SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR BARBERSHOP OWNERS

Booksy vs ShopLaunch — a three-chair barbershop, three years

Booksy publishes one price and one multiplier: $29.99 a month for the shop, **$20 a month for every additional team member**, and an optional Boost that takes **30% of a new client's first visit**, capped at $100. Thirty-six months at Booksy's own published US prices read 11 November 2026, before tax and before card processing.

Platform	Plan	Monthly	3 years
Booksy	Solo barber — one person	**$29.99/mo**	**$1,080**
Booksy	2 chairs — $29.99 + $20	**$49.99/mo**	**$1,800**
Booksy	3 chairs — $29.99 + $20 × 2	**$69.99/mo**	**$2,520**
Booksy	5 chairs — $29.99 + $20 × 4	**$109.99/mo**	**$3,960**
Booksy	10 chairs — $29.99 + $20 × 9	**$209.99/mo**	**$7,560**
Booksy	Boost, if on — 20 new clients/mo at $35	**+30%**	**$2,520/yr**
ShopLaunch	Local Pack — the page, the menu, the print pieces	**$0/mo**	**$199**

The three-year math

Booksy, 3 chairs: $69.99 × 36	**$2,520**
…of which the two extra barbers	**$1,440**
ShopLaunch Local Pack, paid once	**$199**
Difference, three chairs, before Boost	**$2,321**

A solo barber pays the headline and nothing more, so the $29.99 is honest for one chair. The tax lands on the shop that grows: the fourth chair costs $20 a month before it has cut a head, and nothing in the software costs more to run for a five-chair shop than for a one-chair shop. Boost is the second line — off by default, and $2,520 a year at 20 new clients a month, which is the whole three-year subscription again every twelve months.

Five questions before you renew

Is the $20 on top of $29.99, or instead of it?	On top. Three chairs is $69.99 a month; five is $109.99; ten is $209.99. The headline price is the first person, not the shop.
What exactly does Boost charge?	30% of a new client's first visit, capped at $100, only for a genuinely new client reached through the channel Boost covers. Ask which booking each charge came from, in writing.
Does a client who found me on Instagram pay the Boost fee?	No — the fee applies to clients the Boost channel brings. That is precisely why a page on your own URL is worth having: it is the channel the toll cannot follow you into.
If I cancel, do I keep my profile and reviews?	Ask Booksy before you cancel anything; reviews and profile history are theirs to keep or export. Our page does not replace the profile — the profile links to it.
What am I paying the app for that a page cannot do?	The calendar, deposits, reminders and the client list — keep those. The price list on a page you own costs $199 once, and a fourth chair adds nothing to 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, before-and-after photos, and buttons that open your Instagram and the booking address you already use · a QR poster 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) · $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 the app you have — 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. Source: biz.booksy.com/pricing, read 11 November 2026. US list prices, per month, before tax, before card processing and before Boost. Boost is optional and off by default.

shoplaunch-app.pages.dev/vs/booksy · ShopLaunch Studio, Busan, Republic of Korea · chonnom61482@gmail.com