



WORKMIND WHITE PAPER / OCTOBER 2026

Behind the Price

How WorkmindpricesQuoteSter and UMA
and howcustomerscanevaluate their value

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Why open this conversation

Apricing pagetells a buyer what a product costs. We believe companies should also explain the decisions behind that price: who they serve, what they charge for, which tradeoffs they accept, and how customers can judge the return. This white paper is written first for our clients and prospective clients. It explains how we think about those questions at Workmind, using QuoteSter and UMA as concrete examples. It also gives other founders a framework they can adapt.

We want that discussion to become a more ordinary part of technology culture. Business owners should be able to examine the reasoning, challenge the assumptions, and decide whether the economics fit their own operations. Founders should be able to learn from each other's decisions without assuming that the same model will work for every company.

There are precedents worth learning from

We are not the first company to open this conversation. Buffer has published explanations of where subscription money goes, including its operating expenses and business priorities. Intercom has explained its pricing decisions for Fin for Sales, including why it rejected revenue as its billing outcome. Basecamp publicly explains its approach to affordability and inclusive packages. These are useful examples even though their products and pricing models differ. [11-13]

We want to join this practice of openness and encourage it to become a clearer expectation across technology. Our clients and prospective clients should understand our reasoning and feel able to ask us to explain decisions that affect their costs or their work.

What this paper covers

We examine pricing models and their incentives, the market benchmarks we consider, our subscription boundaries, discounts, paid pilots, and a method for evaluating customer returns. This white paper brings together my experience, our product decisions, and published research. Current capabilities and planned development are identified separately.

QuoteSter is \$295 per location per month; annual billing is \$3,009, equivalent to \$250.75 per month. UMA is \$200 per location per month; annual billing is \$2,040, equivalent to \$170 per month. Each product has its own subscription. We use monthly terms with optional annual billing and do not charge by seat or usage. [14]

Find the section you need

Start with the buyer summary for the product you are considering. Click a section name or page range below to jump to it. The detailed sections explain the workflow, market comparison, price rationale, and ROI; the shared sections explain our pricing choices.

Your question	Section	Pages
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You can read either product's detailed sections independently. Prices are in USD. Market comparisons are dated benchmarks; the actual deployment and offer determine the complete cost.

If you are considering QuoteSter

QuoteSter is for a business that wants its estimating process applied consistently to real job information. You connect ClientTether and configure the services, dependencies, required information, and rules your estimators should follow. QuoteSter then uses job notes, direct input, or a recorded conversation to build the proposal within that process. Your estimator reviews the result before sending it. [15, 16]

What your subscription buys

Configuration captures how your business estimates work. It explains how one observation affects another part of the scope, what information a service requires, what related items belong in the proposal, and what checks must be completed. Headquarters can pass standards down to sub-accounts. The subscription covers using that configured workflow without a separate charge for each user, proposal, or AI interaction.

A practical example

Suppose an estimator describes a room and notes a surface condition. The business configuration defines whether that condition calls for preparation, which measurements the selected service needs, and how the related scope should appear in the proposal. QuoteSter interprets the job information and applies the configured relationships. The reviewer checks the finished proposal and resolves missing information. This illustrates the workflow; the supported rules must be confirmed during configuration.

When the price makes sense

The standard subscription is \$295 per location monthly, or \$3,009 upfront annually. At an assumed staff value of \$50 an hour, saving 5.9 hours a month covers the monthly fee through time alone. Include review and correction time. Additional sales can contribute value, but use the contribution after delivery costs and establish a reasonable connection to the software.

A busy estimating team, a franchise standardizing scope, or a location struggling with preparation time has a clear reason to evaluate the workflow. A business producing very few simple proposals may be better served by a less expensive tool or a different offer. Compare the pilot with historical results: proposal turnaround, close rate and time to close, missed homeowner commitments, scope corrections, estimator training time, and adoption.

Today the proposal workflow connects to ClientTether. Evaluate the work QuoteSter can do for your business now. The detailed market comparison and pricing rationale follow later in this paper.

If you are considering UMA

UMA is for a business that needs employee access to stay aligned with employment status and role across supported applications. Connect the supported HR system, configure the access each role should have, and connect the applications to be managed. UMA coordinates supported access changes and checks actual permissions against the configured requirements each hour. Its access automation is deterministic and rule-driven. [15, 16]

What your subscription buys

The subscription covers the configured access workflow and continuing verification. A hire, role change, or departure can trigger the need to add, adjust, or remove access. Supported actions and verification results are recorded. The useful result is access work completed and checked, with evidence of what happened. There is no separate charge for each employee, access action, or verification.

A practical example

When an employee leaves, the HR record changes. UMA compares that status with the access rules, performs supported removal actions in the connected applications, and records the results. Verification checks whether actual access matches the requirement. Exceptions or manual steps need an assigned owner. Before buying, confirm which actions and records your particular applications support.

When the price makes sense

The standard subscription is \$200 per location monthly, or \$2,040 upfront annually. At an assumed administrative time value of \$50 an hour, four hours of useful monthly time savings cover the monthly fee. Onboarding and offboarding work, role changes, and recurring access checks can contribute to that result. Count review and exception handling in the comparison.

Locations with frequent employee changes, several connected applications, or demanding access-control requirements have a reason to evaluate UMA. Small teams with few changes may find a per-user module less expensive. An existing platform may already cover the required work. UMA can complement an identity platform; it does not replace every identity or security capability.

The paid pilot should measure administrative effort, completion of access changes, permissions verified, exceptions, and usable records. Documentation can help demonstrate that access policies were followed and support risk management. It does not guarantee compliance or protection from incidents. The detailed comparison, price rationale, and compliance discussion follow later in this paper.

What property management taught me

Earlier in my career, long before my later work in technology and the founding of Workmind, I worked in property management. Our apartment complex was surrounded by other complexes. We usually stayed around 90 to 95 percent occupied, sometimes reached 100 percent, and rarely had a unit remain available for more than a month. Nearby complexes struggled to maintain roughly 60 to 70 percent occupancy, including properties similar in size to ours. These were the occupancy levels I observed at the time.

We were not the inexpensive option. Once the other properties added their fees, our total price was comparable. The difference was that we put what we included into one price. Prospective residents would ask whether something was included, then ask about something else. They liked being able to understand what they were paying for.

From the conversations I had, those properties' corporate leadership believed adding separate fees would bring in more money. I came to call it the Master of the House approach. I saw a different customer response to our inclusive price, but I cannot isolate pricing as the cause of the occupancy gap. Other operating and market differences could have mattered. What stayed with me was that people appreciated knowing the cost without reconstructing it from a collection of charges.

The name borrows the title Master of the House from *Les Misérables*. It is a useful image for the experience of finding another charge at every turn. It is also an analogy, not a claim that every company with an add-on is doing something wrong.

That experience shapes how I think about software. A business owner should be able to ask what the product includes and get an answer that is useful for a budget.

