tiers by user count. With those, the cost per pool falls as each tech carries more pools. Among the pool-specific products at 10 techs the monthly bill runs from $350 to $1,200.

PRODUCT	PRICING MODEL	1 TECH	3 TECHS	10 TECHS	PER POOL AT 10	ANNUAL, 1 TECH
Skimmer	per pool	$120	$360	$1,200	$2.00	–
PoolDial	per pool	$120	$360	$1,200	$2.00	–
Pool Brain	base + per tech	$115	$245	$700	$1.17	–
Pool Office Manager	base + per tech	$125	$175	$350	$0.58	–
Jobber	tiers by users	$139	$199	$299	$0.50	$99
ServiceMonster	tiers by users	$99.99	$199.99	$279.99	$0.47	$79.99
Service Autopilot	tiers by users	$199	$499	quote	–	annual only
Housecall Pro *	tiers by users	$79	$189	$399	$0.67	$59
QuickBooks Online	flat (accounting)	$38	$38	$38	$0.06	–

Monthly-billed list prices, users = techs, 60 pools per tech (60, 180 and 600 pools). “Quote” = the size needs a plan without a published price. Annual = monthly equivalent when billed yearly. * Low confidence (secondary sources). Processing, add-ons and sales tax excluded.

READING THE NUMBERS

Per-pool pricing suits a company with few pools per tech. At one tech, PoolDial's $2 a pool stays below Pool Brain up to 57 pools and below Pool Office Manager up to 62. The break-even falls as techs are added: at 10 techs, per-tech pricing is cheaper from 36 pools per tech (Pool Brain) and 18 (Pool Office Manager). A seasonal company pays only for the pools it services, but PoolDial's $40 monthly minimum continues through the off-season. Which model is cheaper depends on pools per tech, not on company size alone.

06 THE PRICE ON THE PAGE IS NOT THE WHOLE BILL

Every product below has at least one cost that the headline price leaves out. These are the ones each vendor states on its own pricing or fee pages. One is our reading rather than the vendor's words: that Skimmer's extra 0.5% for "keyed or recurring transactions" applies to card autopay.

PRODUCT	WHAT THE HEADLINE PRICE LEAVES OUT
Skimmer	Our reading: card autopay counts as "recurring", so +0.5% on top of 2.9% + $0.25 (Skimmer does not say so outright)
Skimmer	CRM integrations $49/mo, Google Calendar $25/mo below Enterprise
Pool Brain	$20/mo payments fee; $15 per failed ACH and per card dispute
PoolDial	$40 monthly minimum continues in the off-season; no pause rate
Pool Office Manager	Every active user is a paid seat, office staff too; QuickBooks sync +$25/mo
Jobber	Headline prices are promotional and annual prepaid; monthly list is higher
ServiceMonster	Annual commitment even when billed monthly
Service Autopilot	Sign-up fee not published; QuickBooks and client portal priced by phone
Housecall Pro	Extra-user price conflicts between sources; card rate "as low as"

Annual billing is the other gap. Where a vendor offers it, the yearly price for one tech is Jobber $99 instead of $139, Housecall Pro $59 instead of $79, ServiceMonster $79.99 instead of $99.99: a saving of 20–29%, in exchange for a year's commitment. Jobber's page opens on annual prepaid prices with a promotion, so the first number you see is not what a month-to-month customer pays later.

What the pricing pages say you get for pool work

PRODUCT	ROUTE OPT.	CHEM LOG	DOSING	PHOTO REPORT	AUTOPAY	PORTAL	QUICKBOOKS
Skimmer	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Pool Brain	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Pool Office Manager	Yes	Yes	Yes	Yes	–	–	+$25
PoolDial	–	Yes	–	–	–	Yes	Yes
Jobber	Plan?	Checklist	No	Checklist	Yes	Yes	Yes
Housecall Pro	–	–	–	–	–	–	–
ServiceMonster	–	–	–	–	–	–	–
Service Autopilot	Yes	–	–	–	Yes	Add-on	Add-on
QuickBooks Online	No	No	No	No	–	No	n/a

Plan used at one tech (section 02). – = not stated on the pricing page, which is not the same as missing; ask the vendor. Checklist = built with custom checklists, no chemistry module. Plan? = listed on another page without the plan. Add-on = priced by phone. Service Autopilot's feature table marks every column alike in the page code, so only its plan descriptions were used.

