SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR BARBERSHOP OWNERS

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

Fresha's free plan is no longer on its pricing page. In November 2026 it lists **Independent at $19.95 a month** and **Team at $14.95 per bookable person**, plus a one-time **20% commission (minimum $6)** on a client who is new to you and books through the marketplace. Thirty-six months at Fresha's own published US prices, before tax and before card processing.

Platform	Plan	Monthly	3 years
Fresha	Independent — one bookable person	**$19.95/mo**	**$718**
Fresha	Team — 2 bookable people	**$29.90/mo**	**$1,076**
Fresha	Team — 3 bookable people	**$44.85/mo**	**$1,615**
Fresha	Team — 5 bookable people	**$74.75/mo**	**$2,691**
Fresha	Team — 10 bookable people	**$149.50/mo**	**$5,382**
Fresha	Marketplace — 20 new clients/mo at $35 × 20%	**+20%**	**$1,680/yr**
ShopLaunch	Local Pack — the page, the menu, the print pieces	**$0/mo**	**$199**

The three-year math

Fresha Team, 3 people: $44.85 × 36	**$1,615**
ShopLaunch Local Pack, paid once	**$199**
Difference, before the marketplace fee	**$1,416**

Fresha is the cheapest of the three on the subscription — $44.85 for three people against $69.99 at Booksy — and we say so. What changed is the premise: shops that joined for free software are now on a per-person plan. The marketplace fee is the other line, charged once per genuinely new client and never on a client who books through your own link; at 20 new clients a month it is $1,680 a year, more than the subscription itself.

Five questions before you renew

Is Fresha still free?	No. Its own page lists $19.95 a month for one bookable person and $14.95 per bookable team member, plus the 20% new-client commission. Check what your card was charged this month.
What counts as a "bookable person"?	Fresha's own unit. Ask in writing whether it counts you, a chair renter and an assistant the way you count them — the subscription is that number times $14.95.
When is the 20% charged, and on what?	Once per genuinely new client who books through the Fresha marketplace: 20% of that first visit, $6 minimum. Never on a client from your own link, Instagram or Facebook.
Can I keep Fresha and still use this page?	Yes — that is how it is meant to be used. The Book button opens your Fresha page, so nothing is migrated and no slot is double-booked.
What am I paying the app for that a page cannot do?	The calendar, deposits, reminders and the client list — keep those. The page is the front door, and it is the half you can own for $199 once.

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: fresha.com/pricing, read 11 November 2026. US list prices, per month, before tax and before card processing. "Bookable person" is Fresha's own unit. **shoplaunch-app.pages.dev/vs/fresha** · ShopLaunch Studio, Busan, Republic of Korea · chonnom61482@gmail.com