The names behind the pricing models

There is no single name for every version of an accumulating bill. Software companies use several models, and each solves a different problem. [1, 2]

Model	What the customer pays for	Why a company chooses it
Per-seat pricing	Each person with access	Connects revenue to team size
Usage-based pricing	Measured consumption, such as tokens or compute	Matches charges to variable resource costs
Output-based pricing	Each item produced or task completed	Makes the billing unit closer to the work delivered
Outcome-based pricing	An agreed business result	Connects payment to an observable result
Feature tiers and add-ons	Selected capabilities or packages	Lets customers buy different levels of functionality
Hybrid pricing	A base subscription plus another billing component	Combines recurring revenue with charges that grow
Flat subscription per location	A defined product subscription for each location	Makes the subscription predictable within that location

A charge per proposal is output-based pricing. It is not automatically outcome-based pricing: producing a proposal and winning the work are different results. A token charge measures the resources used to produce it. [2]

Partitioned pricing describes dividing a total price into components. Drip pricing is narrower: the seller presents only part of the price and reveals more charges later in the buying process. Clearly disclosed optional features or usage rates are not automatically drip pricing. [3, 4]

Paddle makes a useful distinction between a pricing model, which defines how a customer is charged, and a pricing strategy, which explains the market and value reasoning behind that structure. This paper addresses both. Its guidance also emphasizes clear disclosure and learning from customer feedback. [26]

Why other companies choose differently

Usage pricing can be a sensible choice when resource costs vary substantially, and it can be economical for light users. Optional packages can keep customers from paying for capabilities they do not need. A flat subscription can instead be poor value for someone who barely uses it.

AI also gives vendors a real cost problem: more activity can mean more inference expense. Stripe explains why subscriptions with a variable usage component can protect margins. Bain discusses several meters and the tradeoffs between direct consumption and committed capacity. The industry has multiple workable approaches, not one universally correct answer. [1, 2]

How we price Workmind products

We start with the operational work a customer needs completed. Then we examine alternatives, the cost of reliable delivery, and the benefit the customer can reasonably measure. We make the billing unit explicit and explain which costs sit outside the subscription. The same process leads to different prices for different products.

Subscription per location	Monthly billing	Annual upfront	Monthly equivalent	Annual savings
QuoteSter	\$295	\$3,009	\$250.75	\$531
UMA	\$200	\$2,040	\$170	\$360

USD per product, per location. Annual savings are compared with twelve monthly payments. Annual billing is optional. Buying both products means two subscriptions; this table does not imply a bundle discount. [14]

For billing, a location means a connected business account environment, usually identified by its API credentials or OAuth authorization, rather than a physical address or employee seat. Multiple physical sites operating centrally through the same business accounts and shared connection environment can count as one subscription location. We have worked with a company whose ten physical locations operated this way and counted as one. When each location uses its own separate business accounts and connection credentials, those are separate subscription locations. We count the business environments, not each individual API key across the applications within one environment. Confirm that structure and the subscription count in the offer. [14]

Why we carry the processing cost

When Workmind pays the processing bill within a flat subscription, unnecessary AI use becomes our expense. That gives us a financial reason to be careful about where we use it. We want AI to do work that benefits the customer, and we want to avoid spending on processing that adds no useful result.

For QuoteSter, that means using AI where interpreting job notes or a conversation helps, and using explicit business rules for requirements and relationships that can be defined directly. More AI activity is not our measure of a better product. Correct, complete proposals are. Our aim is to reduce unnecessary processing while preserving the quality and checks the customer needs.

Bearing the cost creates an incentive to use processing carefully. It also makes quality essential: cost savings only help when accuracy, reliability, and customer results remain strong. Usage-priced vendors can also operate responsibly.

Pricing for franchises and smaller businesses

Our target customers are franchises and small and medium-sized businesses. For the businesses we want to serve, estimating and forecasting operating costs matters. We chose a flat fee per product and location so a buyer can calculate the subscription without forecasting every user, proposal, access change, or processing unit.

For a defined scope, the monthly subscription is the agreed rate multiplied by the number of subscribed locations. More activity within an existing location does not introduce a usage charge. Adding locations or another product changes the total in a visible way. That makes the subscription easier to forecast as a customer grows; it does not mean the total can never change.

We chose this model to remove a budgeting obstacle for our target customers. Light users may prefer usage pricing or a less expensive module. Vendors can also make usage pricing more predictable with commitments or caps. Stripe describes both the simplicity of flat pricing and its weakness across different usage levels. [20]

Bain Capital Ventures' early-stage pricing framework identifies repeated purchasing decisions, budgeting difficulty, and unexpected invoices as possible drawbacks of usage charges. It also notes that usage pricing can work well for predictable workloads. That supports our concern without establishing that every customer prefers a flat fee. [27]

Our responsibility is to model delivery, processing, support, and integration costs across light, typical, and heavy use, using our operating data to maintain a sustainable margin. Choosing predictable customer pricing means we take responsibility for managing that variability.

Automation that helps existing teams scale

Someone once told me, "We already have people who do our quotes and bids." That is exactly the kind of team we want to help. Those people bring the property knowledge, customer understanding, and judgment the work needs. QuoteSter helps them turn that knowledge into reviewed proposals with less repetitive preparation, so they can handle more work without adding estimating staff at the same rate. UMA serves the same goal for HR and IT administration. The goal is to support existing teams rather than replace them. Our aim is a more efficient and effective existing workforce, with less additional hiring needed as the business scales. Measure the capacity gained and include the subscription in the cost comparison.

What sets the price

A responsible price has to support delivery costs, leave enough margin to maintain and improve the product, and make sense for the customer. We consider infrastructure, processing, integration maintenance, onboarding, and support. Market comparisons inform the decision alongside customer economics. QuoteSter applies business logic to proposals. UMA coordinates and verifies employee access. Their workflows, alternatives, and ways of measuring value differ. We do not determine either subscription by charging a markup on each AI token. UMA's access automation is deterministic and rule-driven; its value should be judged by completed operational work, not by whether AI is involved.

Shared technology lets us serve multiple customers without rebuilding the underlying product each time. Customers still configure their own business requirements and connect supported systems. The practical question is whether that configured workflow does enough useful work to justify its subscription.

Customization through configuration

Why we chose to build products this way

In our experience building custom solutions, we often encounter the same underlying projects and workflows again and again. The businesses differ, but much of the software needed to coordinate the work is familiar. Reusing suitable code and components from earlier projects is part of that experience; a custom project does not mean every line of code starts from scratch.

That shaped the question we asked when choosing our first Workmind products: which recurring workflows could we build once, then adapt through a configuration layer? Instead of asking each customer to commission a separate \$20,000, \$40,000, \$50,000, or \$80,000 custom project, could we make the underlying capability available through a subscription and let each business define how it should work? Those amounts illustrate the kind of custom-project investment we wanted to avoid for customers; they are not market averages or quotes for equivalent implementations.

Shared software with your operating requirements

We built the software to support different business requirements through configuration. QuoteSter captures services, estimating relationships, required information, and completion standards. UMA captures roles and access requirements across supported systems. The code is shared, while the configuration expresses the processes and decisions that matter to each customer.

