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Houzz Pro Review 2025: Features, Pros And Cons

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Former Product Review Editor

& 1 other 

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Starting Price \$85 per month (\$60 per month per additional user)	Client Portal Yes
Integrations QuickBooks Online, Gmail, Outlook and iCloud	

Our Verdict

In this Houzz Pro review, we show how the software is both project management and marketing software geared toward home improvement professionals such as general contractors and designers. It's a scalable solution with four different plans. To start, there's a 3D floor planner and contact management, but high-tier plans include task and financial management tools.

We researched and tested the software to discover its biggest benefits and drawbacks. Below is our thorough analysis of Houzz Pro including who we think it's best for and some alternatives. Keep reading to see whether Houzz Pro is the right construction project management app for you.

Pros

- Free plan offered
- Affordable plans for scaling
- Built-in marketing tools
- 3D floor planner on all plans
- Contact management

Cons

- Most useful tools on high-tier plans
- Free trial requires your payment information
- No feature for RFIs

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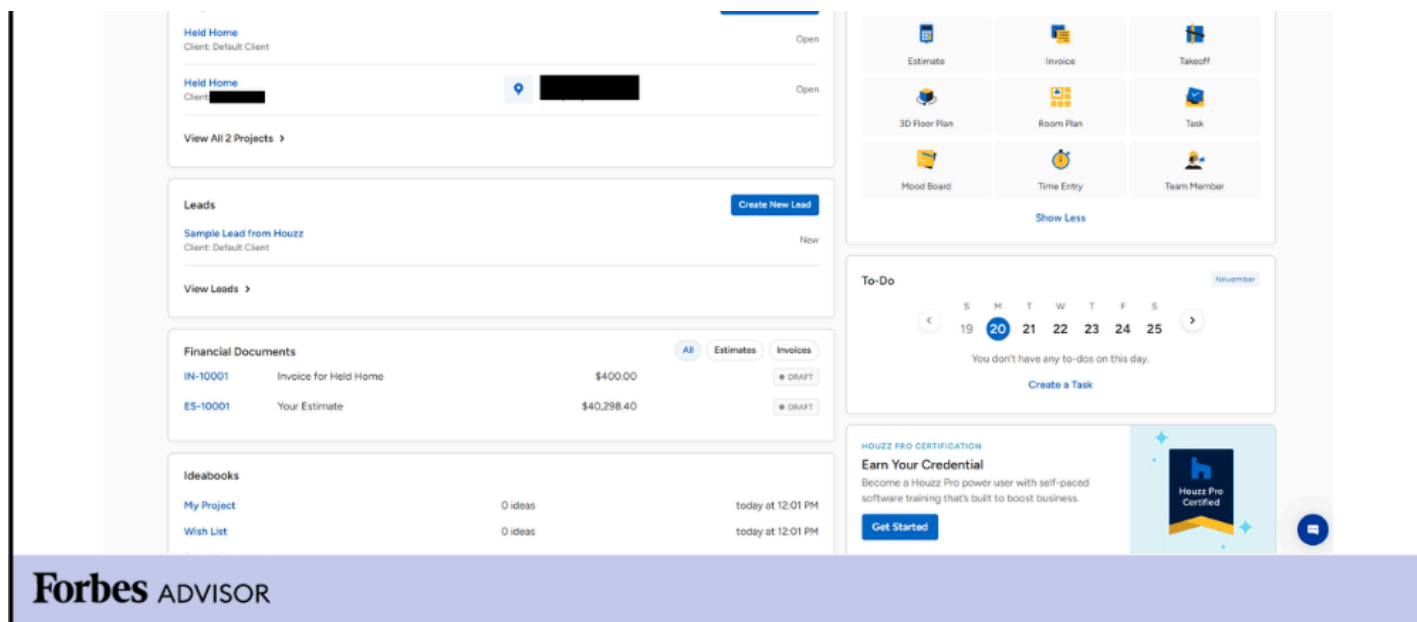
What Is Houzz Pro?

