SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR BARBERSHOPS

What a booking app costs a three-chair shop over three years

Thirty-six months of subscription at each vendor's **own published US price, read 11 November 2026**. Before tax, before card processing, before terminals and optional add-ons — those are paid on top and are the same whether or not the shop has a website. Squire charges per shop; Booksy and Fresha charge per person. The last of them, Fresha, no longer has a free plan.

Platform	Plan	Monthly	New client found on their marketplace	3 years
Squire	Independent — one barber	**$30/mo**	no published marketplace commission	**$1,080**
Squire	Pro — one shop, any number of chairs	**$50/mo**	no published marketplace commission	**$1,800**
Squire	Executive	**$150/mo**	no published marketplace commission	**$5,400**
Squire	Titan — multi-location	**$250/mo**	no published marketplace commission	**$9,000**
Booksy	$29.99 + $20 per extra team member (3 barbers)	**$69.99/mo**	Boost: 30% of first visit, max $100	**$2,520**
Fresha	Team — $14.95 per bookable person (3 people)	**$44.85/mo**	20% once on a marketplace new client, min $6	**$1,615**
ShopLaunch	Local Pack — one payment, the page and the menu	**$0/mo**	0% commission on a client you booked	**$199**

Squire: Independent $30, Pro $50 (a single shop with any number of chairs), Executive $150 and Titan $250 a month, flat per shop — adding a barber does not raise it. Booksy: $29.99 a month plus $20 for every additional team member, so three chairs is $69.99; its optional Boost takes 30% of a new client's first visit, capped at $100. Fresha: Independent $19.95 for one bookable person, Team $14.95 per bookable person, plus a one-time 20% commission (minimum $6) on clients who are new to you and book through the Fresha marketplace. The free plan Fresha was known for ended in 2025–26. Squire also sells its "branded landing pages" as a $25/mo add-on on Executive — $900 over three years for the page itself. Executive is for busier shops and Titan for multi-location brands; a single shop rarely needs either.

The new-client toll, which grows in your best month

	20 new marketplace clients a month, $35 first visit	A year
Fresha marketplace	20% once per genuinely new client	**$1,680**
Booksy Boost (optional, off by default)	30% of the first visit, capped at $100	**$2,520**
Squire	no published marketplace commission	**$0**
ShopLaunch	no commission — we take nothing from a client you booked	**$0**

Fresha charges once per client, and never on a client who books through your own link, Instagram or Facebook. Booksy charges only while Boost is on. The point is not that a shop always pays the toll — it is that the toll sits on the channel the app owns, and the page you own is the way around it.

Five questions before you renew

What does my plan cost per chair?	Squire is flat per shop, Booksy and Fresha are per person. Three chairs on Booksy is $69.99, not $29.99 — do the math for your chairs, not the headline.
Is the free plan still free?	For Fresha, no. Its own page now lists $19.95 a month for one person and $14.95 per bookable team member, plus the 20% new-client commission.
What does the marketplace charge me for a new client?	Fresha 20% once ($6 minimum), Booksy Boost 30% of the first visit (max $100). Ask what turns the fee on, and whether a client who books through your own link ever triggers it.
What do I keep if I stop paying?	On a subscription: not the calendar, and not the page. Ask for the files and the URL. The page we sell is yours, on its address, with an edit key.
What am I paying the app for that a page cannot do?	The calendar, reminders, payments, deposits, the client list. Keep those if you need them — and stop paying for the price list page they bundle with it.

What the one payment is — and what it is not

Yes	No
You get: a mobile page with your cut list and prices, hours and an "open now" badge, tap-to-call, one-tap directions, your before-and-after photos, reviews, and buttons that open your Instagram and the booking address you already use · a QR poster PDF for the mirror and the window · an edit key so a price change is a minute of your own time. $49 Starter, $199 Local Pack (adds a full menu, 3 print pieces, 5 Instagram posts, Google Business Profile text) or $499 Full Launch. Live the next business day.	**You do not get:** a calendar, card payments, deposits, no-show fees, reminders, a client list or loyalty. We take no commission and collect no client data. If you need the calendar, keep Booksy, Squire or Fresha — the page links straight into it, and nothing is migrated or double-booked.

Prices are each vendor's published US list price on 11 November 2026 and change without notice — read theirs before you sign. Card processing is excluded on both sides: it is paid to the platform's processor either way, and moving the page off a subscription does not remove it. **shoplaunch-app.pages.dev/barber** · ShopLaunch Studio, Busan, Republic of Korea · chonnom61482@gmail.com