That gives customers some of the process flexibility they would seek in a custom build without paying to commission a separate application. Headquarters can establish standards for supported workflows, and locations can operate within the configured requirements. The practical test is whether the configuration can express your actual process. Requirements outside the supported product may still need separately scoped work.

Configure the process and repeat it

Connect supported systems, then configure the workflow. In our experience, configuration takes minutes to hours, depending on complexity. Once the configuration is published, the agents are ready to run. For UMA, publishing the completed configuration starts the configured workflow; no separate activation process is needed. For QuoteSter, the configuration becomes available to the organization and its sub-accounts or franchise locations whose Workmind accounts are set up. Locations can make applicable local adjustments, then use the configured proposal workflow. New integrations or requirements outside the supported product are separately scoped work.

Once configured, the workflow applies the same defined rules each time it runs. Estimators and administrators do not have to reconstruct the process from memory. QuoteSter's everyday workflow is straightforward: open it, describe the job or supply the recorded conversation, review the proposal, and proceed. The estimator still checks that the scope reflects the customer conversation and their property observations. Configuration makes the requirements repeatable while allowing each job or employee situation to differ.

Work within the stack you already have

Our starting point is to connect and improve the systems a customer already uses. QuoteSter builds proposal content in a supported proposal system. UMA coordinates access work across supported HR and application connections. We aim to make those workflows more useful without requiring a broad platform replacement.

Compare adoption costs, not just subscription prices

When considering a replacement platform, ask what migration would cost: transferring and validating data, rebuilding workflows, retraining staff, running systems in parallel, and managing disruption. Those costs are separate from a subscription price. Connecting existing systems can avoid much of that replacement work, although configuration, connection testing, staff participation, and any separately scoped custom work still need to be considered.

A focused pilot and a consultative sale

Our pilot starts with setup: configure the workflow, connect the supported systems, and verify that the product completes the intended work. Then use it in the customer's actual process and measure the result. It is a focused test of useful automation, rather than an organization-wide replacement project.

We want customers who are a good fit and continue because the product earns its place. If you need something different, or an existing tool already meets the requirement, we would rather say so and help you find an appropriate alternative than sell a subscription that you abandon a month later. The comparison tables are meant to support that decision.

What enterprise standards mean for our customers

Our team brings experience building solutions for Fortune 500 organizations. We apply that care to requirements, controls, and checking results for franchises and smaller businesses. Experience informs our standards; demonstrated behavior establishes product reliability.

The important question is what happens when work goes wrong

Buyers should ask what happens when information is missing, a connected system rejects an action, a permission differs from the expected state, or a change is only partly completed. Which problems are detected? What result is recorded? Who receives the exception? What can be corrected automatically, and what needs a person? Those questions test robustness more effectively than a label or a polished demonstration.

Use the evaluation to test those situations in your deployment. QuoteSter's configured checks and UMA's recurring verification support that discussion. Further manual administration capabilities remain planned. We do not treat a roadmap item as an existing recovery mechanism or claim that every integration failure is already handled automatically.

Google's reliability guidance describes both the benefits and limitations of automation. It supports evaluating operational behavior and recovery, rather than judging a system only by how much it automates. [30]

Making those standards accessible

Shared software, reusable integration work, automation, and our team's experience let us spread development effort across customers rather than rebuild a bespoke system for every location. Our goal is to make disciplined operational software accessible through a predictable subscription. We still need to maintain sustainable delivery economics and show that the configured workflow creates value.

We do not infer quality from a competitor's price, development speed, or company size. A simpler, less expensive product may be well engineered and entirely appropriate. Our case for QuoteSter and UMA rests on the work and controls they provide, supported by evidence from the customer's workflow.

Enterprise-grade should describe standards we can demonstrate, not a claim that we match every enterprise platform or guarantee freedom from failures.

QuoteSter proposal automation

Configuration means teaching the business process

Before QuoteSter can build the right proposal, it needs to understand how your business estimates work. Configuration is where you put in that knowledge: the services you sell, the information each service requires, how line items relate, the conditions that change the scope, and the rules that govern pricing, margins, and approvals. It is closer to training an estimator in your process than choosing a document layout. [15, 16]

When you train an employee, you explain what to ask, what to include, how one answer changes another part of the estimate, and what must be checked before the work is ready. QuoteSter configuration captures those relationships as operational instructions and rules. This description refers to configuring business logic, not to retraining an underlying AI model for each customer.

Hard rules and checks matter

The configured component is central to the product. A proposal needs to follow the business's completion standards and the relationships between its requirements. QuoteSter applies configured scope, pricing, margin, and approval requirements within the proposal workflow. Required information and checking logic help identify missing requirements and avoid inconsistent estimates. Headquarters can define standards that pass down to sub-accounts. [15, 16]

For illustration, a painting business might define that a particular surface condition requires additional preparation, that a selected service needs specific measurements, or that a scope choice brings related line items into the estimate. The estimator provides what they observed; the configuration explains how those observations affect the proposal. Define and check those relationships during configuration.

From job information to a reviewed proposal

Connect a supported proposal system, then configure how the business estimates its work. The estimator supplies job details through direct entry, notes, or a recorded walkthrough or customer conversation. QuoteSter uses that information and the configured relationships to build the proposal in the connected system. The person responsible reviews it before it is sent. AI assists with interpreting job information; configured rules govern how the business expects the proposal to be completed. [15, 16]

How we describe accuracy

In our experience with recorded customer walkthroughs, approximately 90 to 95 percent of proposal content, on average, is captured correctly and completed without the estimator needing to change or add to it. That includes fields, line items, and scope elements: the information and commitments from the conversation are accounted for in the proposal and can remain unchanged after review. Unchanged means completed correctly, not merely text left unedited. The figure describes the share of content requiring no correction; it is not the percentage of entire proposals that are error-free. It is not uncommon for nothing to need changing. Every proposal still needs estimator review. These are our observations, not an independently audited benchmark. Pilots should assess both required-content capture and correction effort in the customer's workflow.

The market we compare QuoteSter against

We look at the work a customer needs to complete, then compare the price and the workflow. The market contains inexpensive drafting tools, specialized estimating products, and broader operating platforms. These are useful benchmarks, but they are not interchangeable.

