

Introducing HubSpot's New Pricing Model

Resources to help existing customers understand the new pricing model launching on March 5 (EDT), 2023.

Frequently Asked Questions

Why is HubSpot introducing a new pricing model?

At HubSpot, our goal is to help customers grow better. In recent years, our commitment to product innovation has strengthened the value that customers get from HubSpot.

We're introducing an updated seats-based pricing model. With our new pricing model, customers can expect to pay only as they grow with a flexible pricing model that removes Sales and Service Seat minimums and supports executive insights with the new View-Only Seat. Moreover, customers will be able to connect their entire team to a shared experience through access to HubSpot's Smart CRM with the new Core Seat.

What's changing with the pricing model?

HubSpot's new pricing model is scalable, flexible, and connected. The new pricing model has 5 key features:

1. A new seat type: the Core Seat. The Core Seat provides edit access to your purchased Hubs and HubSpot's Smart CRM.
2. No seat minimums for Sales and Service Hub so customers can buy what they need, when they need it.
3. Per-user model with a single seat type for Starter: the Core Seat.
4. Unlimited, View-Only Seats for users in a paid portal who don't need edit access in HubSpot
5. A maximum of five edit users for Free Tools.

For more information on the new pricing model, visit HubSpot's pricing page.

What is the Smart CRM?

The Smart CRM is the AI-powered primary system of record that unifies customer data, provides customer intelligence, and allows for deep customization - all which strengthens engagement and connection across other hubs. Learn more about HubSpot's Smart CRM [here](#). Smart CRM is accessible at both the free tier and with any paid Seat type.

How does this affect my account?

As an existing customer, the price for your current subscription is not impacted by this change in the short-term. You'll remain on your current pricing model at this time.

Will I be migrated to the new model, and if so, when?

Later this year, we'll start migrating existing customers to the new pricing model in phases. This phased migration approach will take several months, and will likely extend into 2025. Your migration information date will be shared with you in advance, and your Customer Success Manager will be able to assist in guiding you through the transition once your migration phase timing has been identified.

When I'm migrated, will there be any downtime for my HubSpot access?

No. The migration process is designed to be as seamless as possible for existing customers. This means there will be no downtime for your HubSpot access at the time of migration, you will not lose any existing data, and your product access will not change. Once your migration date has been shared with you, your Customer Success Manager will be able to share additional details about the migration process specific to your account.

Is there any action I need to take today based on this change?

As an existing customer, this change does not have an impact on your current subscription at this time, and no action is required.

What will my price be at the time of migration?

Your price will stay the same at the time of migration. However, on your first renewal post-migration, you may see an increase to your auto-renewal price for your next subscription term. This migration-related price increase won't be more than 5%. You'll have the opportunity to review your pricing before your renewal date.

If your account has multiple subscriptions with different subscription terms, your timing for the migration-related price increase may vary based on your renewal date. We'll reach out to you closer to your migration to provide you with specific details.

As a reminder, there are other factors that can impact your price mid-contract and at renewal: additional purchases, exceeding usage limits, or expiring discounts. We'll provide you with sufficient notice of any change to your renewal in line with our Customer Terms of Service (section 3.2).

Can existing customers move to the new pricing model?

This new pricing model is only available to new customers at this time. The option for existing customers to move to the new pricing model will only be available as part of our phased migration approach outlined above.

Where can I view my pricing model?

We've updated our public pricing page to reflect the new seats-based pricing model. You can view your current pricing in two ways:

1. Navigate to the [pricing page](#) while logged into your account, or
2. In your HubSpot account, click on the account name on the top right menu and select pricing and features.