

# The Complete GoHighLevel Platform Guide

## End-to-End Features, Pricing & Business Models 2025

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### Executive Summary

GoHighLevel is an all-in-one sales and marketing platform designed for agencies, service businesses, and entrepreneurs. It combines CRM, marketing automation, funnel building, communication tools, and business management into a single unified ecosystem. The platform offers three subscription tiers (\$97–\$497/month) plus optional add-on services, with white-label and SaaS reselling capabilities for agencies building recurring revenue models.

This comprehensive guide covers core features, pricing structures, API ecosystem, white-label implementation, and the 300+ new features released in 2025.

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## 1. Platform Overview {#overview}

### Core Value Proposition

GoHighLevel consolidates an entire business technology stack into one platform[1]:

- **All-in-One Consolidation:** Eliminates the need for multiple subscriptions (Zapier, email providers, phone systems, website builders, CRM, scheduling tools, etc.)
- **White-Label Capability:** Agencies can rebrand and resell the entire platform under their own brand name and domain
- **Unlimited Users & Contacts:** Most plans include unlimited team seats and lead capacity without per-user charges
- **No-Code Automation:** Drag-and-drop workflow builder requires zero programming knowledge

- **Scalable Architecture:** From solo entrepreneurs to agencies managing hundreds of client accounts via sub-accounts
- **Native AI Integration:** Voice AI agents, conversation AI, content generation, and workflow AI assistant built-in
- **Multi-Channel Communication:** Single unified inbox for email, SMS, chat, social media, WhatsApp, and TikTok

## Target Customer Profiles

### Digital Marketing Agencies

- Multi-client management through unlimited sub-accounts
- White-label reselling with custom branding
- Recurring revenue models through SaaS pricing
- Automation of client processes at scale
- 80% margin potential on white-label services

### Service Businesses (Local Markets)

- HVAC, plumbing, landscaping, fitness, salons, real estate, accounting
- Local SEO and Google Business Profile optimization
- Lead capture and automated follow-up
- Appointment scheduling and calendar management
- Customer lifecycle management

### E-Commerce & SaaS Founders

- Sales funnel optimization and split testing
- Customer journey automation
- Payment processing integration
- Membership and course management
- Recurring revenue tracking and management

### Consultants & Coaches

- Client relationship management
- Appointment scheduling and availability management
- Membership communities and course delivery
- Email and SMS nurture sequences
- Proposal and contract management

### Freelancers

- Invoice generation and payment collection
  - Project and proposal management
  - Client communication hub
  - Automated workflow for recurring tasks
  - Basic team collaboration
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## 2. Subscription Plans & Pricing {#pricing}

GoHighLevel offers three core subscription tiers, each designed for different business scales, use cases, and revenue models[2][3].

### Plan 1: Starter - \$97/Month

**Ideal For:** Solo entrepreneurs, freelancers, small service businesses, and agencies testing the platform.

#### Key Specifications:

- Unlimited contacts and users (no per-contact, per-user, or per-seat fees)
- Up to 3 sub-accounts (for agencies managing multiple clients at entry level)
- Full CRM suite: pipelines, opportunities, contact management, smart lists
- Complete email marketing: builder, templates, unlimited sends, Gmail/Outlook integration
- SMS and voice communication: LC Phone System (Twilio-equivalent pricing), call recording
- Facebook, Instagram, GMB, and TikTok native integration
- Website and funnel builder with 100+ templates and drag-and-drop editor
- WordPress hosting and reselling capability
- Courses & memberships with community builder
- Live chat and smart webchat widget
- Basic API access (Location-level keys only)
- Zapier integration (connect to 5,000+ third-party apps)
- Greylab mobile app (your logo on GoHighLevel infrastructure)
- Online scheduling with calendar integration
- Forms, surveys, and lead capture
- Document management and invoicing
- 14-day free trial included

#### Cost Breakdown:

- Monthly: \$97
- Annual: \$1,164 (same as monthly × 12)
- No price increase during year

**Best Feature:** Complete business toolkit at \$97/month—effectively replaces \$500–\$1,000 in separate SaaS subscriptions (Mailchimp, Zapier, Calendly, Stripe, etc.)[2]

#### When to Choose Starter:

- Testing GoHighLevel before committing
  - Managing <5 client accounts
  - Solo service business or freelancer
  - Learning automation fundamentals
-

## Plan 2: Unlimited - \$297/Month

**Ideal For:** Growing agencies managing 5–50+ client sub-accounts with advanced billing and team collaboration.

### Key Specifications:

- Everything in Starter, PLUS:
- **Unlimited sub-accounts** (no cap on client accounts you can manage—scale to 100+ if needed)
- Branded desktop app (standalone software with your logo, distributed to agents)
- **Phone & email rebilling without markup** (pass LC Phone and LC Email costs to clients at zero margin to recover expenses)
- Advanced sub-account settings and management
- Team calendar with multi-calendar support
- Full feature access across all client accounts
- Basic API access (Location-level keys)
- 14-day free trial

### Cost Breakdown:

- Monthly: \$297
- Annual: \$3,564
- Difference from Starter: \$200/month additional (\$2,400/year)

### Real-World Economics:

- Manage 50 client accounts at one fixed \$297/month price
- No per-client tier increase (Starter would require separate \$97 per additional tier)
- Rebill client LC Phone/Email costs: recover expenses without margin
- Team collaboration at scale: unlimited seats for your agency

**Best Feature:** Unlimited sub-accounts enable true agency scaling without exponential cost increases[3]. Manage 50 clients for \$297/month vs.  $50 \times \$97 = \$4,850$ /month if each required separate tier.