Product	Proposal workflow	Configuration and standards	Connections
BidBrush AI	Native painting estimates, online proposals, decisions and follow-up.	Contractor rates and painting-job details.	The reviewed product page does not specify external integrations; confirm with vendor. [5]
PaintScout Sales	Native painting estimates, proposals, payments and follow-up.	Production rates, materials and reusable templates.	CompanyCam, QuickBooks Online and Zapier are listed. Confirm scope and plan. [6, 32]
Handoff Flex	AI estimating and native proposals.	Pricing catalog; published AI presets cover required items and scope rules. Confirm plan access.	Lists QuickBooks, Google Calendar, MagicPlan and Zapier; confirm plan. [7, 9]
Handoff Pro	AI proposals plus broader project management.	Catalogs and AI presets; confirm the required controls and plan access.	Listed integrations require plan confirmation. API/MCP access is listed under Scale. [7, 9]
CompanyCam current Scale	Native AI-assisted proposals with scope, line items, signatures and deposits; field documentation.	Price Book and editable sections. Corporate Portal provides centrally controlled document/checklist templates on select plans.	Integrations connect field documentation with other systems. Confirm proposal actions separately. [8, 10, 33, 34]
Workmind QuoteSter	Builds proposal content in a supported integrated proposal system for estimator review.	Configured relationships, required information and hard rules; headquarters standards pass to sub-accounts.	Supported proposal-system connections. External system subscriptions remain separate. [14-16]

The comparison uses the same dimensions for every product: proposal workflow, configuration and standards, and connections. Pricing, included seats, usage allowances, and additional costs appear in the next table. Official vendor information checked October 2, 2026. [5-10, 32-34]

Choosing a workflow that fits

We do not claim that every cheaper product becomes more expensive after add-ons. Some advertise a simple subscription. We also do not claim to be the cheapest or to offer every feature in a broader platform. For QuoteSter, compare whether the product can express your estimating relationships and mandatory requirements, how it checks proposal completion, and how headquarters rules reach sub-accounts. A proposal editor, reusable template, or AI draft may help with parts of that work. Test the entire configured workflow against your actual requirements.

Other products offer meaningful overlapping capabilities. Handoff documents conditional scope rules and business instructions. CompanyCam offers organization-owned document and checklist templates through its Corporate Portal on select plans. Do not assume that corporate controls are included in the standard Scale subscription. Test whether the alternative meets your particular rule, inheritance, and proposal requirements. [9, 10]

These products can also serve complementary purposes. A business might use CompanyCam for field photos and project documentation while using QuoteSter to apply its estimating rules and build proposals in a supported proposal system. Buying one would not automatically remove the need for the other. This is a possible combination of workflows, not a claim of a direct CompanyCam integration. Evaluate whether both subscriptions deliver distinct value.

QuoteSter cost comparison in detail

Compare the subscription, included users and usage, optional services, and required external systems. Annual equivalents below are published rates or calculated from the annual total; they are not month-to-month offers. [5-8, 14]

Product	Subscription and allowances	Additional costs and upgrades
BidBrush AI	\$29/month. AI estimates and proposals. No numerical seat or usage allowance stated on the reviewed public page.	No separate seat, proposal, AI top-up, or setup price found on that page. Confirm limits; unpublished does not mean unlimited. [5]
PaintScout Sales	\$119/month; 1 user. Annual: \$1,188, equivalent to \$99/month.	Extra users: \$20/month each. Operations: \$99/month or \$948/year. Free onboarding; optional setup packages: \$999, \$1,499, or \$1,999. No separate proposal or AI top-up price listed. [6]
Handoff Flex	\$149 monthly rate; annual equivalent \$119/month (\$1,428/year). 2 users, 50 AI credits/month, 1 pricing catalog.	No extra-user or credit top-up rate found on the pricing page. Confirm credit consumption and what happens at the limit. Pro is the published unlimited-AI upgrade. [7]
Handoff Pro	\$299 monthly rate; annual equivalent \$239/month (\$2,868/year). 12-month commitment; 5 users, unlimited AI and catalogs; dedicated onboarding.	No extra-user price found on the pricing page. Scale: \$899 monthly rate or \$719/month annually (\$8,628/year), with a 12-month commitment. Optional payment collection: card 2.85%; ACH 1%, capped at \$10. [7]
CompanyCam current Scale	\$299/month; annual \$2,988, equivalent to \$249/month. 3 users, unlimited AI and proposals.	Extra users: \$34/month or \$348/year each. Marketing Suite: \$99/month or \$948/year. Corporate Portal: \$2,000/year. SSO: \$250/month or \$3,000/year, with sales approval. Enterprise: custom quote. [8]
QuoteSter	\$295/location/month; annual \$3,009, equivalent to \$250.75/month. No seat, AI, or proposal charges.	External CRM/proposal subscriptions are separate. Separate connections add subscriptions; central shared connections do not. Confirm pilot fees and any custom integration or services in the offer. [14]

CompanyCam rates use its current dated plan guide. Its public pricing page shows conflicting Scale figures; obtain a written quote. Pre-September 17, 2026 Scale accounts retain 5 proposals/month unless migrated. Crew includes 5 proposals and 100 AI credits/month. No proposal or AI top-up price is published in the reviewed guide. [8, 31]

Optional modules and payment processing cover different work from proposal automation. Include them only when needed, and confirm taxes, implementation, and processor terms. A missing public rate is not evidence of a hidden fee.

Apply the connection-based billing unit to QuoteSter too. Ten physical branches sharing one central account and the same API keys or OAuth connection count as one subscription location: \$295/month or \$3,009/year. Ten separately connected subscription locations cost \$2,950/month or \$30,090/year, equivalent to \$2,507.50/month, before negotiated discounts. Confirm the connection structure in the offer; physical branch count alone does not determine the bill.

Why QuoteSter is priced at 295 dollars

We position QuoteSter as an operational estimating workflow: the business teaches its requirements and relationships, and the product applies them to proposal creation and checking. The price needs to support that delivery, integration maintenance, onboarding, support, and continued development. The customer should be able to recover the fee through useful work saved or contribution from additional jobs. Those are the commercial tests behind our price, rather than a charge for each generated document.

Earlier in our pricing discussions, we considered a subscription around \$500 per month. At a conference in Miami, some people told me they thought we had priced QuoteSter too low. That feedback mattered, but it did not establish what customers would actually buy. We chose \$295 to balance the value of the configured workflow, sustainable delivery, and adoption by the franchises and SMBs we serve. A higher price may be defensible for some customers; we want the standard offer to earn its place through demonstrated value.

How we interpret the comparison

QuoteSter sits near the higher monthly benchmarks in the preceding table. Its configured estimating workflow needs to justify that position. The price difference from the \$299 options is small; the important question is which process each product supports and what the customer already uses. [5-8]

For a customer with a supported proposal system, building proposals in the existing system can matter more than acquiring a separate proposal editor. For a franchise, headquarters rules and estimating dependencies may matter more than drafting alone. For a business needing broader project management or field documentation, another platform may be a better fit. Seat limits, external subscriptions, and actual configuration requirements determine the useful comparison.

Why we keep one subscription price

We chose a standard fee per location to let customers budget for the workflow and use it without calculating a charge for each additional proposal or participant. We absorb the processing cost within that fee. The annual option lowers the equivalent monthly cost to \$250.75, with \$3,009 paid upfront. A customer should compare the entire operating cost and current functionality, not just the headline subscription.

The customer test for 295 dollars

Contribution from one or two additional jobs is one simple break-even test. The fuller evaluation compares historical sales results, proposal turnaround and time to close, accuracy against homeowner commitments, scope corrections, and estimator training effort. These benefits need evidence from the customer's workflow. That is why we use pilots and consider different offers for materially different customer economics.

These comparisons explain why we consider \$295 a reasonable standard price to evaluate with customers. The configured workflow and measured return determine whether it is a good purchase for a particular location.

