SHOPLAUNCH STUDIO · HEAD TO HEAD · 11 NOVEMBER 2026

Toast vs SpotOn: $21,961 against $10,100 - and a domain SpotOn owns while you stay

SpotOn is the cheaper stack by $11,861 over three years, on a lower card rate - and it still sells the website as a $65 add-on it will not sell without its register. The $199 page is a file.

TOAST, 3 YRS AT GROWTH
$21,961
$578 x 36 = $20,808 software
+ $1,153 kit, 2-year term

SPOTON, 3 YRS, FULL STACK
$10,100
$1,980 POS + $750 station
+ $4,680 bundle + $2,690 site

SHOPLAUNCH, ONCE
$199
Page, menu, QR posters
No register, nothing recurs

WHAT TOAST CHARGES, ON TRADITIONAL

Basic Register, reports, 24/7 support - no online ordering	**$69/mo**
Core Online ordering, delivery, DoorDash / Uber Eats / Grubhub	**$219/mo**
Growth The Toast website, gift cards, loyalty, SMS and email	**$578/mo**
Pay-as-You-Go No software fee; 3.09-3.69% + 15c a card instead	**$0/mo**
Countertop kit Terminal, Tap reader, router - yours, not leased	**$1,153**

WHAT SPOTON CHARGES, RESTAURANT

All-In Hardware and software paid through the card rate; 2-year minimum	**$0/station**
POS Essentials Station 15 $995 at $750; handheld $495 at $297; implementation	**$55/station**
Core Bundle Ordering, Profit Assist, GoTo Place, Marketing; +20bps to $200	**$50/mo**
SpotOn Order Commission-free ordering alone, plus a $200 setup	**$55/mo**
SpotOn Website Designer, hosting, domain, SEO; $350 setup; POS clients only	**$65/mo**
Build Your Own Custom rates and bundles for multi-unit groups	**quoted**

THREE YEARS, SOFTWARE AND HARDWARE

Toast Growth: 36 x $578 + $1,153 kit	**$21,961**
SpotOn, full stack at $40,000/mo: POS + bundle + site	**$10,100**
SpotOn with SpotOn Order alone instead of the bundle	$7,600
Toast Core with no website: 36 x $219 + kit	$9,037
SpotOn All-In: $2,690 site + $6,696 extra card fees	$9,386
SpotOn undercuts Toast, over three years, by	**$11,861**
ShopLaunch Local Pack, paid once	**$199**

THE TRAP THEY SHARE: THE PAGE IS A FEATURE OF THE REGISTER

Toast

The website is inside Growth at $578 a month, or a Digital Storefront Pro add-on with no published price, on a two-year agreement whose exit is the software left in the term - $3,066 at Core with 14 months to run. Its terms restrict the service to approved Toast hardware, and nothing on its pages offers the site as a download.

SpotOn

The website is $65 a month plus a $350 setup and is "available exclusively to SpotOn POS clients". The terms waive a $295 design fee that comes due if you cancel its processing, and raise the site to $75 a month if you keep it without them. Its knowledge base: "SpotOn will own the domain as long as you continue our website services with us."

WHAT THE $199 IS

A mobile page on a real URL with hours, prices and tap-to-call · a menu with one QR per table, print-ready · three print posters · five Instagram posts with captions · the files themselves (HTML, CSS, images), so the page moves with you instead of dying with a subscription.

THREE NUMBERS TO ASK FOR IN WRITING, BEFORE YOU SIGN EITHER

The whole monthly bill- every pack and add-on you will use, hardware and card rate on separate lines.

The exit, in dollars- the term, the notice, the early-termination total, and the site on your last day.

Where the website goes- if you change register: who owns the domain, and can the pages be exported?

$199 once. Keep the register. Own the page.

Whichever you sign, the domain and the files should be in your name on the last day of the term.

shoplaunch-app.pages.dev/vs/toast-vs-spoton · shoplaunch-app.pages.dev/calc · $49 / $199 / $499 once

Sources, read 7-11 November 2026. SpotOn: spoton.com/pricing - All-In $0 a station, 2.79% + 20c, 2-year minimum; POS Essentials $55 a station, 2.45% + 15c; Station 15 $995 at $750, implementation separate; Core Bundle $50 a month plus 20bps of GPV capped at $200. spoton.com/solutions/websites - $65 a month plus a $350 setup, "exclusively to SpotOn POS clients". spoton.com/legal/website-terms (16 Dec 2019) - the waived $295 design fee and the $75-a-month rate without SpotOn processing. Domain ownership and the platform answer: SpotOn's public knowledge base, FAQ | SpotOn Website. SpotOn Order $55 + $200 setup: spoton.com/solutions/online-ordering. Toast: pos.toasttab.com/pricing for the approved-hardware wording and the two-year agreement; Starter Kit prices ($69 / $219 / $578 and the $1,153 kit, 2.49% + 15c in person, 3.50% + 15c online) from Toast's checkout as published on 7 Nov 2026 by expresso.io/blog/toast-pricing; the exit formula from Toast's Merchant Agreement as summarised by Orbix POS on 21 Oct 2026. The $40,000 monthly volume, the 1,000 payments and the $7,500 crossover are our worked examples. ShopLaunch does not sell POS hardware, card processing or online ordering. Prices are US list, before tax.