

Off-the-Shelf Software vs. Custom AI Tools

How they compare across what actually matters for your business

	● OFF-THE-SHELF SOFTWARE	● CUSTOM AI TOOLS
Setup Time	Days to a week	A few weeks
Monthly Cost	\$50 – \$300/mo	Varies (project-based)
Workflow Fit	Generic — same for everyone	Built around your specific process
Reports & Dashboards	Standard templates	Shows the exact numbers you need
Follow-Up Automation	Basic sequences, one-size-fits-all	Matches your sales cycle and industry
Examples	Jobber ServiceTitan Housecall Pro	HVAC Revenue Tracker Storm Lead Pipeline Proposal Tracker
Best For	Getting organized and running standard workflows	Solving specific bottlenecks and unique workflows