

Happlicant quietly gaining US market share as solo recruiters and small agencies rapidly adopt the platform

US recruiters and small agencies are moving away from legacy ATS/CRM tools — and toward Happlicant.

Great ATS-CRMs shouldn't cost an arm and a leg.

Happlicant helps recruiters work faster, stay organised, and place more candidates, without the high price tag.



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New York City, New York Mar 12, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Happlicant](https://happlicant.com), the ATS+CRM built for independent recruiters and small-to-mid-sized agencies, is quietly gaining market share in the United States as these groups turn away from complex, legacy systems in favor of a modern, simplified platform designed for leaner workflows.

The US recruiting software market has long been dominated by heavyweights like Bullhorn and Loxo. But many solo recruiters and boutique agencies find these systems expensive, cumbersome, and poorly suited for small, nimble teams. This gap has created a new opportunity — and Happlicant is capturing it at speed.

Over the last 3 months, Happlicant has seen **rapid adoption among US solo recruiters and small agencies**, with growth figures like **176% in subscribers and 372% in revenue**, fueled by word-of-mouth, community referrals, and the need for simpler, more intuitive operating systems.

“Independent recruiters and boutique agencies work differently compared to large agencies and in-house recruiting teams,” said Chris, co-founder of Happlicant. *“They want simplicity, affordability and flexibility. The growth we’re seeing in the US shows just how ready the market was for a platform like Happlicant.”*

Why recruitment agencies are choosing Happlicant:

- **Unified ATS+CRM** — manage clients and candidates in a single, streamlined platform
- [Sourcing Chrome extension](#) — bring candidates, leads, and clients into your CRM with a single click
- **Resume auto rebranding tool** — easily reformat resumes using a native AI interface
- **Client portal** — wow clients with a slick candidate presentation portal
- **Fast, intuitive interface** — designed for lean daily operations
- **Solo- and agency-friendly pricing** — simple, flexible and no annual contracts
- **Zero onboarding friction** — migrate and start working immediately

[See all features here.](#)

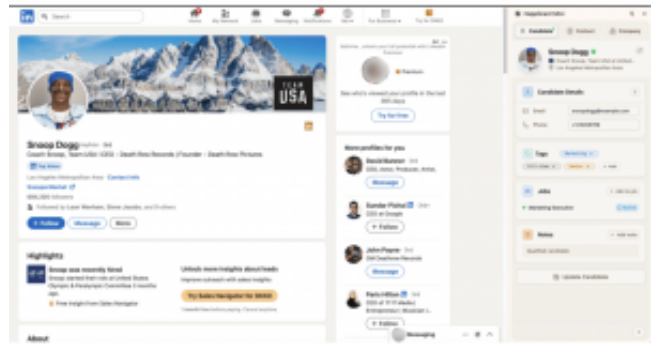
Interestingly, the team **hasn't been backed by venture capital (yet)**. Instead, they've focused on building the **best possible product** and serving customers as effectively as possible, letting reviews and user feedback speak for themselves.

At the time of writing, the price per seat is \$74 when paid monthly or just **\$59** when paid quarterly (**20% discount**), making it an especially attractive option for recruiters just starting out. Without investor pressure, the team can **keep pricing as low as possible**, making it accessible for new independent recruiters and small agencies alike.

Happlicant's adoption trends highlight a broader shift in the US recruitment industry: **more solo recruiters are emerging than ever before**, driven by AI and layoffs. These independent recruiters and small agencies are outpacing traditional large-scale agencies and need lean, efficient tools designed for speed, simplicity, and high productivity.

By capturing this growing segment, Happlicant is positioning itself as the **go-to platform for US solo recruiters and boutique agencies**, quietly taking market share from legacy ATS+CRM systems that no longer meet the needs of modern recruiters.

For more information, visit: <https://happlicant.com>



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