Feature	ONE Suite (Free)	Bold Trail ($600/Year)
Cost	Free	$600/year (discounted; normally $635/month)
Website	Customizable, SEO-optimized	Highly customizable with advanced analytics
CRM Tools	Standard lead and client management	AI-driven lead scoring and automation
Texting Capabilities	Text one property at a time; no two-way texting in-platform	Full two-way texting directly within the platform
Mass Email	Easy modern email editor	Advanced email marketing with automation
Mobile Dialer	Not equipped with a native option	Included as a native feature
Mobile App	CRM Mobile App	Robust, fully equipped mobile app
Lead Generation	Automated alerts and social media tools	Advanced ad campaigns and predictive analytics
Marketing	Pre-designed and custom templates	Custom email marketing and ad tools
Integrations	Zapier	Extensive (Zapier, Google Workspace, etc.)
Support and Training	Included via ONE University	Premium support with success coach
Ideal For	Individual agents and teams looking for simplicity	Advanced users or teams needing scalability