### When to Choose Unlimited:

- Managing 5+ concurrent client accounts
- Building a digital marketing agency
- Need to recover client usage costs (LC Phone, Email)
- Team collaboration across multiple clients
- Planning to scale to 20–100 clients

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## Plan 3: Agency Pro - \$497/Month

**Ideal For:** Agencies building white-label SaaS offerings, monetizing through markup pricing, and requiring advanced integrations.

### Key Specifications:

- Everything in Unlimited, PLUS:

- **Unlimited SaaS accounts** (sell GoHighLevel as your own proprietary software to unlimited clients)
- **SaaS Mode enabled:** Charge clients custom monthly prices, fully brand as your product
- **Email/phone/text/AI rebilling WITH markup** (charge clients more than your cost, keep the difference as profit)
- **Advanced API access:** OAuth 2.0, programmatic sub-account creation/deletion/management, Twilio integration, custom objects
- Agent reporting and productivity tracking
- Rollup report scheduler (aggregate reports from all clients, email automatically)
- Own template builder (create custom snapshots for faster client onboarding)
- Customizable dashboards (multi-dashboard support per sub-account)
- Advanced API capabilities (Agency-level keys, custom objects)
- Public API access and sub-account API keys (enable clients to build on platform)
- Dedicated IP address for email (essential for email deliverability at enterprise scale)
- Rebilling multiplier settings (automate markup calculation and billing adjustments per client)
- Whitelabel mobile app add-on available (\$497/month add-on)
- 14-day free trial

#### **Cost Breakdown:**

- Base Pro subscription: \$497/month
- Optional Whitelabel mobile app: +\$497/month (\$994 total)
- Optional marketing/integrations: +varies
- Annual cost (base): \$5,964

#### **Real-World Economics (SaaS Reseller Model):**

- Sell 50 clients your white-labeled "ClientFlow Pro" at \$397/month each
- Client base MRR:  $50 \times \$397 = \$19,850/\text{month}$
- Mark up LC Email: Charge \$5/1000, you pay \$0.675/1000 → Margin \$1,625/month
- Mark up LC Phone: Charge \$2,500, you pay \$2,000 → Margin \$500/month
- Total platform cost:  $\$497 + \$497 \text{ (mobile)} + \text{usage} = \sim \$1,500/\text{month}$
- **Profit:  $(\$19,850 + \$2,125 \text{ markup}) - \$1,500 = \$20,475/\text{month}$**
- **Annual profit:  $\sim \$245,700 \text{ from 50 clients}$**

**Best Feature:** Full SaaS monetization layer—turn GoHighLevel into your white-label software company with recurring revenue, markup pricing, and enterprise features[3].

#### **When to Choose Pro:**

- Building white-label SaaS offering
  - Planning to sell to 10+ clients at custom pricing
  - Need markup capability to build profit margin
  - Require Advanced API for custom integrations
  - Want dedicated IP for email deliverability
  - Need agent reporting and team management
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Pricing Comparison Table

Feature	Starter (\$97)	Unlimited (\$297)	Pro (\$497)
Unlimited Contacts	✓	✓	✓
Unlimited Users	✓	✓	✓
Sub-Accounts	3	Unlimited	Unlimited
SaaS Mode	✗	✗	✓
Rebilling w/ Markup	✗	✗	✓
API Access	Basic (Location)	Basic (Location)	Advanced (Agency)
Branded Desktop App	✗	✓	✓
Rebilling without Markup	✗	✓	✓
Customizable Dashboards	✗	✗	✓
Agent Reporting	✗	✗	✓
Dedicated IP (Email)	✗	✗	✓
Whitelabel Mobile App	\$497/mo add-on	\$497/mo add-on	\$497/mo add-on
Best Use Case	Solo/Freelancer	Growing Agency	SaaS/White-Label

### 3. Core CRM & Automation Features {#core-features}

#### Contact & Lead Management

##### CRM Foundation[3]

GoHighLevel's CRM layer provides the data backbone for all other features:

- **Unlimited Contacts:** No cap on contacts per account or sub-account; pricing is not per-contact
- **Smart Contact Profiles:** Centralized 360-degree view of each contact including all interactions, custom fields, tags, and related opportunities
- **Custom Fields:** Define unlimited custom fields for industry-specific data (e.g., vehicle year/make for HVAC, property address for real estate)
- **Lead Scoring:** Automatically assign priority scores based on engagement (email opens, link clicks, form submissions, page visits)
- **Lead Forms:** Embed on websites, landing pages, or share via link; auto-capture into CRM
- **Smart Lists:** Dynamic segments that update automatically based on behavior, tags, properties, or engagement level
- **Advanced Filtering:** Filter contacts by any combination of properties, engagement, opportunity status, or custom criteria
- **Bulk Actions:** Update 1,000+ contacts at once (tag, reassign, change properties, trigger workflows)
- **Custom Contact Objects:** Extend the data model for complex relationships (e.g., multiple properties per customer, multiple vehicles, etc.)

**Activity Timeline:** Every interaction logs to a chronological timeline per contact—email sends, opens, clicks, call logs, SMS messages, form submissions, deal updates, task completions. Creates complete relationship history without jumping between tools.

