SHOPLAUNCH STUDIO · HEAD TO HEAD · 11 NOVEMBER 2026

Toast vs Square: $9,037 against $1,764 - and the website neither one lets you keep

Square wins on software and on contract: $1,764 for three years of Plus against $9,037 for Toast Core, and no agreement to exit. Both keep the website inside the account, which is the line you can drop.

TOAST, 3 YRS AT CORE
$9,037
$219 x 36 = $7,884 software
+ $1,153 kit, 2-year term

SQUARE, 3 YRS AT PLUS
$1,764
$49 x 36, no contract
hardware $149-$899, Free $0

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 SQUARE CHARGES, PER LOCATION

Free	POS app, item library, a basic online site (2.6% + 15c)	**$0/mo**
Plus	Restaurant POS features, loyalty, SMS (2.5% + 15c)	**$49/mo**
Premium	24/7 phone support, lowest rates (2.4% + 15c)	**$149/mo**
Hardware	Stand $149 + iPad, Terminal $299, Register $899	**$0-$899**
Tap to Pay	Cards on an iPhone or Android phone, no hardware at all	**$0**

THREE YEARS, SOFTWARE AND HARDWARE

Toast Core: 36 x $219 + $1,153 kit	**$9,037**
Toast Growth (with the website): 36 x $578 + kit	**$21,961**
Square Plus: 36 x $49 (+ a $299 Terminal)	**$2,063**
Square Premium: 36 x $149	**$5,364**
Early exit from Toast Core, 14 months left	$3,066
Early exit from Toast Pay-as-You-Go, 14 months	$2,100
ShopLaunch Local Pack, paid once	**$199**
Still in your account, against Toast Core	**$8,838**

THE TRAP THEY SHARE: THE WEBSITE IS PART OF THE TERMINAL

Toast

The website arrives with Growth at $578 a month, or as a Digital Storefront add-on with no published price, on the same two-year agreement - which costs $3,066 to leave with 14 months left (or $2,100 on Pay-as-You-Go). Its terms restrict the service to approved Toast hardware, and nothing on the page offers the site as a download.

Square

A Square Online site is built in Square's editor and hosted by Square. Square's own support guidance says there is no website backup or download, and the only export is the item library as a spreadsheet. You keep the items and the domain - not the pages.

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. No subscription, no contract, no terminal.

Buy the register that suits your room; buy the page apart from it, so it survives the next change of POS.

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

Sources, read 7-11 November 2026. Toast: pos.toasttab.com/pricing for the approved-hardware wording and the two-year agreement; Traditional Starter Kit prices - $69 Basic, $219 Core, $578 Growth, $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 (software left on Traditional, $150 a month left on Pay-as-You-Go) from Toast's Merchant Agreement, last updated 10 Sep 2025, as summarised by Orbix POS on 21 Oct 2026. Square: squareup.com/us/en/pricing and squareup.com/us/en/hardware - Free $0, Plus $49, Premium $149 per location; 2.6/2.5/2.4% + 15c in person and 3.3/2.9/2.9% + 30c online; Stand $149 plus an iPad, Terminal $299, Handheld $399, Register $899; no site export, per Square's own support guidance. ShopLaunch does not sell POS hardware, card processing or online ordering with payment. Prices are US list, before tax. Vendors change them: check before you sign.