

■ Top 5 Free CRM Tools – Feature Comparison Checklist (2025)

by Fozur Online — Practical Resources for Beginners and Small Businesses

This checklist helps you evaluate and compare the top 5 free CRM tools — HubSpot, Brevo, Zoho CRM, Bitrix24, and Freshsales. Use it to decide which platform suits your business needs based on features, scalability, and ease of use.

Feature	HubSpot	Brevo	Zoho CRM	Bitrix24	Freshsales
Free Users	Unlimited	Unlimited	3	Unlimited	3
Contact Limit	1M+	Unlimited	5,000	Unlimited	5,000
Email Sending	Yes	300/day	Yes	Yes	Yes
Automation	Basic	Basic	Limited	Advanced	Limited
Reporting	Standard	Standard	Advanced	Basic	Standard
Integrations	1,000+	100+	200+	400+	100+
Mobile App	■	■	■	■	■
Support	Chat/Email	Email	Chat	Community	Email

■ CRM Evaluation Checklist

- ✓ Does the CRM allow unlimited contacts or users?
- ✓ Does it support email automation or campaigns?
- ✓ Can you integrate it with your existing tools (Gmail, Shopify, Slack, etc.)?
- ✓ Is there a mobile app available for on-the-go management?
- ✓ How intuitive is the interface for beginners?
- ✓ What kind of customer support is provided in the free plan?
- ✓ Is there an easy upgrade path to paid features when you grow?

■ Recommended Use-Cases

Stage / Type of Business	Recommended CRM
Freelancers / Solo Founders	Brevo or Freshsales
Early-Stage Startups	HubSpot CRM
Growing Small Teams	Zoho CRM
Collaboration-Focused Teams	Bitrix24
Marketing-First Businesses	Brevo CRM