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## Pipelines & Opportunity Management

### Sales Process Automation[3]

Visualize and automate your entire sales process:

- **Unlimited Pipelines:** Create separate pipelines for different business processes (Sales Pipeline, Service Pipeline, Affiliate Pipeline, etc.)
- **Drag-and-Drop Kanban:** Visual pipeline board; drag opportunities between stages
- **Custom Stages:** Convert any business process into a pipeline (e.g., "Lead → Contacted → Proposal → Negotiating → Won → Fulfilled")
- **Automated Pipeline Triggers:** Advance deals based on actions, time delay, or data changes
- **Color-Coded Opportunities:** Visual priority system; filter by status, owner, amount, or custom properties
- **Pipeline Permissions:** Role-based access; limit visibility of sensitive deals to only authorized team members
- **Deal Forecasting:** Automatic revenue projection based on pipeline value and historical close rates
- **Custom Deal Fields:** Track deal-specific data (deal size, close date, decision-maker, contract terms, etc.)

### Real-World Example:

1. Lead fills out form on website
2. Auto-assign to available sales rep
3. Move to "Contacted" stage
4. Rep logs call notes; opportunity moves to "Proposal Sent"
5. Email sent at optimal time (AI scheduling)

6. SMS reminder if proposal not viewed in 48 hours
  7. Proposal accepted → Auto-create invoice and trigger fulfillment workflow
  8. Deal won → Email confirmation, schedule delivery, start onboarding sequence
- 

## Workflow Builder & Automation Engine

### No-Code Automation Platform[5]

The workflow builder is the core automation engine—everything runs through it:

#### Key Capabilities:

- **Drag-and-Drop Interface:** No coding required; visual workflow builder
- **Company-Level Triggers** (2025 new): Automate based on company properties, not just individual contacts (B2B automation)
- **Contact Triggers:** New lead, tag added, custom field change, list membership, opportunity stage change
- **Timing Triggers:** Scheduled sends, delay actions (wait 7 days), repeat on schedule, specific time/day
- **Condition Logic:** If-then-else branches; complex multi-path automation (if email opened → do X; if not → do Y)
- **Actions:** Send email, SMS, create task, update contact field, create opportunity, apply tag, trigger webhook, post to social media, call external API
- **AI Scheduling** (2025): Analyzes contact behavior to send at optimal time for engagement
- **Drip-Mode Architecture:** Reliable bulk automation for nurture sequences; handles thousands of automation steps reliably
- **Workflow Templates:** Pre-built sequences for common use cases (welcome series, re-engagement, cart abandonment, etc.)
- **Multi-Calendar Integration:** Connect Google Calendar, Outlook, custom calendars
- **Unlimited Free Executions:** Free triggers and actions have unlimited executions
- **Premium Triggers/Actions:** \$0.01 per execution (Workflow Pro plans from \$10–\$50/month for volume discounts)

#### Example Automation Workflow:

Trigger: Lead hasn't engaged in 7 days

↓

Action: Send SMS saying "Hi! Still interested?"

↓

Condition: Did they reply within 24 hours?

└─ YES → Add to "Hot Leads" list, assign to sales rep, create task "Call ASAP"

└─ NO → Tag as "cold," schedule re-engagement email for 14 days, add to nurture sequence

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## Task & Activity Management

- **Task Creation:** Manual or automated via workflows
- **Assignment & Delegation:** Assign to team members with due dates
- **Task Reminders:** Automated notifications and follow-ups
- **Team Calendar:** Visual view of who's doing what across the team
- **Activity Logging:** Every task, email, call, SMS logged to contact timeline



- **Integration with Google Calendar and Outlook:** Sync calendar blocks and appointments
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## 4. Communication & Engagement Tools {#communication}

GoHighLevel provides native, unified communication channels[3]:

### Email Marketing & Management

#### Email Infrastructure:

- Drag-and-drop email builder with templates
- HTML editor with pre-built sections (header, CTA, testimonial, footer)
- Email snippet library (save and reuse common paragraphs)
- Gmail and Outlook native integration (send/receive directly from CRM, not separate inbox)
- Email verification at \$2.50 per 1,000 addresses (80% cheaper than MailGun's \$12/1000)
- **LC Email System** at \$0.675 per 1,000 emails (cheaper than MailGun's \$0.80/1000)
- Dedicated IP address for enterprise email deliverability (\$59/month, Pro plan only)
- AI-powered optimal send time (when each contact is most likely to open)
- Email templates library (transactional, marketing, re-engagement templates)
- Scheduled sends with delay logic
- Unsubscribe compliance and management

#### Email Campaigns:

- Unlimited broadcast email sending (no send limits per plan)
  - Segmentation (target specific contact lists)
  - Campaign scheduling
  - Performance tracking (open rate, click rate, reply rate, unsubscribe rate)
  - A/B split testing (test subject lines, content, send times)
  - Engagement scoring (track which emails drive conversions)
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### SMS & Voice Communication

#### LC Phone System[3]

Replaces need for separate Twilio account:

- **Phone Numbers:** US/Canada receive 10% discount vs. Twilio (~\$1.26/month per number)
- **SMS Sending:** Domestic SMS typically \$0.006–\$0.008 per segment (varies by destination)
- **SMS Segments:** Each 160 characters = 1 segment; longer messages = multiple segments (e.g., 320-character message = 2 segments)
- **Voice Calling:** Inbound \$0.035/min, outbound \$0.025/min (with 10% discount vs. Twilio)
- **Call Recording:** Full call recording and transcription
- **Voicemail Transcription:** Automatic transcription of voicemails
- **2-Way SMS:** Conversations within CRM (incoming SMS linked to contact profile)
- **Carrier Fees:** Small carrier fees apply to international SMS
- **A2P 10DLC Registration:** Required for phone numbers; cost varies by use case