07 LIMITATIONS

- **One day of list prices.** Everything is the price a vendor printed on Oct 30, 2026. Promotions end, tiers change, and negotiated prices are not public. The Internet Archive snapshots in the sources are older than our capture and may differ; Pool Office Manager's latest snapshot is from March 2024.
- **Plan choice drives the median.** Our rule picks a plan with route optimization and autopay. Taking each vendor's cheapest plan instead gives a one-tech median of $99.99 rather than $118. Leaving out Jobber and ServiceMonster, whose pages do not confirm route optimization for the plan used, gives $118. The card-fee finding holds either way.
- **The card figure is per pool paid by card.** A route where most customers pay by bank draft or check pays far less in processing; section 04 shows 100%, 50% and 25% card.
- **Housecall Pro is low confidence** (bot check; plan prices and the ACH rate from two third-party pages, source 5, which disagree on extra-user prices). Jobber's multi-user tiers and payment rates were read with a fetch tool; our screenshot shows only the one-user annual view. QuickBooks has no screenshot.
- **Skimmer's autopay rate is our reading.** Its help center adds 0.5% for "keyed or recurring transactions". If autopay is not recurring in Skimmer's sense, its card cost is $4.42 per pool, still above its software price, and the four-vendor card median is $4.66 instead of $4.87.

- **Processing is simplified:** one payment per pool per month, no failed payments, disputes, instant payouts, card mix or surcharging. Pool Office Manager processes through Stripe “at standard rates” without printing them, so it is not in the fee comparison.
- **Feature cells come from pricing pages only.** “Not stated” means the page does not say, not that the product lacks it. We did not test any product.
- **Not covered:** the 3 products without a price, setup or onboarding costs that are quoted privately, sales tax, and the owner’s time to learn and run a system.

08 WHAT AN OWNER CAN DO WITH THIS

WORKSHEET · WHAT YOUR SOFTWARE REALLY COSTS PER POOL

LINE	YOUR NUMBER	EXAMPLE (MEDIAN)
A. Software subscription per month, with add-ons		$118
B. Monthly payments fee, if any		$0
C. Pools you bill each month		59
D. Software per pool = (A + B) ÷ C		$2.00
E. Your monthly price per pool		$143.70
F. Card fee per payment = E × card % + fixed fee		$4.87 (3.2% + about $0.28)
G. Bank-draft fee per payment (check the cap)		$1.63
H. Share of pools paying by card		100%
I. Processing per pool = H × F + (1 − H) × G		$4.87
J. All-in per pool = D + I		$6.87
K. Share of your price = J ÷ E		5%

Then check these

- [ ] Count your autopay customers by method and multiply the card ones by your card fee per payment. At the medians, that number is larger than the software bill once more than 41% of your pools pay by card.
- [ ] Make bank draft the default when you sign up a new customer, and offer card as the alternative. Ask your vendor for its ACH rate, its cap and its fee for a failed draft.
- [ ] If you want to pass card costs on, through a card surcharge or a bank-draft discount, ask your payment processor first: card-network rules and state law limit how you can do it. This is not legal advice.

- [ ] Before you switch software, compare the total per pool: subscription, payments fee and processing at your own mix.
- [ ] If you plan to grow past a few techs, price both models at the size you expect in two years: per pool and per tech.
- [ ] Ask every vendor five things in writing: the monthly price after any promotion, the contract term, setup or sign-up fees, extra seats for office staff, and any off-season minimum.

