



RoofIT vs AccuLynx: Which Roofing CRM Wins in 2026?

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If you're comparing RoofIT vs AccuLynx, you're probably at a turning point in your roofing business.

Maybe spreadsheets aren't cutting it anymore. Maybe your current CRM feels too expensive, too complicated, or too disconnected from how your team actually works. Or maybe you're growing fast and need better visibility across jobs, crews, and cash flow.

Both RoofIT and AccuLynx are built specifically for roofing contractors. But they take very different approaches to pricing, usability, flexibility, and long-term scalability—let's compare side by side so you can decide which CRM truly fits your company in 2026.

Core CRM Functionality Comparison

1. Lead Management

When comparing RoofIT vs AccuLynx on lead management, both platforms cover the fundamentals well. On the surface, they solve the same problem: replacing spreadsheets, disconnected apps, and manual processes with a centralized roofing CRM. But the real differences show up in *how* they deliver that workflow.

With AccuLynx, lead management capabilities vary depending on the plan level. The lowest tier plan provides the capability to capture and track leads, customizable proposals, and basic job tracking. More advanced customization and workflow flexibility require upgrading to a higher-tier plan. Roofing contractors who want greater control over how their pipeline operates are forced to invest more to unlock that flexibility.

With RoofIT, full workflow customization is not tied to premium tiers. From the start, a roofing company can:

- Customize pipeline stages to match their exact sales process
- Assign sales reps to [roofing leads](#)
- Build automated task triggers and reminders
- Configure dashboards and performance tracking
- Adjust workflows as the business evolves

The key difference between RoofIT vs AccuLynx (and other roofing software, too) isn't whether it exists; it's access.

With RoofIT, exterior contractors maintain full control over their workflows from the start, without needing to upgrade plans just to align the system with how they already run their business. For growing roofing companies, that flexibility can make a significant difference in both usability and long-term cost.

2. Roofing Estimates & Proposals

[Estimating](#) is where roofing jobs are won—or lost. Both platforms help roofing businesses move quickly from measurements to professional, customer-ready documents. But once you look closer, differences appear in integration breadth and what's included by default.

Measurement Integrations

Both platforms integrate with [Eagleview](#), allowing roofing contractors to obtain accurate roof measurements prior to visiting a property. AccuLynx also integrates with additional measurement tools, offering broader third-party

flexibility for contractors who rely on other services.

Proposal Creation & Customization

Both RoofiT and AccuLynx allow roofing companies to:

- Create [branded proposals](#)
- Customize scope of work details
- Adjust pricing structures
- Add line items and optional upgrades
- Present professional, instant estimates

In terms of creating digital proposals and template customization, both platforms are competitive and capable.

E-Signatures & Signable Documents

A key difference appears with signable documents. With AccuLynx, creating fully signable customer documents requires the Smart(er) Docs add-on, which involves an additional cost—no matter what plan you choose.

With RoofiT, e-signature functionality is included—for free. Roofing contractors can send proposals for digital signature and convert approved estimates into active jobs without purchasing an additional feature.

3. Job Tracking & Production Management

Once a contract is signed, job management is critical for roofing businesses. This is where timelines slip, materials get delayed, or crews get double-booked if your system isn't tight.

In the RoofiT vs AccuLynx comparison, both platforms provide structured tools for project management from start to finish. But the cost structure and crew coordination approach differ in meaningful ways.

Supplier Integrations & Material Ordering

Both RoofiT and AccuLynx integrate with major roofing industry [suppliers](#), including:

- [ABC Supply](#)
- [SRS Distribution](#)
- [QXO](#)

Roofing contractors can generate purchase orders, access material costs, and track deliveries directly inside the CRM to reduce phone calls, manual entry, and ordering mistakes. From a supplier integration standpoint, both platforms are well-equipped. Contractors can manage material procurement and job tracking within one system.