How we assess QuoteSter ROI

Our practical test is whether QuoteSter improves the estimating and sales workflow enough to justify its subscription. Compare results with the customer's historical performance, including work saved, sales outcomes, proposal completeness, scope problems, and training effort. A product being technically sophisticated is not itself a customer benefit.

For illustration, if a business values staff time at \$50 an hour, a \$295 subscription needs to save 5.9 hours each month to recover its price through time alone. Across 20 proposals, that is about 18 minutes per proposal. This is a calculation, not a promised result. Review and correction time must count.

Additional wins are one break even test

For a location quoting work worth several thousand dollars, our goal is for the profit contribution from one or two additional jobs won because of QuoteSter to cover the monthly subscription. This is a design goal, not a universal promise. The right calculation uses the revenue left after the additional costs of delivering those jobs, not the full proposal amount.

Illustrative job economics	Contribution	Wins to cover \$295
\$3,000 job with a 10 percent contribution margin	\$300 per job	1 additional win
\$3,000 job with a 5 percent contribution margin	\$150 per job	2 additional wins

These examples are assumptions, not measured customer outcomes. Faster proposals can create more opportunities, but an additional sale should only count toward this calculation when there is a reasonable basis to connect it to the software. Time savings can provide value even when the close rate does not change.

Why we sometimes adjust the price

We have had conversations with customers who create fewer proposals or quote lower-value work. QuoteSter can still be a good fit, but their economics are different. In those situations, we are willing to adjust the price so the customer has a credible path to a return. We also discuss committed multi-location rollouts. The agreed terms define the discount; a discount does not change our no-seat-fee and no-usage-fee approach.

Measuring the full QuoteSter return

Compare a historical period with the pilot, accounting for job types, lead sources, and estimator experience. Follow proposals through customer decisions and delivery when possible. A short pilot may demonstrate workflow improvements before it can establish a reliable change in sales or job outcomes.

Measure	Historical baseline and pilot comparison
Proposal turnaround	Time from the visit or completed job information to a reviewed proposal being sent. Count drafting, review, corrections, and delays.
Sales performance	Proposals sent, wins and losses, close rate, contribution from won work, and time from proposal sent to acceptance. Also track visit-to-acceptance time.
Homeowner commitments	Promised work, exclusions, and special requests captured in notes or recordings, then correctly represented in the proposal. Track omissions and disputes.
Scope and delivery corrections	Changes before sending, after acceptance, during work, and after completion. Record their cause, labor, materials, administration, credits, and margin impact.
Estimator training	Trainer and learner hours until an estimator can produce an acceptable proposal independently. Track review effort, errors, and continued support.

Faster delivery and a faithful scope

Getting a proposal out sooner can shorten the wait before a customer can decide. Test whether it also reduces time to close or improves the close rate in your business; faster sending alone does not establish either result. Keep lead quality, follow-up, seasonality, and other sales changes in view.

“Driveway promises” are commitments made in conversation that never reach the written scope. QuoteSter uses the job information supplied and the configured requirements to help carry those commitments into the proposal. Compare the finished proposal with the actual homeowner conversation, including exclusions and special requests. Missing or ambiguous input still needs clarification and human review.

Track costly scope corrections even after a job is finished, not only edits in the proposal screen. Distinguish an omitted commitment or estimating error from a legitimate customer-requested change or an unforeseen condition. Count avoided costs only when there is a reasonable basis for attributing the reduction to the workflow.

Less procedural training for each estimator

Configuration captures the estimating rules you would teach employees: what belongs in the scope, how requirements relate, and what must be checked. Our aim is to reduce the repeated training needed to navigate proposal screens and remember which buttons to push. Estimators can focus more on what to look for at the property and what the homeowner is asking for.

Estimators still need trade knowledge, observation skills, accurate information capture, and proposal review. Measure time to independent, acceptable work and review effort. Include initial configuration and training costs in ROI.

UMA user management automation

UMA addresses a different operational problem: keeping access aligned with each employee's current role and employment status. Its standard price is \$200 per location per month. It does not charge for each managed employee, access change, or verification. [14]

How the workflow creates value

Connect a supported HR system of record, currently Paycor or BambooHR, and the applications whose access UMA will manage. Configure the access requirements for roles and organizational structure. The HR platform remains the authoritative employee source. UMA coordinates supported provisioning and deprovisioning actions across connected systems, including Google Workspace, Slack, FieldRoutes, Open Dental, and ClientTether. The scope depends on the connected application's supported actions. [15]

Each hour, UMA compares employee information and actual permissions with the configured requirements. A hire, role change, or departure can change what should be added, retained, or removed. Supported changes are made through connected APIs and results are recorded. Items requiring human review or manual action must have a clear owner. Verification matters because creating an account once does not ensure its access stays correct as someone's role changes. [16]

What the subscription should accomplish

The customer is paying for the configured coordination and ongoing verification of access, along with the operation and maintenance needed to deliver that workflow. The useful output is completed, traceable access work. It is not a proposal, a token allowance, or a replacement HR record.

UMA can complement an existing identity platform, but the value depends on which platform, applications, and workflows the customer already has. Evaluate its actual coverage before deciding what UMA adds. Authentication, device management, and other security capabilities remain separate considerations; we do not claim UMA replaces every capability in Okta, JumpCloud, or a broader SaaS management suite.

Confirm the deployment scope

Before a pilot, agree on the HR source, applications, role rules, supported account and permission actions, review owners, and evidence of completion. Confirm which connections are ready and which require further work. Do not assume every action is supported merely because a vendor appears on an integration list. External HR and application subscriptions remain separate costs.

UMA's direction extends into more of the administrative work shared by HR and IT. As of October 2, 2026, we have scoped a Rapid Hire integration to help automate background-check steps during hiring, and we plan LMS integrations to support training administration. These capabilities are planned, not part of the current comparison or measured ROI. Provider subscriptions, background-check charges, and LMS fees remain separate where applicable. Confirm availability and scope before relying on them; evaluate the workflow available today.

The market we compare UMA against

We compare the actual access workflow and required capabilities. A lifecycle module, an identity security suite, and a SaaS management platform overlap with UMA in different ways. Their prices should not be presented as interchangeable quotes for the same implementation.

Alternative	Published pricing and terms	Scope and additional costs
JumpCloud User Lifecycle Management	\$4 per user per month on monthly billing; \$3 with annual billing	An à la carte lifecycle module. Other capabilities have separate rates or package pricing. Premium support is \$3 per user monthly or \$2 with annual billing. [17]
Okta Workforce Essentials	\$17 per user per month, billed annually; \$1,500 annual Workforce contract minimum	Includes Lifecycle Management, access governance, and 50 Workflows, plus broader identity and security capabilities. Other products and add-ons can change the quote. [18]
BetterCloud User Automation	Custom quote; no public universal dollar rate	User lifecycle automation within a broader SaaS management platform. Quote depends on license count, connected apps, modules, and add-ons such as data loss prevention. [19]
Workmind UMA	\$200 per location monthly; \$2,040 upfront annually	Role-based access coordination and verification across supported systems. No per-user or per-action fee. External subscriptions and custom integration work are separate. [14-16]

Official vendor information checked October 2, 2026. Prices are benchmarks, not negotiated offers or evidence of equivalent functionality. Confirm package dependencies, licensing scope, implementation, and support in a written quote.