Houzz Pro is the software-as-a-service leg of the Houzz home professional finder business. The best way to explain it is that Houzz is a bit like Angi (formerly known as Angie's List) or Thumbtack. Homeowners can search for a service they need such as landscaping, cleaning services and remodeling companies. Then Houzz presents businesses that match the need in the homeowner's area. Houzz Pro is software that's meant for these businesses in the Houzz network to make it easy to prepare estimates, projects and invoices.

Houzz Pro includes several features that help home improvement businesses manage projects including:

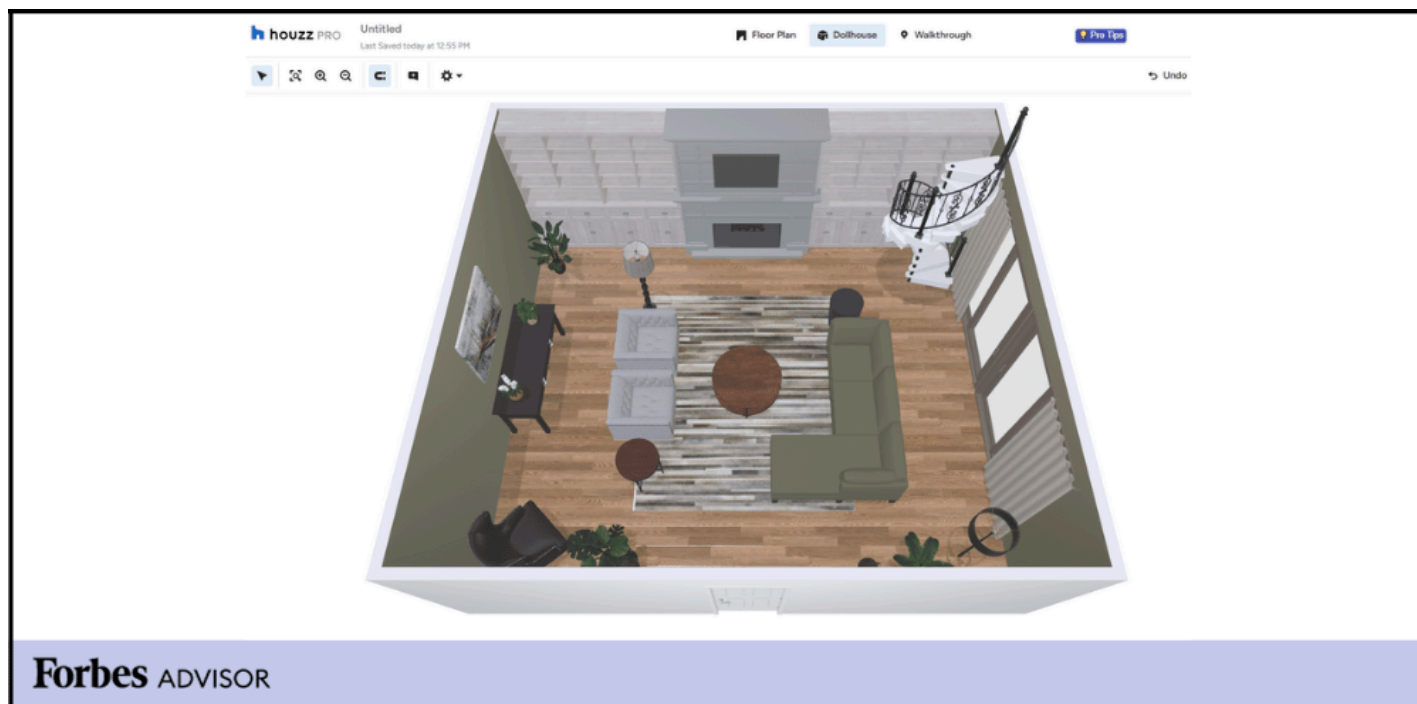
- Estimate templates with built-in costs
- Invoicing with templates
- Built-in payment processing
- Integration with QuickBooks
- Customer dashboard/portal
- Mood boards and a 3D floor planner
- Scheduling, daily logs and change orders
- Marketing features including bulk email
- Built-in website builder (with hosting)
- Directory placement in the Houzz network