- **Unanswered Calls:** Generally not charged if not picked up (unless voicemail created)
- **Rebilling:** Unlimited plan allows cost passthrough at zero margin; Pro plan allows markup to clients

**Real-World Use Case:** Real estate agent gets form submission → Auto-send SMS "Thanks for inquiry! Call to discuss: [phone]" → Incoming SMS reply captured in CRM → Trigger workflow to schedule video call

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## Live Chat & Messaging

- **Smart Webchat Widget:** AI-powered, customizable chat widget on websites
- **Real-Time Engagement:** Visitor can chat with available agents instantly
- **Chat History:** Complete conversation history linked to contact profile
- **Conversation Routing:** Distribute chats to available team members
- **Custom Branding:** White-label chat widget with your logo and colors
- **Mobile App Notifications:** Push notifications when new message arrives

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## Social Media Messaging

- **Facebook Messenger:** Manage customer conversations in unified inbox
- **Instagram DM:** Direct messages linked to contact profiles
- **TikTok Messaging** (2025 new): Capture and respond to TikTok DMs
- **Unified Inbox:** Single dashboard for email, SMS, chat, social, WhatsApp, TikTok

**Unified Inbox Benefit:** No context switching. Every communication is linked to contact profile and previous conversation history. View complete conversation thread across all channels.

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## Additional Communication Channels

### WhatsApp Integration[3]

- \$10/month per sub-account
- Bi-directional messaging (send/receive)
- Conversation pricing varies by country
- Conversations linked to contact profile
- Webhook automation (trigger workflows from WhatsApp messages)

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# 5. Marketing & Lead Generation {#marketing}

## Email & SMS Campaigns

### Campaign Management[3]

- Unlimited broadcast email sends (included in subscription)
- SMS campaign sending with scheduling
- Segmentation and smart list targeting
- Campaign scheduling and automation triggers
- Performance tracking (open rate, click rate, reply rate, unsubscribe)
- A/B split testing (test subject lines, content variants, send times)

- Unsubscribe management (GDPR/CAN-SPAM compliance)
- 

## Social Media Management & Advertising

### Social Media Scheduler[2]

- Post scheduling for Facebook, Instagram, TikTok, LinkedIn
- Content calendar view (visual planning)
- Post performance analytics (likes, comments, shares, reach)
- Social media templates (pre-designed post templates)
- Native integration (post directly from CRM without external tool)

### Ad Manager[3]

Two distinct pricing models for Facebook/Instagram ads:

#### Default Plan (10% of Budget):

- GoHighLevel creates child Meta Ads account under its own manager
- You have limited control; cannot export to own Meta Business Manager
- GoHighLevel charges 10% of ad budget as commission
- Example: Client \$800/month budget → GHL takes \$80, client keeps \$720 for ads
- Simpler for agencies without Meta Business Manager experience

#### Connect Your Own Meta Business Manager (\$97/month or \$970/year):

- Connect your own Meta Business Manager; you maintain control
  - Complete visibility; can export or move accounts anytime
  - You set client pricing (flat fee, percentage, or hybrid model)
  - Unlimited campaigns across unlimited sub-accounts
  - Scalable for agencies managing many client ad accounts
  - Full reporting and performance insights
- 

## Local SEO & Prospecting

### Local SEO Audit Tool[10]

- Google Business Profile optimization checklist
- Local rank tracking across geographies and keywords
- Interactive heatmaps (visual representation of ranking strength by neighborhood)
- Competitor benchmarking (side-by-side local ranking comparison)
- Customizable audit parameters (adjust weighting per vertical)

#### Prospecting Tools:

- Google Maps prospecting and lead scraping
- Database of local businesses by industry, location, revenue
- Phone number and email extraction
- Contact enrichment (add additional data to scraped contacts)

#### Review Generation & Management:

- Automated review requests (SMS/email asking for Google/Facebook reviews)

- Reviews AI (auto-respond to positive reviews with thank you, negative with resolution offer)
  - Review monitoring across Google, Facebook, Yelp, BBB
  - Reputation score tracking
  - Review sentiment analysis
- 

## Lead Qualification & Scoring

- **Lead Forms:** Capture from websites, landing pages, embed in pages
  - **Form Templates:** Pre-built forms for common use cases
  - **Lead Scoring Rules:** Automatic priority assignment based on behavior
  - **Smart Lists:** Dynamic contact lists based on engagement and scoring
  - **Lead Rotation:** Round-robin assignment to ensure balanced distribution
  - **Lead Source Tracking:** Know which channel (organic, paid, referral) sourced each lead
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## 6. Website & Funnel Builder {#funnels}

### Website Builder[7]

#### Page Builder:

- Drag-and-drop page builder (no coding required)
- 100+ pre-built templates for various industries
- Reusable element templates (header sections, testimonial blocks, CTA sections)
- Built-in image editor (crop, filter, resize without external tool)
- Responsive design (preview and optimize for mobile, tablet, desktop)
- Custom HTML injection (for advanced users)
- Custom form values (sync CRM data into pages dynamically)