Production Stages & Job Tracking

Both systems allow roofing companies to:

- Move jobs through customizable production stages
- Track change orders and supplements
- Monitor job progress and profitability

With AccuLynx, production stages and workflow customization are tied to higher-tier subscriptions. A roofing contractor on a lower-level plan has limited to no flexibility when it comes to adjusting workflows to match their exact production process.

With RoofiT, customizable production workflows are included. Contractors can adjust job stages, automate tasks, and tailor their process without moving to a higher-priced tier.

Crew Scheduling & Subcontractor Coordination

This is where the distinction becomes more noticeable.

AccuLynx offers a dedicated mobile Crew App to manage crews and communicate directly with subcontractors. While this can streamline job site coordination for office staff, it requires:

- An additional charge for access to the mobile Crew App
- Adding subcontractors as users within your AccuLynx plan

RoofiT provides crew scheduling and job assignments within the core platform, allowing teams to manage production calendars and crew timelines without requiring separate apps. Scheduling is built into the standard workflow, keeping coordination centralized without adding layers of cost. While crew members do need to be users on your RoofiT account, it's much more affordable to add a user in RoofiT than AccuLynx.

4. Reporting & Analytics

When comparing RoofiT vs AccuLynx on reporting and analytics, both platforms aim to give roofing companies visibility into sales performance, production progress, and overall profitability. The difference lies in access and flexibility.

AccuLynx offers a library of pre-built reports. However, access to reporting features is tied to subscription level. The lowest-tier plan does not include reporting, meaning a roofing company has to pay more for their roofing software to do one of the most basic jobs a CRM should already do.

RoofiT provides in-depth, [real-time reporting](#) with no strings attached. Reporting dashboards are fully customizable, allowing a roofing business to:

- Track KPIs specific to their business model
- Adjust views by role (owner, sales manager, production manager)
- Build reports around revenue, profitability, job stages, and team performance
- Modify reporting as the company grows to scale efficiently

Rather than limiting insights to pre-built templates or gating them behind higher tiers, RoofiT gives users control over how their data is displayed and analyzed.

5. Accounting & Payments

A roofing CRM should connect directly to your accounting and payment systems. This reduces duplicate data entry and helps keep accounting aligned with job progress.

In the RoofiT vs AccuLynx comparison, both platforms offer accounting integrations and payment processing options, but access to these capabilities and their costs are very different.

QuickBooks Integration

Both RoofiT and AccuLynx integrate with [QuickBooks Online](#), allowing roofing contractors to sync:

- Invoices
- Payments
- Customer information
- Financial data

However, with AccuLynx, QuickBooks integration is not available on the lowest-tier subscription. Companies on entry-level plans need to upgrade to access full accounting sync capabilities.

With RoofiT, QuickBooks Online integration is included, allowing contractors to connect operations and accounting without moving to a higher-priced plan.

Payment Processing

Getting paid quickly is just as important as tracking the job. RoofiT integrates with [Stripe](#), enabling contractors to accept credit card and digital payments directly through the platform. Payments can be collected on-site without requiring additional software modules.

With AccuLynx, payment processing requires the AccuPay add-on. This functionality is not included by default and involves an additional cost beyond the base subscription.

Pricing Structure

Pricing is often the deciding factor when choosing a roofing CRM, especially for small to mid-sized companies watching overhead closely. When comparing RoofiT vs AccuLynx, the biggest differences come down to transparency, scalability, and what's included at each level.

AccuLynx Pricing

AccuLynx does not publicly display full pricing details on its website, which can make upfront comparisons more difficult. Based on publicly available information and third-party sources, AccuLynx's Essential plan starts at \$250 per month, though it is not clearly stated how many users are included at that level.

The platform follows a tiered structure, and pricing typically increases based on:

- Number of users
- Access to advanced features
- Add-ons such as payment processing or document tools

Many roofers report paying around \$200 per user per month, depending on features and contract terms.

Because AccuLynx uses a per-user model, overall costs can rise quickly as teams grow. Companies may also need to move into higher subscription tiers to unlock certain functionality, further increasing monthly expenses.