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What Sets Houzz Pro Apart

There are a lot of features available in Houzz Pro that you won't find even in the very [best construction project management software](#). The mood boards and 3D floor planner with various views including dollhouse and blueprint are unique and they're even available for free plan users. You also get placement in the Houzz network in your area, which gives you better access to homeowners. However, Houzz Pro is missing core functionality, and it locks some of the best features for general contractors behind a higher price.



Pros

Houzz Pro's mood boards include furniture and paint colors, so you can work with clients to help visualize what they want. Of course, this tool is more for interior designers, but it can work for general contractors as well to find the right interior and

Houzz Pro is relatively affordable, if you’re a single user or if you have a very small team, but that’s only if you need a few of the tools. It offers an easy-to-use interface with plenty of pop-up tips as you use new features. There are also plenty of how-to videos and tutorials, so all of your team should adopt the software quickly.

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Free version available

Yes

Starting price

From \$8 monthly per user

Integrations

Zoom, LinkedIn, Adobe, Salesforce and more

2 **ClickUp**



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On [ClickUp's Website](#)

Free version available

Yes, for unlimited members

Starting price

\$7 per month

Integrations

Slack, Microsoft Outlook, HubSpot, Salesforce, Timely, Google Drive and more

3 **Wrike**



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Free version available

Yes

Starting price

\$10 per user per month

Integrations

Salesforce, Adobe, Miro, Netsuite, QuickBooks, SAP

Cons

As much as we like some of Houzz Pro’s features, it’s lacking in a lot of areas. At first glance, it’s an affordable option, but to get the most use of Houzz Pro you would need to subscribe to the Pro plan at \$199 per month (for one user), which includes scheduling, daily logs and change order features.

Although there is a free trial, which is an uncommon offering in the construction management industry, you must give your payment information to get access to the high-tier plans for 30 days. If you cancel, Houzz Pro claims it won’t charge you, but many users report the company has done so. Also, when you cancel, you lose access to that trial and can only use the free plan, so it isn’t a true 30-day free trial.