#### WordPress Integration:

- WordPress hosting plans: \$10/month (1 site), \$220/month (25 sites), \$497/month (unlimited)
- WordPress performance reports (SEO health, page speed, search ranking)
- Managed WordPress updates, security, backups
- Direct access to WordPress admin (manage content normally)
- Custom domain support

#### SEO & Performance:

- SEO audit and recommendations
- Meta tag management
- XML sitemap generation
- Page speed optimization insights
- Google Search Console integration
- Local schema markup (structured data for local SEO)

### Domain Management[10]

- Buy and manage domains directly in GoHighLevel
- DNS configuration in-app

- Domain connection to funnels and websites
  - No need for external registrars
- 

## Funnel Builder

### Funnel Templates & Building:

- Pre-built funnel templates (lead generation, sales, webinar, membership, e-commerce)
- Drag-and-drop funnel designer
- Unlimited pages per funnel
- Customizable step logic (skip pages based on behavior)
- Split testing (A/B test landing pages and offers)

### Funnel Pages:

- Lead capture pages (email, phone, multi-field forms)
- Sales pages (with integrated payment processing)
- Order forms with conditional logic
- Upsell and downsell pages (offer additional products after initial purchase)
- Thank you pages with post-purchase actions
- Email trigger actions (auto-responders when someone enters funnel)
- Pixel tracking (Facebook pixel, Google Analytics pixel, custom)

### AI-Powered Tools[10]

- AI Funnel Builder (generates copy and structure automatically from brief description)
  - AI content generator (write headlines, body copy, CTAs, email subject lines)
  - AI image generator (create marketing images from text prompts)
- 

## 7. Reporting & Analytics {#analytics}

### Dashboard & Reporting

#### 2025 LevelUp Improvements[7]

- **Customizable Dashboards:** Create multiple dashboard layouts per account (KPI dashboard vs. sales dashboard vs. marketing dashboard)
- **Meta Ads Widgets:** Real-time Facebook/Instagram ad performance (spend, impressions, clicks, cost per result)
- **Custom Sub-Account Reports:** Agency view of all client performance + individual client-specific reports
- **Object-Based Widgets:** Report on any data type (contacts, deals, tasks, emails, SMS, activities)
- **Real-Time Metrics:** Conversions, pipeline value, revenue tied directly to conversions
- **Rollup Report Scheduler:** Aggregate reports from all sub-accounts, email on schedule
- **Export and PDF Generation:** Download reports, create PDF summaries for clients

#### Metrics & KPIs Tracked:

- Lead volume and source attribution
- Pipeline stage distribution (visual breakdown)
- Sales metrics (deals won, deal value, close rate, sales cycle length)
- Email/SMS engagement (open rate, click rate, reply rate, unsubscribe rate)
- Website and funnel analytics (visitors, conversion rate, revenue per visitor)
- Calendar and appointment metrics (bookings, no-shows, cancellations)
- Team performance (activities per agent, conversions per agent, productivity)
- Revenue attribution (which channel, campaign, source drove conversions)

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## 8. Additional Services & Add-Ons {#addons}

Beyond core subscriptions, GoHighLevel offers optional services billed via Agency Wallet or fixed monthly fees[3].

### Agency Wallet System[3]

When you enable any additional service (LC Phone, LC Email, AI, Premium Workflows, etc.), an Agency Wallet is created. Credits are deducted as you use services. When balance drops below threshold, GoHighLevel auto-recharges your card on file.

**Why Wallet?** Instead of fixed monthly bundles ("500 SMS for \$40"), you pay only for actual usage. If you send 100 SMS one month and 1,000 the next, you pay proportionally.

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### Premium Workflow Actions & Workflow Pro[3]

#### Standard Premium Actions: \$0.01 Per Execution

- Calling webhooks (trigger external APIs)
- Creating custom objects
- Complex conditional branching
- Third-party API integrations
- SMS sending via workflows
- Custom field updates
- File operations

All agencies can use premium actions at this rate. Unlimited and Pro plans can rebill to sub-accounts.

#### Workflow Pro Plan (Volume-Based Pricing):

Tier	Monthly	Included Executions/mo	Overage Rate
Free	\$0	100 lifetime	\$0.01/execution
Starter	\$10	10,000	\$0.008/execution
Growth	\$25	30,000	\$0.006/execution
Scale	\$50	65,000	\$0.004/execution

**Benefits:** Lower per-execution cost at higher volumes; predictable monthly spend.

**Reselling:** Pro plan (497) can sell Workflow Pro to client sub-accounts, allowing them to use premium actions at tiered pricing.

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## AI Employee Suite[3]

Complete AI automation for business operations:

### Components:

- **Voice AI (Phone AI Agents):** Automated phone calls and IVR systems; schedule appointments, qualify leads
- **Conversation AI (Text AI Agents):** SMS/chatbot responses; lead qualification, customer service
- **Reviews AI:** Auto-respond to positive reviews (thank you), negative reviews (solution offer)
- **Funnel & Website AI:** Generate copy, layouts, and optimize pages
- **Content AI:** Create blog posts, social content, email copy, product descriptions, images
- **Workflow AI Assistant:** Describe what you want to automate in plain English; AI builds the workflow

**Pricing:** Per-unit (pay per AI interaction) or unlimited plan. Markup available on Pro plan for client reselling.

**Use Case Example:** Customer leaves negative review → Reviews AI detects sentiment → Auto-responds with apology and solution → Escalates to human if needed.