Where per-user pricing can be cheaper

At JumpCloud's published \$4 monthly rate, 25 users cost \$100 per month for that lifecycle module, while 50 users cost \$200. At 100 users, it is \$400. These calculations do not include other required capabilities or services. They show that UMA is not automatically the less expensive option for a smaller team. [17]

At Okta's \$17 annual-billing rate, 25 licensed users equal \$425 per month, or \$5,100 per year. That includes a broader bundle and is not an apples-to-apples comparison with UMA. A customer needing those security and identity capabilities may reasonably select Okta or use it alongside UMA. [18]

For a multi-location organization, count subscription locations using the connection-based billing definition, then compare with the other vendor's total licensed users. Ten separately connected UMA subscription locations cost \$2,000 per month before negotiated discounts. Ten physical branches operating through one central account and the same API keys or OAuth connection count as one subscription location and cost \$200 per month. Confirm the actual connection structure in the offer. The right pricing model depends on the deployment, workload, and required capabilities.

UMA cost comparison in detail

The examples below compare pricing units, included allowances, and additional costs for defined scopes. Match the required capabilities and deployment when obtaining quotes. [14, 17-19]

Option and example	Monthly rate or equivalent	Additional costs and boundaries
JumpCloud lifecycle module; 25 users	\$100 monthly, or \$75/month equivalent with annual billing.	Premium support adds \$75/month or \$50/month on annual rates. Combined module plus premium support: \$175/month or \$125/month annual equivalent. Other modules and professional services can add cost; confirm dependencies. [17]
Okta Essentials; 25 users	\$425/month equivalent; \$5,100/year. Annual billing; \$1,500 annual Workforce contract minimum.	Includes Lifecycle Management, Access Governance, and 50 Workflows within a broader suite. Introductory training and online support included. Premier Success Plans cost extra; no universal rate listed. Additional products or workflow capacity require a quote. [18]
BetterCloud User Automation	Custom quote; no public universal rate.	Advertises unlimited actions and integrations. Price depends on licenses, connected apps, modules, and add-ons such as DLP. Implementation and training offered; obtain their cost and inclusion in writing. [19]
UMA; 1 subscription location	\$200/month or \$2,040/year, equivalent to \$170/month.	No per-user or action charge. External HR and application subscriptions are separate. Confirm pilot fee, setup scope and custom work. Additional separately connected subscription locations add subscriptions; physical branches sharing one central connection do not. [14]

Count the whole organization

Five separately connected UMA subscription locations cost \$1,000/month; ten cost \$2,000/month before negotiated discounts. Their annual totals are \$10,200 and \$20,400, equivalent to \$850 and \$1,700/month. If those physical branches instead use one central account with the same API keys or OAuth connection, they count as one subscription location: \$200/month or \$2,040/year. Compare the other vendor's billable users across the same organization. Required modules, support, and implementation can change the total.

These alternatives manage access in connected systems; they are not just native HR record tools. Confirm the supported applications and actions for the actual deployment. An existing identity platform may already cover the work UMA would do, which can reduce the value of adding another subscription.

Why UMA is priced at 200 dollars

UMA's price is based on a different kind of work from QuoteSter. Customers need access actions coordinated, permissions checked, and results documented across supported systems. We price the continuing workflow per location rather than charging for each employee or access change. The fee needs to support reliable operation, integration maintenance, configuration, support, and development.

How we interpret the comparison

The preceding comparisons show why employee count and deployment scope matter. A per-user lifecycle module can cost less for a small team. A flat location subscription becomes more attractive as users and supported access work increase within that location. Multiple small locations can reverse that comparison. Include required modules and services before deciding. [17-19]

The useful question is what administrative work remains after accounting for the customer's existing systems. Depending on the identity platform and application coverage, UMA may complement existing tools or duplicate work they already handle. Our direction also includes planned background-check and training integrations. The current price case rests on available coordination, verification, and records; future capabilities can strengthen it as they become available.

Why 200 dollars is our standard

We chose \$200 per subscription location to cover the configured administrative workflow and continuing verification. Our current plan is to keep UMA at \$200 as the improvements described here become available, including the planned background-check and training integrations. We do not charge per seat, managed employee, or access action. External provider charges remain separate where applicable. At an illustrative \$50 an hour, four hours of useful monthly savings cover the fee; customer results determine the actual return.

The annual option is \$2,040 upfront, equivalent to \$170 a month. External HR and application subscriptions remain separate, and custom integration work may be separately scoped. Confirm the applications, supported actions, and evidence available in the deployment scope before rollout. A fixed fee is useful only when the covered workflow is useful.

How we justify the charge to the buyer

The justification is the work delivered: less manual administration, access changes completed correctly, continuing checks, and usable records. A pilot should establish the benefit in the customer's environment. Low activity or an existing platform that already handles the work may weaken the case. If the gap does not justify the standard subscription, discuss a different offer or another option.

The final test for \$200 is whether the customer receives measurable value and we can deliver the agreed scope sustainably.

How we assess UMA ROI

UMA's return should be evaluated through administration time, completeness of access changes, and verification. It does not use QuoteSter's test of additional jobs won. At \$200 per month, a location valuing administrative time at \$50 an hour needs four hours of useful time savings to recover the subscription through time alone. That is an illustration, not a measured result or guarantee.

Illustrative monthly workload	Assumed time saved	Value at \$50 per hour
4 employee lifecycle events	1 hour per event; 4 hours total	\$200
8 employee lifecycle events	30 minutes per event; 4 hours total	\$200
2 employee lifecycle events	30 minutes per event; 1 hour total	\$50

Events here mean defined onboarding, role-change, or offboarding work, not a billed UMA unit. Actual savings depend on the connected systems, tasks automated, and review effort. The third scenario does not justify a \$200 subscription on event time alone. Ongoing verification or other benefits may add value, but must be measured separately.

What a pilot should measure

Establish the current time required to create, change, and remove access across the agreed applications. During the pilot, record task time, review time, exceptions, rework, completion evidence, and delays between an approved employee change and the required access update. Check whether the actual permissions match the configured role requirements after the action.

License savings only count when a canceled or reassigned license actually reduces spending. Removing access from an unused account is valuable, but it does not automatically reduce a prepaid annual bill. Similarly, freed staff time is capacity unless it avoids an actual cost. Report those benefits clearly rather than treating every saved minute as cash.

More consistent offboarding and clearer access records can improve operational control. We should not turn a hypothetical avoided security incident into a guaranteed financial return or claim that automation eliminates all access risk. The pilot should establish what was changed, what was verified, and what still needs human attention.