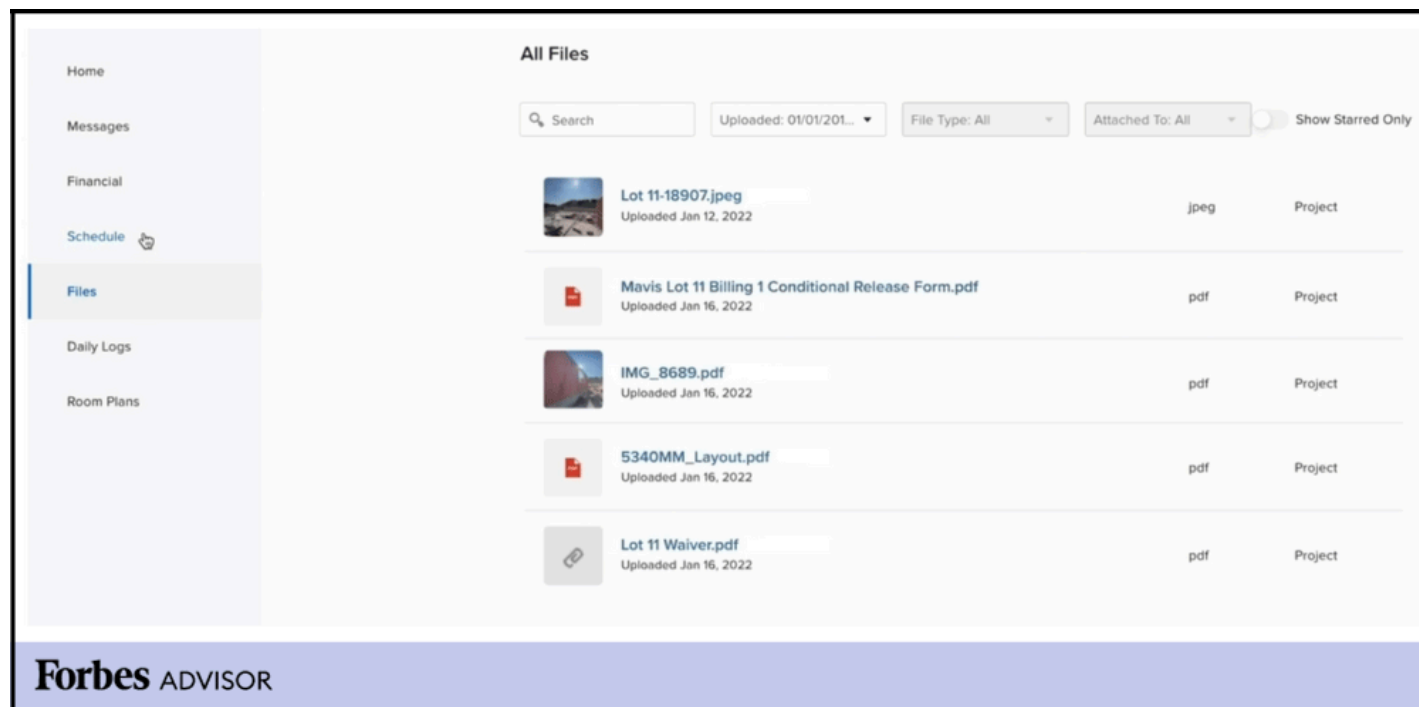
Houzz Pro Core Features

The core features of Houzz Pro are similar to what you may expect from construction management software, but there are some missing elements. You’ll find scheduling for projects, takeoffs and selections on the list, but they’re for high-tier plan users.

Scheduling

The project management part of Houzz Pro is pretty standard. You can view your schedule as a Gantt chart, calendar or list view, and you get basic task management. Assign tasks to team members or to clients, depending on what’s needed. Projects also show on your dashboard (and the client dashboard), so you can see what’s coming up next for the schedule.

If you want to show your client daily logs, there's a section for that. There's also built-in communication for you and clients, so you don't have to field phone calls and emails constantly.



Integrations

Most construction project management software aren't known for having a lot of integrations, and Houzz Pro is no exception. You can integrate QuickBooks Online, which is great for those who prefer to use it for accounting. Otherwise, there's a Zillow and Gmail integration, and you can add Google Tag Manager.

Mobile App

Houzz Pro offers a mobile app for both iOS and Android, so you can use it on your mobile phone or a tablet. With that said, it's a buggy app that can be frustrating to use. It's slow to load, and we often had trouble making some features work including sending messages and editing the format of estimates and invoices. User reviews show some people had to force close the app often.

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Budgeting

Houzz Pro includes several tools to help you manage finances. You can create a cost sheet with pricing for materials and labor and record expenses. There’s built-in invoicing, so you can easily send clients a bill and accept payments from the platform. Set up a payment schedule for your customers so they can pay a percentage as the work progresses.

We appreciate that all these financial tools are in one place, but we ran into issues here and there with estimates and invoices. As noted earlier, we couldn’t edit the look of an invoice from the mobile app. Also, we tried creating an estimate for a lead, but the platform showed we had no leads (though clearly, we did, even if you count the sample lead from Houzz).

Houzz Pro Pricing and Plans

	Starter	Essential	Pro	Ultimate
Starting Price	\$85 per month	\$129 per month	\$199 per month	\$499 per month
User Limit (Included in Plans)	One	One	One	One
Cost per User	\$60	\$60	\$60	\$60
Scheduling	X	X	✓	✓
Mobile App	✓	✓	✓	✓
Time Tracking	X	X	✓	✓
Change Orders	X	X	✓	✓

Directory Placement	X	X	X	✓
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Starter

Houzz Pro offers a Starter plan that costs \$85 per month for one user; each additional user is \$60 per month. This is affordable compared to most construction project management software, but the feature set is slim. You'll be able to create and send estimates and invoices and accept online payments. There's also a cost catalog, access to the mobile app and the 3D floor planner and mood boards. Houzz Pro also includes a client dashboard, basic financial reports and a QuickBooks integration.