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## Online Listings[3]

Local SEO backlink and citation tool:

- Create business listings on 70+ websites (Google My Business, Yelp, Apple Maps, Angie's List, Thumbtack, etc.)
- Ensure NAP (name, address, phone) consistency across web
- Backlink generation for improved local SEO strength
- Mobile rank tracking by neighborhood/geography
- Citation consistency audit

### Pricing:

- Monthly: \$30/month per client
- 6-month plan: \$150 per 6 months (\$25/month effective)
- Annual: \$300/year (\$25/month effective)

Resellable to clients on all plans.

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## WordPress Hosting[3]

Managed WordPress hosting platform:

### Plans:

- Standard: \$10/month per WordPress site (1 installation)
- Utility: \$220/month for 25 WordPress sites
- Truly Unlimited: \$497/month for unlimited WordPress sites

### Features:

- SSL certificates included
- Automatic updates and security patches
- DDoS protection and security hardening
- Email hosting integration
- Full WordPress admin access (manage content normally)
- CDN included for fast delivery
- Automated backups and restore capability
- Performance optimization

**Reselling:** Set your own price for clients; you keep the difference. Available on all plans.

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## WhatsApp Integration[3]

- \$10/month per sub-account
  - Conversation and template pricing varies by country
  - Bi-directional messaging (send/receive)
  - Conversation threading linked to contact profile
  - Webhook automation (trigger workflows from incoming WhatsApp)
- 

## Domain Purchases[3]

Buy domains directly in GoHighLevel:

- Domain pricing varies by TLD (.com ~\$10/year, .net ~\$9/year, .co ~\$25/year)
  - DNS management within app
  - Auto-renewal supported
  - Custom domain connection to funnels/websites
  - Resellable on Pro plan (mark up and keep difference)
- 

## Dedicated IP for Email[3]

**\$59/month per domain (Pro plan only)**

- Dedicated IP address for email deliverability
  - Higher inbox placement rates (not affected by other users' spam)
  - Protection from shared IP reputation issues
  - Essential for high-volume email senders (>10K/day)
-



## Email Verification[3]

Verify email addresses before sending:

**Pricing:** \$2.50 per 1,000 verifications (79% cheaper than MailGun's \$12/1,000)

- Validates email format and deliverability
  - Reduces bounce rates and hard bounces
  - Saves on failed send costs
  - Available on all plans; resellable on Unlimited and Pro
- 

## Branded Client Portal Mobile App[3]

Clients can offer branded mobile apps to their community members:

- **Your Cost:** \$49/month per client
  - **Resell Price:** You decide (e.g., charge \$99/month, keep \$50 difference)
  - Custom branding (client logo, colors, theme)
  - Community access on mobile
  - Push notifications
  - Offline access to content
- 

# 9. API & Integration Ecosystem {#api}

## API Tiers by Plan[6]

### Basic API (Starter & Unlimited Plans)

- Public API access (REST endpoints with OAuth 2.0)
- Location-level API keys only (manage specific sub-account)
- Zapier integration (connect to 5,000+ third-party apps)
- Team calendar endpoints
- Appointment and scheduling endpoints
- Forms and surveys API
- Opportunities/deals management endpoints
- Task and contact endpoints
- Mailgun integration
- **Rate Limits:** 100 requests per 10 seconds (burst), 200,000 per day

### Advanced API (Pro Plan Only)

Everything in Basic, PLUS:

- Agency-level API keys (access all sub-accounts from single key)
- Advanced OAuth 2.0 scopes and permissions
- Create, update, delete sub-accounts programmatically
- Twilio account integration and management
- Custom objects API (extend data model)
- Public API access (marketplace apps)
- Sub-account API key generation (enable clients to build on platform)
- Snapshot management endpoints
- Same rate limits apply

---

## Popular Integrations[8]

### Payment Processing

- Stripe (accept payments, subscriptions, invoice tracking)
- PayPal (payment links and recurring billing)

### Calendar & Scheduling

- Google Calendar (two-way sync)
- Outlook Calendar
- Calendly
- Acuity Scheduling

### Communication

- Twilio (SMS/phone alternative to LC)
- Mailgun (alternative to LC Email)
- SendGrid (email provider)
- Slack (notifications, team updates)

### Productivity & Data

- Zapier (5,000+ app connections)
- Google Sheets (sync contacts, deals, data)
- Asana, [Monday.com](#), Jira (project management)

### B2B Prospecting

- Lemlist (sales engagement + GHL workflows)
- Apollo (email finder and outreach)
- [Hunterio](#) (email discovery)

### Video & Media

- Zoom (meeting links in scheduling)
- YouTube (embed, link in pages)
- Loom (video capture)
- Runway ML (AI video generation)
- ElevenLabs (text-to-speech, voice generation)

### Ads & Analytics

- Facebook Ads (native integration)
- Google Ads (conversion tracking)
- TikTok Ads (2025 new feature)
- Google Analytics (funnel tracking)
- Meta Business Manager (with Ad Manager)

### CRM & Marketing

- HubSpot (data sync)
- Pipedrive (deal data)
- ActiveCampaign (contact sync)

---

## API Rate Limits[6]

**Burst:** 100 API requests per 10 seconds per resource per Marketplace app

**Daily:** 200,000 requests per day per resource per Marketplace app

**Monitoring:** Response headers expose remaining quota:

- X-RateLimit-Limit-Daily: Your daily limit
- X-RateLimit-Daily-Remaining: Requests left today
- X-RateLimit-Max: Burst limit
- X-RateLimit-Remaining: Requests left in burst window

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## Developer Community & Support[6]

- **API Documentation:** <https://marketplace.gohighlevel.com/docs/>
- **Developer Slack Community:** Peer-to-peer Q&A and support
- **Monthly Developer Council Call:** Second-to-last Friday each month
- **Bug Reporting:** Dedicated form for API issues and bugs
- **Official Support:** Does NOT provide code auditing or consultative services; only investigates confirmed bugs

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# 10. White-Label & SaaS Mode {#whitelabel}

## What Is White-Label?

White-labeling GoHighLevel means reselling the platform under your own brand[4]. Clients log in to your branded app and see your logo, domain, colors—not GoHighLevel's.

