SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR BARBERSHOP OWNERS

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

Squire prices per shop, not per barber: one shop with any number of chairs is $50 a month on Pro. The part a customer reads before booking is a separate **$25-a-month add-on**. Thirty-six months of both, at Squire's own published US prices read 11 November 2026, before tax and before card processing.

Platform	Plan	Monthly	3 years
Squire	Independent — one barber	**$30/mo**	**$1,080**
Squire	Pro — one shop, any number of chairs	**$50/mo**	**$1,800**
Squire	Executive — Squire's tier above Pro	**$150/mo**	**$5,400**
Squire	Titan — multi-location	**$250/mo**	**$9,000**
Squire	Branded landing pages — add-on on the plan	**+$25/mo**	**+$900**
Squire	Pro + its own page, the realistic three chairs	**$75/mo**	**$2,700**
ShopLaunch	Local Pack — the page, the menu, the print pieces	**$0/mo**	**$199**

The three-year math

Squire Pro, 36 × $50	**$1,800**
Branded landing pages, 36 × $25	**$900**
Squire with its own page, three years	**$2,700**
ShopLaunch Local Pack, paid once	**$199**
Difference still in your account	**$2,501**

Two things follow. In Squire's favour: a barber costs nothing to add, so three chairs pay $50 where Booksy charges $69.99 — it is the only one of the three that does not price a shop by head count. Against it: the page is a 50% surcharge on a $50 plan, and $900 over three years buys no software. Operator AI is a further optional $99/mo and is not counted here.

Five questions before you renew

What does the page cost me on my plan?	"Branded landing pages" is listed on Squire's pricing page as a $25/mo add-on — $900 over three years, on top of the plan you already pay.
Do I pay more when I hire?	No, and that is Squire's advantage: Pro covers one shop with any number of chairs. Booksy (+$20/barber) and Fresha ($14.95/person) do not.
Can I keep the calendar and drop the page?	Ask Squire in writing — the add-on is theirs. Ask what the monthly bill becomes, and what happens to the page, before you switch anything off.
What do I keep if I stop paying for everything?	Not the calendar and not the page. The page we sell is a file on its own URL with an edit key, and it does not know what your register is.
What am I paying the plan for that a page cannot do?	The calendar, deposits, reminders and the client list — keep those. The price list and the hours are the half a file can hold.

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: getsquire.com/pricing, read 11 November 2026. US list prices, per shop, per month, before tax, before card processing and before optional add-ons. **shoplaunch-app.pages.dev/vs/squire** ·

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