Essential

For \$129 per month you can upgrade to the Essential plan, which includes everything in Starter plus takeoffs, email marketing tools and onboarding experts. There's also an option for creating a website with Houzz Pro's website builder.

Pro

Most professionals will prefer to choose the Pro plan because it includes the most features that will be helpful for running projects. This plan costs \$199 per month for one user (additional users cost \$60 per month) and includes everything in the Essential plan. You'll also get the selections feature, task management and project schedule tools and change orders. There's also subcontractor management, time tracking, daily logs and expense tracking.

Ultimate

Finally, there's the Ultimate plan, which is expensive comparatively at \$499 per month. However, this plan offers all features that Houzz Pro offers plus a dedicated account manager, targeted advertising in your area, preferred placement in the Houzz directory and lead generation.

Houzz Pro Setup and Customization

Setting up Houzz Pro is simple. Follow the walk-through when you get started and you'll have a complete profile by the end. It's really just a matter of adding information such as contact details and costs. You can import your contact list and use Houzz Pro's light CRM feature to manage contacts and leads. And then access settings in your profile to manage notifications and user permissions.

Add your business address
Step 2: Enter this once, then we'll automatically put it on future estimates, invoices and more.

Address Line
499 Washington Blvd.

City **State**
Jersey City New Jersey

Zip Code
07310

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Estimate

Name	Quantity	Material	Labor	Tax	Total
Preliminaries	1	\$4,250.00	\$2,500.00	Material	\$6,750.00
Carpentry	1	\$6,020.00	\$705.20	Material	\$6,725.00
Services	1	\$6,000.00	\$6,000.00	Material	\$12,000.00
Painting	1	\$10.00	\$59.40	Material	\$71.40
Windows & doors	1	\$2,500.00	\$215.00	Material	\$2,715.00
Subtotal					\$28,272.40
Tax None					\$0.00
Total					\$28,272.40

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Houzz Pro Ease of Use

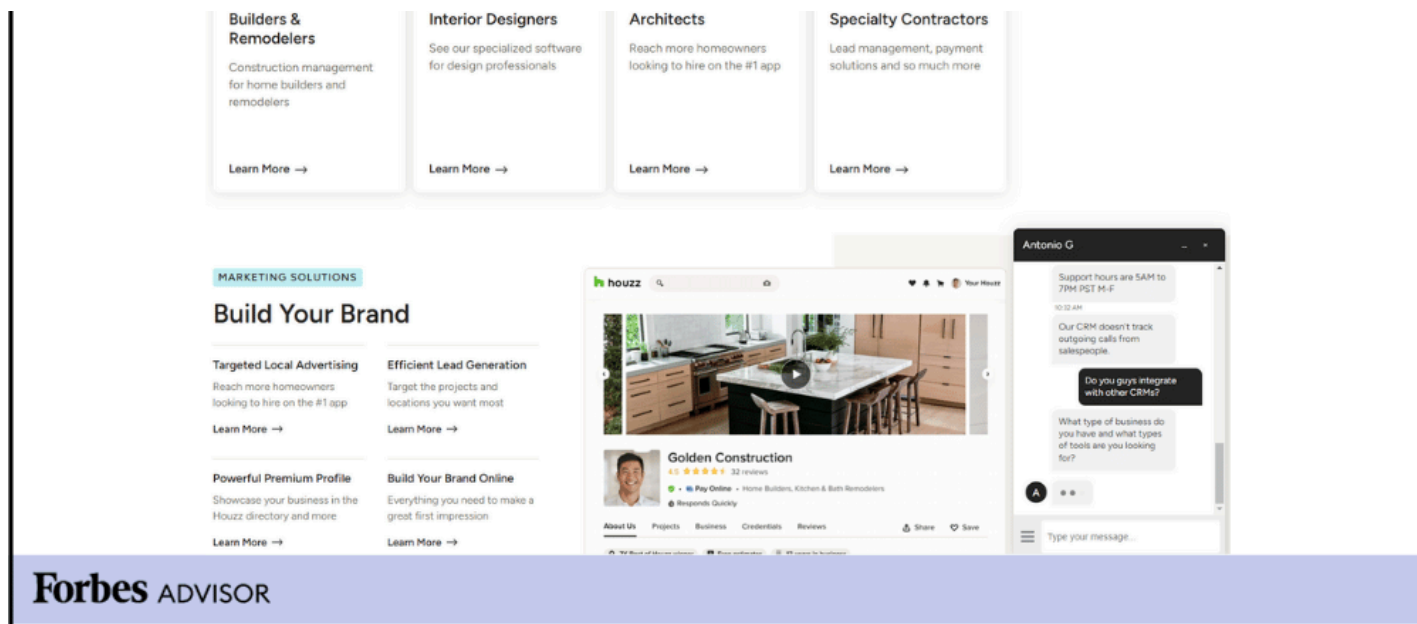
The Houzz Pro dashboard is standard. There's a top navigation bar with categories such as projects, leads and marketing. The left-side menu offers the tools within those categories so you can easily hop from feature to feature. There are pop-up tooltips that make it even simpler to figure out how to use each section of Houzz Pro. As intuitive as Houzz Pro is to use, it can be difficult to do precisely what you want. For example, we weren't able to edit invoices from the mobile app or easily send messages (the messages simply did not send).