When UMA may need a different offer

A location with few employees, infrequent access changes, or a narrow application footprint may have less measurable benefit than a busy operation. A broader existing platform may already handle the required workflow. Evaluate that gap before adding another subscription. Discussing deployment scope and multi-location pricing is part of establishing fit, not a substitute for demonstrating value.

UMA documentation and risk management

A customer can gain value from reliable access controls and evidence of how those controls operated, alongside time or license savings. For regulated organizations, that evidence can be an obligation rather than an optional financial benefit. HIPAA requires safeguards and compliance documentation for regulated entities; it does not require a financial ROI calculation. [21, 22]

Least privilege and appropriate access

The IT security principle is least privilege: people and systems receive only the authorizations needed for their function. UMA can help apply that principle through correctly configured role requirements and verification of supported permissions. The policy itself must grant appropriate access; automation will not make an overbroad rule appropriate. [23]

HIPAA's related minimum necessary standard addresses limiting uses, disclosures, and requests for protected health information. It has exceptions, including certain disclosures or requests for treatment. It should not be treated as interchangeable with every IT permission rule. [24]

What a healthcare buyer needs to demonstrate

Requirement area	Evidence or control to evaluate
Workforce and information access management	Role-based authorization, procedures for access changes and termination, and evidence the configured policy was applied.
Access controls and audit controls	Only authorized access to systems containing electronic protected health information, plus mechanisms to record and examine activity in those systems.
Evaluation and documentation	Assessment of safeguards, documented policies and required activities, and retention of the documentation required by the rule.

These areas appear in 45 CFR 164.308, 164.312, and 164.316. Access-change records from UMA can support evidence of administration and verification. They do not replace the clinical application's activity logs or the organization's wider compliance program. [21, 22]

How documentation helps mitigate risk

UMA records supported access changes and verification results. Those records can help an organization demonstrate that it followed its access policies, investigate discrepancies, and resolve gaps. For a deployment, confirm the evidence available, its accuracy, who reviews it, and how it is retained and exported. Useful audit evidence should identify the relevant person and system, action, time, result, and unresolved exception. [15, 16]

The consequences of access failures are real. HHS reported that Pagosa Springs Medical Center agreed to pay \$111,400 and adopt a corrective action plan to settle potential HIPAA violations involving a former employee's continuing access. That is evidence of exposure, not an estimate of savings from buying UMA. [25]

Correct controls and reliable records can help mitigate risk and support an audit or investigation. Documentation alone does not guarantee compliance or protection from penalties, claims, or losses. We keep hypothetical avoided losses separate from measured financial ROI.

Paid pilots and continuing value

Why our pilots are usually paid

We strongly favor pilots so a customer can see the product work before committing to a full rollout. With very few exceptions, those pilots are paid. We want both sides invested in making the evaluation meaningful: using the product on real jobs, reviewing the results, and giving it enough attention to reach a decision. Payment does not guarantee engagement, and a pilot still costs money. But in my view, a paid evaluation encourages a more deliberate commitment than signing up because one person was interested and then never using it. Agree on what success looks like before the pilot starts.

Customers should ask: Can I evaluate this on my real workflow before paying the full subscription? What will the pilot cost? Will we measure total preparation time, corrections, and adoption? What evidence would justify continuing? I believe those questions should be normal in technology buying.

For QuoteSter, compare completed proposals with historical sales performance, turnaround, homeowner commitments, scope corrections, training, and review effort. For UMA, test access changes, verification, and exception handling. Agree the price, duration, baseline, and decision rule before either pilot starts.

Bain Capital Ventures' interviews with sales leaders describe proofs of concept with success measures established upfront. That supports testing value in the customer's workflow. Charging for most pilots is our own approach to encouraging commitment and a deliberate evaluation. [28]

What we learn from discounts

We consider discounts for materially different activity levels, job economics, or committed multi-location scope. The aim is a credible return for the buyer and sustainable delivery. A negotiated discount keeps our no-seat-fee and no-usage-fee model, with terms defined in the offer.

In our customer conversations, a clear flat subscription has helped open doors. Buyers ask what else they will have to pay after the advertised price, and explaining our no-seat-fee and no-usage-fee approach addresses that concern. This is our experience, not a measured conversion-rate comparison. It reinforces why pricing should start with the market you serve and the uncertainty those buyers want resolved. Required external services and separately scoped work still need to be disclosed.

Our goal is for the customer to retain a product because the value continues. A pilot should also be allowed to reveal that the workflow, timing, or economics are not a fit. That result is useful to the customer and to us.

Predictability is a choice with responsibilities

Not charging for usage does not make usage free for us. We still need to manage costs and understand what it takes to serve active locations. Choosing a flat subscription puts that responsibility on Workmind rather than turning each AI interaction into a customer billing decision.

We want teams to include the people who need access and use automation when it helps. We do not want the subscription bill to grow because an existing location adds a user or creates another proposal. Additional locations still carry their own subscriptions, and each Workmind product is priced separately.

There are boundaries to that promise. A separate CRM or proposal platform has its own subscription. New custom integration work may be separately scoped and quoted. Confirm those costs upfront in the offer. Our flat subscriptions cover the respective Workmind product, not every external service a business chooses to connect.

Why monthly billing is deliberate

We deliberately offer a monthly subscription without requiring a three-month prepaid commitment. We want customers to continue because the product keeps earning its place in their business: it does useful work, demonstrates value, and provides a credible return. A longer compulsory commitment should not substitute for that evidence.

Customers can choose annual billing: \$3,009 upfront per location for QuoteSter, saving \$531; or \$2,040 for UMA, saving \$360 compared with twelve monthly payments. That is an optional annual commitment, not a requirement to begin a monthly subscription. Confirm renewal and cancellation terms in the offer, and agree the pilot's price and duration separately.

Longer contracts can help a vendor plan revenue or recover implementation costs. We understand those reasons. For our standard subscription, we choose monthly access so customers can assess continuing value without a compulsory multi-month prepayment.

Continuing to build value in QuoteSter and UMA

We continue developing both QuoteSter and UMA. Our plan is to keep their standard subscription prices steady as we complete development and add value to the products. We intend ongoing product improvements to strengthen what customers receive within their existing subscription, rather than introduce a new seat, usage, or output charge as the product grows.

The purchase should make sense based on the work available today. We do not want customers buying on the hope that a future capability will eventually make the product useful. A pilot should demonstrate value in the current workflow; continued development should build on that value.

This is our pricing approach today. We are not planning a near-term change, but new evidence may lead us to revisit prices or terms. If that happens, we intend to explain the changes and publish a new version of this paper covering the prices, scope, and reasoning. This is not a lifetime price guarantee. Additional locations, external services, and separately agreed custom work remain relevant.

We want customers to understand what the price includes, its boundaries, and how to judge the return. That conversation should remain open as the products and market develop.

Planning your evaluation

Start with the work you need completed and the systems you already use. The evaluation needs to establish process fit, the complete cost, and a measurable reason to continue. Bring the questions below into the scope discussion before committing to a wider rollout.

