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8 Best Free CRM Software in 2026

Explore the possibilities of free CRM software with our comprehensive guide. Discover the best solutions to manage customer relationships and drive business growth without breaking the bank.

Free CRM software can help small businesses, freelancers, and solo users manage customer relationships without paying for a full CRM subscription. Most free plans limit users, contacts, or advanced features, but many still include core tools for tracking leads, organizing customer data, and managing outreach.

I reviewed dozens of free CRM platforms, including HubSpot, Zoho CRM, and EngageBay, and narrowed the list to the seven best options based on features, usability, and overall value.

Provider	Best for	Paid plan starts at
HubSpot CRM	Overall free CRM	\$10/seat/month
Zoho CRM	Secure contact management	\$20/user/month
monday.com	Nonprofits	\$12/seat/month
EngageBay	Social media campaigns	\$14.99/user/month
ClickUp	Simple sprint management	\$10/user/month
Bitrix24	Ecommerce businesses	\$69/month
Odoo CRM	Open-source CRM	\$9.10/user/month
Capsule CRM	Project management	\$21/user/month

Top free CRM software comparison

The top free CRM software offers access to sales pipelines, document management, and native or third-party integrations. Businesses can sync their free CRM tool to their existing tech stack and integrate it with their sales processes.

	My rating (out of 5)	Document management	Integrations
HubSpot CRM	4.74	Yes	Yes
Zoho CRM	4.67	Yes	Limited
monday.com	4.59	Limited	Higher tiers
EngageBay	4.58	Yes	Limited
ClickUp	4.56	Yes	Yes
Bitrix24	4.55	Yes	Limited
Odoo CRM	4.40	Yes	Yes
Capsule CRM	4.33	Via integration	Yes

How I chose the best free CRM software

I researched and evaluated a variety of CRM software that offer free plans. Using a weighted rubric in [my methodology](#), I compared pricing, general CRM features and capabilities, ease of use, customer support, and my own personal evaluation.

Why you can trust TechRepublic

I evaluated the best CRM software with free plans using a rubric with 20+ data points, focusing on what matters most to small businesses: affordability, core CRM functionality, ease of use, support, and scalability.

My analysis prioritized free plan limitations, contact and lead management tools, sales pipeline features, integrations, automation, and overall value for growing teams.

Recommendations are based on hands-on testing when available, vendor documentation, pricing transparency, and verified user feedback to reflect how each CRM performs in real business use.

HubSpot CRM: Best overall free CRM

<keep everything, just change the pricing section>

Pricing

- **Free tools:** \$0 for two users with basic sales, marketing, service, content, operations, and commerce tools.
- **Sales Hub Starter:** \$9/user/month, billed monthly, or \$10 when billed monthly. This includes free tools, simple automation, e-signature, and conversation routing.
- **Sales Hub Professional:** \$90/seat/month, billed annually, or \$100 when billed monthly (plus a \$1,500 one-time onboarding fee). This includes everything in the Sales Hub Starter, plus a prospecting workspace, playbooks, and forecasting capabilities.
- **Sales Hub Enterprise:** \$150/seat/month, billed annually (plus a \$3,500 one-time onboarding fee). This includes everything in the Sales Hub Professional, plus predictive lead scoring, conversation intelligence, and lead form routing.

*Starter Customer Platform includes sales, marketing, service, content, operations, and commerce tools in one package. Individual modules can be purchased separately.

Zoho CRM: Best for secure contact management

<keep everything>

monday.com: Best free CRM for nonprofits

<keep everything>

EngageBay: Best free CRM for social media campaigns

<keep everything, just change the pricing section>

Pricing

- **Free:** \$0 for 15 users, with 250 contacts, email tracking, and appointment scheduling.
- **Basic:** \$13.79/user/month, billed annually, or \$14.99 when billed monthly. This includes everything in the Free plan, plus 500 contacts, multiple deal tracks, and predictive lead scoring.
- **Growth:** \$59.79/user/month, billed annually, or \$64.99/user/month, billed monthly. This includes everything in the Basic plan, plus 5,000 contacts, an email scheduler, and sales automation.
- **Pro:** \$110.39/user/month, billed annually, or \$119.99 when billed monthly. This includes everything in the Growth plan, plus 50,000 contacts, an autodialer, proposal analytics, and role management.