Houzz Pro Security

We couldn't find any nod to security features for Houzz Pro. There's no option to set up and require two-factor authentication (2FA); however, you can set up a login via Google, Apple or Facebook. Privacy settings are more about marketing emails and SMS messages and cookie preferences from Houzz Pro.

Houzz Pro Customer Service and Support

Our experience with Houzz Pro customer support was fine. A representative answered our live chat quickly (within minutes), but they tried to upsell after answering questions. Canceling a plan was easy through a link provided by a support agent. However, we had to decline several offers to upgrade. Support is available from 5 a.m. to 7 p.m. PT Monday through Friday via phone, live chat and email.



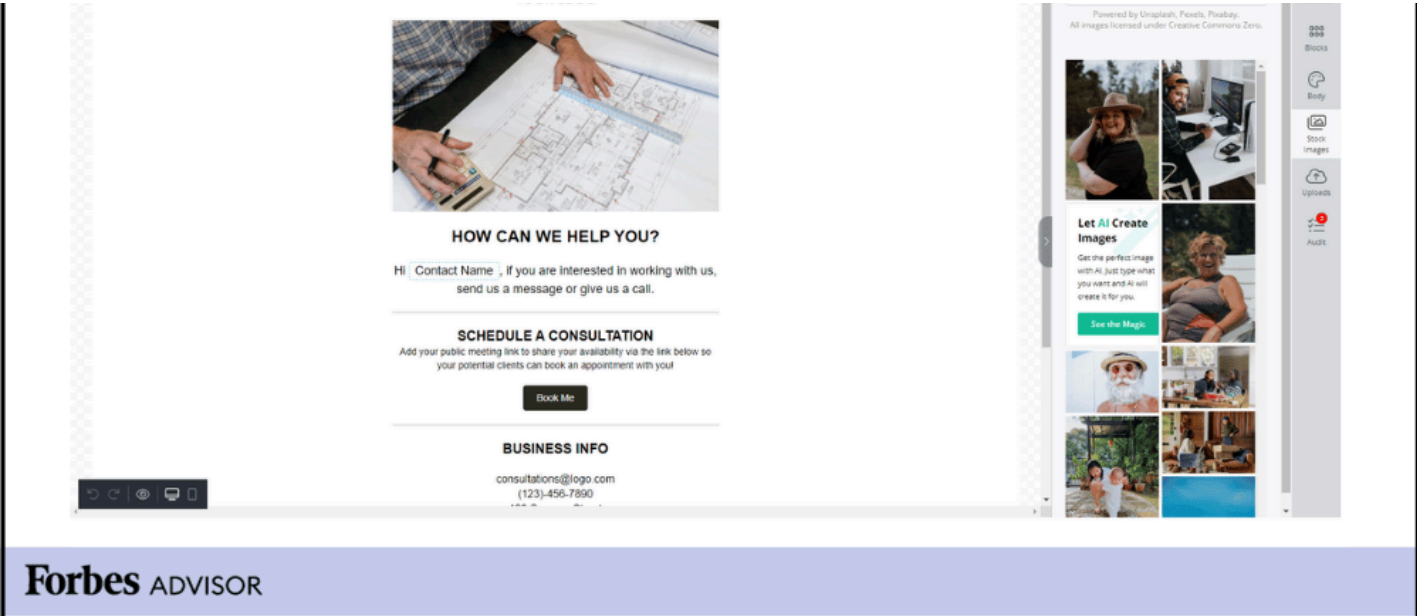
Additional Features

There are some unique features from Houzz Pro that you can't get in any other construction management software. From built-in marketing and lead generation tools to a 3D floor planner and mood boards, you may find Houzz Pro is precisely what you need or it includes additional features you'll never use.

Marketing

Anyone can make use of Houzz Pro's marketing tools. There are email marketing templates for campaigns that are easy to use and edit. It's a simple feature that allows you to send bulk emails to leads, but it's far from a true email marketing campaign tool because you won't find A/B testing or automations.

Depending on the plan you choose, you can create a website with the built-in site builder by Houzz Pro. It's as easy to use as the [best website builders](#) because of the included templates, but it isn't as advanced as you may need. For example, you won't be able to control a lot of your search engine optimization (SEO) for your website.



3D Floor Planner

Perhaps one of the best tools in Houzz Pro is the 3D floor planner. It’s especially useful for remodelers, interior designers and landscape architects. You can easily create a floor plan for a lead and follow up with an estimate. You can also use the app on your mobile phone to scan a room in person and create the floor plan to spec easily. Mood boards are also unique to this platform, which allows you to work with a client or prospect on the colors or style of furniture for a room.

