



GoHighLevel: What It Actually Costs UK Businesses (2026)

The honest numbers most GHL pages don't show you

AUTHOR: SONIA — LEVEL 2 QUALIFIED SOFTWARE TESTER

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GoHighLevel pricing looks simple on the surface. Around £77 per month and you are in. But the real monthly cost depends on which plan you are on, how many SMS you send, how many emails go out, and whether you are using AI features. This breakdown covers everything.

• The three plans

PLAN	MONTHLY COST (USD)	APPROX GBP
Starter	\$97	~£77
Agency Unlimited	\$297	~£235
Agency Pro	\$497	~£393

Annual billing reduces costs to approximately \$81, \$248, and \$414 per month respectively.

The Starter plan suits a single service business. Agency Unlimited suits anyone managing multiple clients. Agency Pro adds full SaaS mode and automated client billing.

Try GoHighLevel free for 14 days

Test the platform before you commit — see exactly what your email, SMS, and phone costs look like in a real account.

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• Email costs

GoHighLevel charges per email sent, not per contact stored.

EMAILS SENT	COST USD	COST GBP
1,000	\$0.68	~£0.55
5,000	\$3.40	~£2.75
10,000	\$6.75	~£5.50
50,000	\$33.75	~£27.50

Most small service businesses sending appointment reminders and follow-up sequences pay between £3 and £15 per month on email. That is the entire email bill — not per campaign, not per contact.

Switching from Mailchimp? With 10,000 contacts, your email bill typically drops from £100 per month to under £10.

• SMS costs

SMS costs significantly more than email and varies by country. GoHighLevel uses segment-based billing — one segment is 160 characters. Messages over 160 characters are split into multiple segments, each billed separately. Emojis reduce the character limit to 70 per segment, which can significantly increase costs.

SMS TYPE	COST USD PER SEGMENT	COST GBP APPROX
Outbound SMS (UK)	\$0.04	~£0.032
Outbound SMS (US)	\$0.0079	~£0.006
Inbound SMS (UK)	Usage based	Check GHL billing

A UK service business sending 500 SMS per month pays approximately £16 in SMS costs. US-based businesses pay significantly less per message.

Key rule: Use email for nurture sequences and newsletters. Use SMS for high-intent moments like missed call responses and appointment confirmations. Keep messages under 160 characters and avoid emojis in automated sequences to control costs.

• Phone and voice costs

ACTION	COST USD	COST GBP APPROX
Outbound call (per minute)	\$0.013	~£0.010
Inbound call (per minute)	\$0.0085	~£0.007
Phone number rental	\$1.15/month	~£0.91/month

A business making 200 outbound call minutes per month pays approximately £2 in call costs. Very low for most service businesses.

• AI features — optional add-on

GoHighLevel AI features are not included in the base subscription. They are available in two ways:

AI Employee Bundle — \$97/month per sub-account

This covers unlimited usage of Voice AI for inbound calls, Conversation AI for SMS and chat, Reviews AI, Content AI, and Funnel AI — subject to fair use limits.

Pay-as-you-go rates for individual AI features

FEATURE	COST
Conversation AI	\$0.02 per message
Voice AI	~\$0.163 per minute average
Reviews AI	\$0.08 per automated response

For most small service businesses, AI features are optional in the early stages. They become more relevant as you scale and want to automate customer conversations and call handling.

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• What a typical UK service business actually pays

A plumber, electrician, or salon on the Starter plan sending automated follow-ups and appointment reminders – no AI features:

COST ITEM	MONTHLY COST GBP
Starter plan	~£77
Email (5,000 sends)	~£2.75
SMS (200 messages UK)	~£6.40
Phone number rental	~£0.91
Phone calls (50 minutes)	~£0.50
Total	~£88 per month

Compare that to paying separately for a CRM, an email marketing platform, an SMS tool, and a booking system. Most businesses replace **£150 to £300 worth of separate tools** with one GoHighLevel subscription.

• What a UK agency actually pays

An agency on the Agency Unlimited plan managing ten clients:

COST ITEM	MONTHLY COST GBP
Agency Unlimited plan	~£235
Email across all clients (50,000 sends)	~£27.50
SMS across all clients (1,000 UK messages)	~£32
Phone numbers (10 clients)	~£9.10
Total	~£304 per month

Revenue from ten clients at £297/month each	£2,970
Platform cost	£304
Gross margin	£2,666

• The hidden costs to know about

Segment-based SMS billing	Messages over 160 characters split into multiple segments. One emoji can triple your SMS cost. Always test automated message lengths before launching campaigns.
Email verification	\$2.50 per 1,000 verifications. Worth running before importing any list over 5,000 contacts to protect deliverability.
A2P registration (US)	One-time \$19 fee required for business SMS in the US. UK businesses have a different registration process — check GHL's current documentation.
Currency	GoHighLevel bills in USD. Your GBP cost fluctuates with exchange rates. Factor this into your budgeting.
VAT	Check with your accountant how GoHighLevel charges are treated for VAT purposes in your business.
Call recording storage	Charged daily per sub-account. Delete old recordings you no longer need.

• Which plan is right for you?

IF YOU ARE...	CHOOSE...
A single service business	Starter at \$97/month
Managing 2 or more clients	Agency Unlimited at \$297/month
Want to resell software to clients	Agency Pro at \$497/month

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