## White-Label Components

### Mobile App[2]

- **Greylabel** (GoHighLevel branding remains): Included in Starter and higher
- **Whitelabel** (your logo/colors only): \$497/month add-on; available on Unlimited+

### Desktop App[2]

- Branded desktop app (your logo, colors, domain): Included in Unlimited and higher

### Domain & Branding

- Custom domain ([youragency.com](#) instead of [app.gohighlevel.com](#))
  - Custom logo and color scheme throughout interface
  - Email templates with your branding
  - Report headers with agency logo
  - Unified inbox branding
-

## SaaS Mode: The Revenue Model[4]

SaaS Mode (Pro plan only) unlocks the ability to sell GoHighLevel as your own software with:

### Recurring Revenue Model

- Charge clients \$297–\$997/month (your choice)
- Clients believe they're using *your* proprietary software
- Stack dozens or hundreds of recurring accounts
- Example: 30 clients @ \$397 = \$8,910/month MRR; 100 clients = \$29,700/month

### Rebilling & Markup[4]

On Pro plan, automatically:

- Charge clients for usage costs (LC Phone, Email, AI, Premium Workflows, etc.)
- Add markup (charge them more than you pay GoHighLevel)
- Automate billing via "SaaS Configurator"
- Set different prices per client tier or service level

### Example Markup Scenario:

- LC Email costs you: \$0.675 per 1,000 emails
  - You charge client: \$1.50 per 1,000 emails
  - Your margin: \$0.825 per 1,000 emails (122% markup)
  - Client sees value of integrated email; doesn't see your cost breakdown
- 

## Snapshots: Pre-Built Solutions[4]

Create "Snapshots" (pre-configured accounts with workflows, templates, funnels, settings) and deploy instantly:

### Example Snapshots for Reselling:

- "Fitness Coaching Snapshot": Pre-built workflows, forms, email sequences, appointment scheduling
- "Real Estate Snapshot": Property listings, lead capture, automated follow-up, CRM structure
- "Digital Marketing Agency Snapshot": Client reporting, ad integration, workflow templates
- "Course Creator Snapshot": Membership setup, email sequences, course funnels

### Process:

1. Build and test snapshot in your own account
  2. Save as reusable snapshot in library
  3. Deploy to each new client in 5 minutes (vs. hours of manual setup)
  4. Faster onboarding = happier clients + higher perceived value
  5. Consistency across clients (same workflows, same setup)
-

## Marketplace App Development[11]

Build custom apps that extend GoHighLevel for other users:

### Process:

- Use provided GitHub template and API documentation
- Build integrations, automations, or new tools
- List on GoHighLevel Marketplace
- Users purchase your app
- You keep 85% of revenue (GoHighLevel takes 15%)

### Pricing Models:

- One-time purchase
  - Monthly subscription
  - Usage-based (per execution, per contact, etc.)
- 

## 11. 2025 LevelUp Updates[5][10]

GoHighLevel released 300+ features in 2025. Major highlights:

### Automation & Workflow Enhancements

#### AI Scheduling[10]

- Automatically determine optimal send time per contact based on historical behavior
- Reduces manual scheduling decisions
- Improves email open rates and engagement metrics

#### Company-Level Triggers[5]

- Automate based on company properties (not just contacts)
- Example: "If Company Industry = Healthcare, add to compliance workflow"
- Enables B2B automation and enterprise account management

#### Estimate Status Workflows[10]

- Trigger workflows when estimate is viewed, accepted, or declined
- Auto-send SMS if estimate not viewed in 7 days
- Schedule follow-up based on estimate status

#### Drip-Mode Architecture[5]

- Improved bulk action reliability
- Better handling of large-scale automation (100K+ workflows)
- Reduced failed executions

#### Flow-Based Workflow Builder[10]

- New visual builder interface (still no-code but more intuitive)
  - Easier conditional logic mapping
  - Better for complex multi-branch automations
-

## AI Employee Enhancements[10]

- **Voice AI (Voici):** Phone agent handles inbound calls, books appointments, qualifies leads
  - **Conversation AI:** SMS-based lead qualification and response automation
  - **Reviews AI:** Smarter sentiment analysis, contextual auto-responses
  - **Funnel AI:** Generates headlines, layouts, CTA copy automatically
  - **Email AI:** Creates email subject lines, body copy, signature blocks
  - **Workflow AI Assistant:** Describe automation in plain English; AI builds the workflow
- 

## Calendar & Scheduling Improvements

### Rental Calendars[10]

- Schedule and manage rental properties (Airbnb, vacation rentals)
- Availability management and blocking
- Guest communication and automated check-in workflows

### Multi-Calendar Support[7]

- Integrate Google Calendar, Outlook, custom calendars
  - Sync across team members
  - Prevents double-booking
- 