Selections

Any construction management tool worth its salt includes a selections feature to allow clients to make final selections on paint color and materials, so you can get their approval to start work on a project. It’s easy to drag and drop options with costs included, which makes it easy to stick to a budget and get client approvals quickly.

Houzz Pro Alternatives and How They Compare

	Houzz Pro	Buildertrend	Monday.Com	Procore
Forbes Advisor Ratings	★★★★☆	★★★★☆	★★★★☆	★★★★☆
Starting Price	\$85 per month	\$449 per month	\$9 per user per month	Custom quote
Free Trial	30 days	X	14 days	X
Scheduling	✓	✓	✓	✓
Client Portal	✓	✓	✓	✓
Mobile App	✓	✓	✓	✓

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Software Integrations	✓	✓	✓	✓
Reporting	✓	✓	✓	✓
RFIs	X	✓	X	✓

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Although Houzz Pro is billed as construction project management software, it’s missing some functionality that can only be found in true construction management apps. However, it’s one of the more affordable options that offers some unique tools not found in other all-in-one solutions. We compare Houzz Pro to some of its top competitors below.

Houzz Pro vs. Buildertrend

Looking at the chart above, it seems as though Houzz Pro and Buildertrend are neck and neck in the comparison, but if you consider the features on each plan and pricing, you’ll find they’re quite different. Houzz Pro is a much more affordable option even at the top end of the scale but you won’t get as much functionality as Buildertrend.

You won’t get scheduling or task management features on Houzz Pro unless you upgrade to the Pro plan, while Buildertrend offers it on all of its plans. With that said, the Pro plan costs \$199 per user and Buildertrend’s entry-level plan costs \$449 per month. Look closer and you’ll see that Buildertrend doesn’t limit your users but Houzz Pro charges \$60 per additional user. So pricing can add up for a big team using Houzz Pro.

