

CRM + PROJECT MANAGEMENT: TRUE COST TABLE

1-Tool vs 2-Tool Stacks — The Productive Founder | theproductivefounder.com | Prices checked August 2020

All-in-One Tools (CRM + PM in one platform)

Tool	Plan	1 user/yr	3 users/yr	5 users/yr	10 users/yr	CRM + PM?	Trap
HubSpot Free CRM	Free	\$0	\$0	\$0	\$0	CRM only; PM via tasks (limited)	Sales automation gated behind \$20+/mo
HubSpot CRM Suite	Starter	\$600	\$600	\$600	\$600	Yes (Marketing+Sales+S ervice)	Fixed \$50/mo regardless of users (up to limits)
Zoho One	All Employee	\$444	\$1,332	\$2,220	\$4,440	Yes (45+ apps)	Must license every employee
Zoho CRM + Projects	Std + Premium	\$228	\$684	\$1,140	\$2,280	Yes (2 apps, same ecosystem)	Two separate subscriptions to manage
monday CRM + WM	CRM Pro + WM Pro	\$336	\$1,008	\$1,680	\$3,360	Yes (same platform)	CRM Pro \$28 + WM Pro \$19 = \$47/user
ClickUp Business	Business	\$84	\$252	\$420	\$840	Yes (native CRM + PM)	CRM is lightweight vs dedicated tools
Pipedrive Power	Power	\$828	\$2,484	\$4,140	\$8,280	Yes (CRM + projects)	Most expensive; PM is basic vs PM tools

Two-Tool Stacks (Dedicated CRM + Dedicated PM)

Stack	CRM	PM	1 user/yr	3 users/yr	5 users/yr	10 users/yr	Verdict
HubSpot Free + Trello	Free	Free	\$0	\$0	\$0	\$0	Best \$0 stack; limited CRM automation
HubSpot Free + Asana	Free	Starter \$11	\$132	\$396	\$660	\$1,320	Asana better for complex projects
Pipedrive Ess. + Trello	\$14/mo	Free	\$168	\$504	\$840	\$1,680	Clean pipeline + simple boards
Pipedrive Adv. + Asana	\$29/mo	Starter \$11	\$480	\$1,440	\$2,400	\$4,800	Strong for sales-led agencies
Salesforce Starter + monday WM	\$25/mo	Basic \$9	\$408	\$1,224	\$2,040	\$4,080	Enterprise CRM + visual PM
Zoho CRM Std + Zoho Proj.	\$14/mo	\$5/mo	\$228	\$684	\$1,140	\$2,280	Native integration; best value

Choose by Team Size & Need

Your situation	Best approach	Stack	Annual cost (5 users)
Solo founder, \$0 budget	Free tools	HubSpot Free + Trello Free	\$0
Small team, sales-led	1 tool	Pipedrive Power or Zoho One	\$4,140
Small team, project-led	1 tool	ClickUp Business or monday CRM+WM	\$1,680
Growing team, complex sales	2 tools	HubSpot Starter + Asana	\$1,320
Enterprise needs, big budget	2 tools	Salesforce + monday WM	\$4,080+

Prices checked August 2026. Annual billing assumed. Seat minimums applied. Always verify current pricing before purchase.