Prepare your process requirements

For QuoteSter, bring examples of completed proposals, the services and related scope you sell, required job information, estimating rules, and any headquarters standards. For UMA, bring the HR source, connected applications, role requirements, access-change procedures, and records you need. Identify who in your organization can approve those requirements.

Clarify configuration responsibilities

Your business supplies the process knowledge and uses configuration to define the requirements the agents will apply. Connect the supported systems, configure and check the rules, then publish. The agents are ready to run once that configuration is published. Agree on who approves the requirements, any onboarding assistance, and who maintains the rules as services, roles, or operating procedures change. For QuoteSter, confirm the organization and sub-accounts that should receive the configuration.

Agree the paid pilot terms

Agree the pilot fee, duration, included locations and applications, configuration deliverables, success measures, and responsibilities in the written offer. Identify external software or separately scoped work and whether any pilot payment is credited toward a later subscription.

Test the ordinary work and the exceptions

Use real examples and include missing information, rejected actions, or other relevant exceptions. Record preparation time, review, corrections, completion, and unresolved items. Establish who handles a problem and what evidence shows the result. Compare the measured benefit with the complete incremental cost.

Your next step

If you are considering QuoteSter or UMA, contact Workmind with your systems, location structure, and the workflow you want to improve. Ask for a scope discussion and a written pilot offer. The decision to continue should follow from what the product delivers in your business today.

[Workmind products and contact information](#)

A framework other founders can use

Paddleconnectscustomer segmentation, willingness to pay, and valued capabilities. Bain Capital Ventures separates free access, the base subscription, and variable charges into distinct decisions. These frameworks help founders reason about pricing; they do not produce one correct price. Test your model against customer value and delivery costs. [27, 29]

Question	What to examine before choosing a model
Who are you serving?	Define the customer, workflow, activity level, and purchasing authority.
What creates value?	Separate access, consumption, completed work, and outcomes. Check measurement and attribution.
What drives your costs?	Model infrastructure, processing, onboarding, support, and integration maintenance across light, typical, and heavy use. Include a sustainable margin.
What does the billing unit encourage?	Check whether charges discourage useful work or a flat fee overcharges light users.
What is the full customer cost?	Explain required external subscriptions, optional services, location charges, annual commitments, and separately quoted work.
How will you establish the return?	Agree on a baseline, pilot cost, adoption expectations, measurement period, and rollout decision rule.

Keep reviewing the price after launch

Review delivery and processing costs, onboarding and support effort, adoption, pilot results, and discount patterns. Compare typical and heavy use: are customers receiving value also sustainable to serve? Use that evidence to revisit assumptions and explain any changes to customers.

Measure the return without inflating it

Compare similar work before and during a pilot. Track preparation, review, corrections, volume, adoption, and attributable wins. Include training, subscription and pilot fees, external software, and implementation costs. Account for seasonality and other changes that could explain the results.

$ROI = (\text{measured benefits} - \text{total incremental costs}) / \text{total incremental costs}$. Use contribution from additional jobs, not full revenue. Distinguish cash savings from freed capacity. Do not count both freed time and every job completed with that time as independent benefits.

An invitation to other business owners

How do you approach these decisions? What have we overlooked, and where would another model serve customers better? Question our assumptions and adapt this framework. We welcome a conversation about why prices work, how bills behave, and how buyers can evaluate the return.

Sources and further reading

The basis for our analysis

This paper draws on my firsthand experience, our product decisions at Workmind, official vendor rate cards, published pricing guidance, and authoritative security and regulatory sources. Market benchmarks inform our choices alongside customer value and delivery economics. Illustrative ROI calculations show how to evaluate a purchase; pilot results establish the return in a particular business. Our accuracy observations and development plans are described in the relevant product sections.

Our working principles are to understand the customer, define the value, choose a clear billing unit, check delivery economics, disclose the total scope, and validate the results. Paddle's guidance on customer segments and value-based pricing and Bain Capital Ventures' framework support examining those dimensions together. They also explain why a company may reasonably choose a different model. [26, 27, 29]

Pricing and product information checked October 2, 2026. I describe our commitments and development plans as of that date. The property-management account comes from my own experience. Competitor prices are benchmarks, not claims of equivalent performance.

[1] [Stripe AI SaaS pricing models](#)

[2] [Bain AI Pricing A Reality Check on Effort Usage and Outcomes](#)

[3] [FTC The Economics of Drip Pricing](#)

[4] [Research presented at the FTC on partitioned and drip pricing](#)

[5] [BidBrush AI product and pricing](#)

[6] [PaintScout pricing](#)

[7] [Handoff pricing](#)

[8] [CompanyCam plans and pricing](#)

[9] [Handoff Advanced AI Presets](#)

[10] [CompanyCam Managing Org Owned Templates](#)

[11] [Buffer Where Your Money Goes When You Buy a Buffer Subscription](#)

[12] [Intercom Building outcome-based pricing for Fin for Sales](#)

[13] [Basecamp Pricing and pricing philosophy](#)

Product and compliance sources

- [14] Workmind Pricing and subscription terms
- [15] Workmind Product scope and integrations
- [16] Workmind Operational workflows and access verification
- [17] JumpCloud Pricing and modules
- [18] Okta Workforce pricing and suite terms
- [19] BetterCloud Pricing and quote inputs
- [20] Stripe Pricing models and their tradeoffs
- [21] HHS Summary of the HIPAA Security Rule
- [22] eCFR HIPAA Security Rule 45 CFR Part 164 Subpart C
- [23] NIST Least privilege definition
- [24] HHS Minimum necessary requirement
- [25] HHS Pagosa Springs access termination settlement

More perspectives on startup pricing

[26] [Paddle A guide to SaaS pricing models and strategies](#)

Used in the pricing-model discussion and our analysis method. Covers segmentation, value, simplicity, and disclosure while also making the case for hybrid models. We adopt relevant principles without treating its preferred models as universal rules.

[27] [Bain Capital Ventures Pricing Your Early Stage B2B AI SaaS Product](#)

Used in the target-market discussion and founder framework. Separates the base fee from free and variable components and describes both budget friction and the circumstances where usage pricing can work well.

[28] [Bain Capital Ventures Five Emerging Trends in AI Pricing](#)

Used in our pilot discussion. Reports themes from sales-leader interviews, including predictability and proofs of concept with defined success measures. It is qualitative practitioner evidence, not a representative survey proving one model is best.

[29] [Paddle Quantified Buyer Personas](#)

Used in our analysis method and founder framework. Connects customer research and willingness to pay with packaging and the value buyers perceive.

These resources discuss alternative approaches. They do not endorse Workmind's price or establish that any pricing model is best for every business.

[30] [Google SRE The Evolution of Automation at Google](#)

Used in the discussion of engineering standards. Explains benefits and limitations of automation and the importance of evaluating its operational behavior.

[31] [CompanyCam public pricing page](#)

Used to check additional-user billing and identify conflicting public Scale figures. The current dated plan guide supplies the Scale benchmark in this paper; buyers should confirm their written offer.

[32] [PaintScout Integrations](#)

[33] [CompanyCam Creating a Proposal](#)

[34] [CompanyCam Integrations](#)