Houzz Pro vs. monday.com

Usually Houzz Pro shines as an affordable option but compared to monday.com it pales. A starter plan on monday.com costs \$9 per user per month (billed annually with a three-user minimum) while Houzz Pro starts at \$85 per month and costs \$60 per additional user per month.

Houzz Pro is something you can use straight out of the box, while monday.com requires a bit of customization to make it work for your business. Plus, Houzz Pro offers features unique to its platform such as the 3D floor planner and a LiDAR scanner on its mobile app (for capturing 3D images of a space); monday.com doesn’t offer a built-in equivalent.

Houzz Pro vs. Procore

If you’re in the market for some serious construction project management software, Procore may be the cream of the crop. It can handle GCs that need robust project management with à la carte features and toolsets to fit one’s business. Houzz Pro is more plug and play with very little customization.

Both software offer client portals, selections and financial management tools, but Procore was built with the larger GC in mind. It doesn’t include a built-in LiDAR scanner or mood boards, but it does have a CAD viewer and lots of integrations to make up for any lacking functionality.

Houzz Pro is transparent with its pricing with plans starting at \$85 per month for one user. Procore doesn’t publish pricing because it works with each GC to determine the best set of features for a specific number of users to come up with a custom quote.

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Free version available	Yes	Free version available	Yes, for unlimited members	Free version available	Yes
Starting price	From \$8 monthly per user	Starting price	\$7 per month	Starting price	\$10 per user per month
Integrations	Zoom, LinkedIn, Adobe, Salesforce and more	Integrations	Slack, Microsoft Outlook, HubSpot, Salesforce, Timely, Google Drive and more	Integrations	Salesforce, Adobe, Miro, Netsuite, QuickBooks, SAP

Our Expert Take

Houzz Pro gets a lot of mixed reviews from users and after our own experience with the service, we think it's a matter of misunderstanding. Houzz Pro checks almost all the boxes for a general contractor, but it isn't a full-fledged construction project management app. We also ran into a lot of bugs and notices about Houzz Pro being down for maintenance. Some tools didn't function on the mobile app as well (or as expected) compared to the browser-based platform.

For interior designers and home improvement professionals, it could be a good solution if you use Houzz Pro the way it's intended. Just because you build a profile doesn't mean clients will come to you. It's important to promote your business and focus on lead generation. However, it's important to note many users who have utilized the lead gen and advertising services from Houzz report a low return on investment and difficulty canceling or getting refunds.

Who Is Houzz Pro Best For?

We'd classify Houzz Pro as a social media platform for home improvement companies. You have to post a lot of photos with tags and interact with homeowners to make any headway. The Houzz network likely won't net you many leads unless you put in the work. As far as project management, Houzz Pro will work just fine, but it's missing some key features, so it can't compete with software such as Procore or Buildertrend.

Frequently Asked Questions (FAQs)

- + **Is Houzz Pro worth it for contractors?**
- + **Is Houzz Pro easy to use?**
- + **What do people use Houzz for?**

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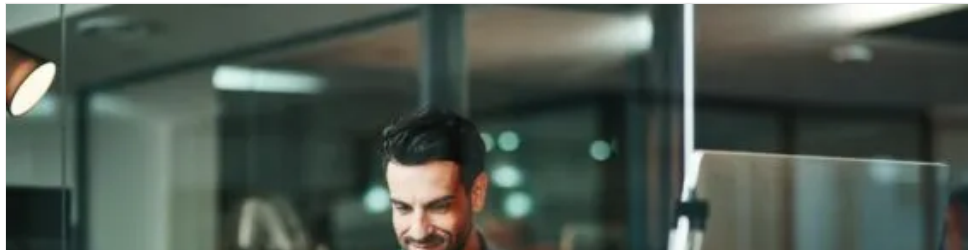
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