09 SOURCES AND EVIDENCE

1. Vendor pricing pages and fee schedules listed in the table below, read Oct 30, 2026. Prices are list prices on that date. Internet Archive snapshots: web.archive.org/web/<date>/<page>, nearest earlier capture; the full snapshot URLs are in the data file.
2. Skimmer, Billing FAQ (help.getskimmer.com/article/152-skimmer-billing-faq). Accessed Oct 30, 2026.
3. Pool Brain, Payment Services Fee Schedule, "Last Updated: October 3, 2026" (poolbrain.com/payment-services-fee-schedule). Accessed Oct 30, 2026.
4. PoolDial, pricing page FAQ on payment processing (pooldial.com/pricing). Accessed Oct 30, 2026.
5. Housecall Pro: pricing page capture of Oct 30, 2026 (plan finder, "card processing rates as low as 2.59%"). Plan prices and the ACH rate from third-party pages: FieldProxy, "Housecall Pro pricing in 2026" (fieldproxy.ai/fsm-software-pricing/housecall-pro), verified Jun 5, 2026, rechecked Oct 26, 2026; ContractorToolstack, Housecall Pro pricing (contractortoolstack.com/software/housecall-pro/pricing/), updated Sep 10, 2026. Accessed Oct 30, 2026. Low confidence.
6. Ruberio Research No. 05, Pool Route Profitability Gap (October 2026): price per pool and pools per route. Accessed Oct 30, 2026.

PRODUCT	PAGE	ARCHIVE	HOW READ	EVIDENCE FILE
Skimmer	getskimmer.com/pricing	2026-09-16	screenshot	skimmer-pricing
Skimmer fees	help.getskimmer.com/article/152-skimmer-billing-faq	2026-04-18	screenshot	skimmer-billing-faq
Pool Brain	poolbrain.com/pricing	2026-09-13	screenshot	poolbrain-pricing, poolbrain-1tech, poolbrain-10tech
Pool Brain fees	poolbrain.com/payment-services-fee-schedule	no snapshot	screenshot	poolbrain-fees
Jobber	getjobber.com/pricing	2026-10-23	screenshot + fetch tool for tiers	jobber-pricing
Housecall Pro	housecallpro.com/pricing	2026-10-15	third-party pages, source 5 (bot check)	housecallpro-pricing, housecallpro-botcheck
ServiceTitan	servicetitan.com/pricing	2026-10-15	screenshot	servicetitan-pricing
PoolTrackr	pooltrackr.com/pricing	2026-06-16	screenshot	pooltrackr-pricing
Service Autopilot	serviceautopilot.com/pricing	2026-01-15	screenshot	serviceautopilot-pricing
FieldPulse	fieldpulse.com/pricing	2026-10-15	screenshot	fieldpulse-pricing

PRODUCT	PAGE	ARCHIVE	HOW READ	EVIDENCE FILE
Workiz	workiz.com/pricing	2026-10-28	screenshot	workiz-pricing
ServiceMonster	servicemonster.com/pricing	2026-07-12	screenshot	servicemonster-pricing, servicemonster-yearly
Pool Office Manager	poolofficemanager.com/pricing	2024-03-03	screenshot	poolofficemanager-pricing
PoolDial	pooldial.com/pricing	2026-09-28	screenshot	pooldial-pricing
QuickBooks Online	quickbooks.intuit.com/pricing	2026-10-29	fetch tool, no screenshot	–

Evidence files are in the report folder as *name*-2026-10-30.jpg (screenshots, 1,000 px wide). A “no snapshot” page had no Internet Archive capture when we checked.

10 ABOUT THIS RESEARCH

WHO MADE THIS

Ruberio is a Dutch design studio: Ruben designs, Sven answers every email. We're focused on websites for pool service companies and fence contractors in Florida. We ran this study because software and payment fees are part of what a pool costs to service, and a price an owner shows on a website should rest on the real cost. We don't sell routes, software, insurance or financing, and nobody named here paid for or reviewed this report. The data file (every plan, rate and source) and the scripts are available on request. If you spot an error, email hello@ruberio.com and we'll correct it and note the change.