AccuLynx does offer monthly subscription options, though contract terms may vary depending on the agreement. There is no free trial period, so contractors aren't able to test out the roofing software themselves before paying for service, and they have to speak with sales before gaining platform access.

RoofiT Pricing

RoofiT uses a straightforward [pricing](#) structure:

- \$349 per month for the first 3 users
- \$30 per month for each additional user

This base-plus-user model allows companies to scale predictably without steep per-user pricing.

RoofiT also offers:

- **A free trial period** so contractors can try the system before committing
- Monthly subscription flexibility
- Usage-based considerations for seasonal companies

Because core features such as workflow customization, reporting, QuickBooks integration, and e-signatures are included, companies are less likely to encounter surprise add-on costs as they grow.

Onboarding & Support

Switching CRMs can feel disruptive. The real question isn't just what the software can do—it's how quickly your team can learn it and start using it confidently. Both RoofiT and AccuLynx provide onboarding support, but both approach it differently.

AccuLynx

AccuLynx promotes fast implementation with guided setup to help companies get configured quickly. Because of the platform's depth, companies may spend several weeks configuring workflows, training staff, and adapting processes. For larger organizations with dedicated administrative support, this may be manageable. Smaller teams may experience a learning curve.

They provide ongoing access to training resources for as long as you remain a customer, along with live help that allows users to call and speak directly with a support representative when questions arise.

RoofiT

RoofiT focuses on simplicity and rapid adoption. The platform is built to reflect how roofing companies naturally move from lead to job completion, which helps reduce the learning curve for both office staff and field crews.

Onboarding typically includes guided setup, workflow customization, integration connections such as QuickBooks and supplier accounts, and support during data migration. The emphasis is on getting teams operational quickly without lengthy configuration phases.

RoofiT also offers hands-on support with industry familiarity, right in the platform. The support model is more personalized, which is a good fit for small and mid-sized companies seeking direct guidance rather than layered ticket systems.

Best Fit by Company Type

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Small Roofing Companies (Under \$2M): RoofIT

Small teams need simplicity and affordability. AccuLynx's per-user pricing can quickly become overwhelming. RoofIT delivers full CRM power without draining your budget.

Mid-Sized Roofing Companies (\$2–5M): RoofIT

This is where RoofIT stands out. Mid-sized companies need structure, reporting, supplier integrations, automation, and workflow customization without enterprise-level software costs. Because key features aren't gated behind higher tiers, RoofIT delivers strong operational control while keeping overhead manageable.

Growth-Stage & Large Roofing Companies (\$5M+): Depends on Complexity

Larger organizations that prioritize enterprise-style structure may find AccuLynx better aligned with their operational demands. However, many growth-stage companies still prefer RoofIT because it scales without exploding software costs. The right choice for any roofing business comes down to operational preference and cost structure tolerance.

Final Verdict: RoofIT vs AccuLynx in 2026

Both RoofIT and AccuLynx are built specifically for roofing contractors. Both can manage your business from lead capture to final payment. Both offer supplier integrations, estimating tools, job tracking, and reporting. But when you zoom out, the difference becomes clear.

AccuLynx follows a tiered, per-user pricing model where certain features and flexibility may require higher plans or add-ons. For larger companies with complex structures and bigger software budgets, that model can work.

RoofIT was built for growing roofing companies that want power without paying enterprise-level prices. Workflow customization isn't locked behind premium tiers. Reporting is fully customizable. QuickBooks integration, supplier ordering, automation, and e-signatures are included. And pricing scales in a way that supports growth instead of punishing it.

If you're tired of juggling tools, overpaying for per-user software, or adapting your process to fit your CRM, there's a simpler way to run your business. RoofIT gives you full control, predictable costs, and a system designed around how roofing companies actually operate.

Ready to see the difference?

[Book a free demo](#) and experience how RoofIT can streamline your workflow, simplify your operations, and help you grow without the extra layers and extra fees.



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