ClickUp: Best for simple sprint management

<keep everything>

Bitrix24: Best free CRM for ecommerce businesses

<keep everything, just change the pricing section>

Pricing

- **Free:** \$0 for 1-2 users, with 5GB online storage, shared calendars, and Contact Center.
- **Basic:** \$49/month for five users, billed annually, or \$69 for five users when billed monthly. This includes everything in the Free plan, plus 24GB online storage, webmail, telephony, invoicing, and customer segmentation.
- **Standard:** \$99/month for 50 users, billed annually, or \$144 for 50 users when billed monthly. This includes everything in the Basic plan, plus 100GB of online storage, task and project management, and lead management.
- **Professional:** \$199/month for 100 users when billed annually or \$289 for 100 users when billed monthly. This includes everything in the Standard plan, plus 1024GB online storage, employee management, scrum, booking automation, and workflows.
- **Enterprise:** Billing starts at \$399 per organization for 250 users when billed annually or \$579 for 250 users when billed monthly. This includes everything in the Professional plan, plus 3TB online storage, multiple branch management, and a high-performance enterprise cluster infrastructure.

Odoo CRM: Best free, open-source CRM

<keep everything>

Capsule CRM: Best for project management

<keep everything>

How to choose the best free CRM

Now that you've read through a list of the top free CRM providers, you need to narrow them down to find the software that best [fits your goals](#). The next step would be to request demos or sign up for free trials from the providers that pique your interest. This way, you can begin communicating directly with the provider's sales team and start onboarding the software.

Below are questions to consider asking when researching free CRM software:

- Does the free version offer the core features you need that are expected in the top CRM software?
- What is the total in-market expertise for your industry, if any?
- Is the CRM considered open-source, or is that something your business needs?
- Is it scalable and detailed enough to be the best free CRM for startups or enterprises?
- Does the CRM software integrate with tools you already have in your tech stack?

FORUM: [Factors to consider when choosing a CRM](#).

Methodology

To review each provider's free CRM offerings fairly, I used an in-house rubric with outlined criteria and subcategories of CRM industry standards. After running each provider through the rubric, an algorithm calculated an overall rating, which I used to assign each software an ideal use case.

Review my scoring criteria breakdown for additional insights.

- **Pricing (30%):** User limits, contact caps, upgrade costs, and essential CRM tools included in the free plan.
- **General features (25%):** Contact and lead management, sales pipelines, reporting, automation, integrations, and customization options.
- **Ease of use (15%):** Setup process, interface design, navigation, workflow simplicity, and overall learning curve.
- **Support (15%):** Live chat, email support, phone support, knowledge base content, onboarding resources, and community forums.
- **Expert score (15%):** Overall feature quality, usability, scalability, value, and fit for the recommended use case.

Frequently asked questions (FAQs)

What is the best free CRM?

HubSpot, Zoho CRM, Bitrix24, and Engagebay are among the best CRM with free versions. While one might be better than the others depending on your unique business needs, each comes with core CRM functionality to get any small or home business better organized.

Is Zoho completely free?

Zoho offers a completely free version of its CRM solution. This plan only supports up to three users and offers basic functionality like lead and document management, and the mobile app. This makes it most useful for small or even home businesses that don't anticipate the need for more logins or more advanced sales features.

Does Google have a free CRM?

Google does not offer free or paid CRM software within its suite of tools. Instead, tools within the Google Workspace can be integrated with CRM software as a third-party. For example, Zoho CRM or HubSpot users can integrate that CRM solution with their Gmail, Calendar, or Docs.