## Page Builder & Design[7]

### Element Templates

- Reusable component blocks (header, testimonial, CTA, footer)
- Build pages faster using pre-designed elements

### Built-In Image Editor

- Edit images without leaving builder (crop, filter, overlay text)
- No need for external graphic design tools

### WordPress Reports

- SEO health score
  - Page speed analysis
  - Search visibility tracking
- 

## Mobile App Redesign[10]

- Completely redesigned mobile app (iOS and Android)
  - Faster navigation and improved performance
  - Offline capability improvements
  - New whitelabel mobile app option
-

## Integration Expansions[10]

### TikTok Integration

- Capture leads from TikTok
- Manage TikTok DMs in unified inbox
- Track TikTok-sourced conversions

### Stripe Integration

- Native payment processing
- Subscription management
- Invoice tracking

### Domain Purchasing

- Buy domains within GoHighLevel
  - DNS management in-app
- 

## Local SEO Enhancements[10]

### Interactive Heatmaps

- Visual representation of local ranking strength
- See ranking "dead zones" by neighborhood

### Competitor Benchmarking

- Side-by-side local ranking comparison
- 

## Business Email Feature (Coming Soon)[10]

- Native business email ([firstname@yourdomain.com](mailto:firstname@yourdomain.com))
  - Unified inbox integration
  - No need for external email provider
- 

# 12. Implementation Strategy {#implementation}

## Phase 1: Assessment & Planning

### Step 1: Define Your Business Model

- **Pure Agency Model:** Buy GoHighLevel at one tier, manage client accounts via sub-accounts, charge clients for services
- **SaaS Reseller Model:** Use Pro, white-label, charge clients as SaaS, mark up usage costs, build recurring revenue
- **Hybrid Model:** Some clients on white-label SaaS, others on managed services retainer

### Step 2: Choose Your Starting Plan

- **Starter (\$97/mo):** Testing, <3 clients, solo freelancer
- **Unlimited (\$297/mo):** Growing agency, 5–50 clients, service retainer model

- **Pro (\$497/mo):** SaaS white-label, 10+ planned clients, markup revenue model

### **Step 3: Inventory Your Current Stack**

List all tools currently used:

- CRM (HubSpot, Pipedrive, Salesforce, spreadsheets?)
- Email (Mailchimp, Klaviyo, ConvertKit?)
- SMS (Twilio, Telnyx?)
- Website (WordPress, Webflow, Shopify?)
- Scheduling (Calendly, Acuity?)
- Automations (Zapier, Make?)
- Analytics (Google Analytics, custom dashboards?)

GoHighLevel likely consolidates 80–90% of these into one platform.

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## **Phase 2: Setup & Configuration**

### **Step 1: Account Setup**

- Create agency account on chosen plan
- Set up company/agency profile
- Customize branding (logo, colors, email templates)

### **Step 2: CRM Configuration**

- Define contact fields (custom fields for your industry)
- Create pipelines matching your sales process
- Set up lead scoring rules
- Configure automations for your workflows

### **Step 3: Communication Setup**

- Connect email provider (or use LC Email)
- Activate LC Phone System (if using SMS/phone)
- Integrate WhatsApp (if serving WhatsApp clients)
- Set up Facebook/Instagram integration

### **Step 4: Create Funnels & Pages**

- Build lead capture page
- Create product/service pages
- Set up sales funnels
- Configure form submissions to trigger CRM automation

### **Step 5: Automation Design**

- Map customer journey (awareness → consideration → decision → retention)
  - Build workflows for each stage
  - Include trigger points (form, page visit, tag, deal stage)
  - Test workflows before going live
-



## Phase 3: Client Onboarding (For Agencies)

### If Pure Service Model:

- Create service packages ("Managed CRM + Email Marketing" = \$500/mo)
- Onboard client as sub-account
- Pre-populate with templates and snapshots
- Train client on usage (or manage on their behalf)
- Bill directly or via GoHighLevel rebilling

### If SaaS White-Label Model:

- Create branded login portal (custom domain)
- Set pricing tiers (Starter equivalent, Pro equivalent)
- Create snapshot for each pricing tier
- Automate client provisioning
- Set up billing (monthly or annual)
- Provide white-label onboarding

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## Phase 4: Ongoing Optimization

### Monthly KPIs to Track:

- Lead volume and quality
- Pipeline conversion rate
- Email engagement (open, click, reply)
- CAC vs. LTV
- Workflow automation effectiveness
- Client satisfaction and retention
- MRR growth (if SaaS)

---

## ROI Calculation Examples

### Solo Service Business

**Setup:** 1 Starter account (\$97/mo)

**Services:** Digital marketing consulting, lead generation, funnel optimization

### Economics:

- 5 clients @ \$1,500/month retainer = \$7,500 MRR
  - GoHighLevel cost: \$97/month
  - Gross margin: 98.7%
  - Time saved: ~10 hours/month (consolidated stack)
-

## Boutique Agency (10 Clients)

**Setup:** 1 Unlimited account (\$297/mo) + LC Phone (\$500/mo) + 2 Dedicated IPs (\$118/mo)

**Services:** Full digital marketing

### Economics:

- 10 clients @ \$2,000/month = \$20,000 MRR
  - Platform costs: \$915/month
  - Gross margin: 95.4%
  - Time saved: ~40 hours/month
- 

## SaaS White-Label Agency (50 Clients)

**Setup:** 1 Pro account (\$497/mo) + Whitelabel mobile app (\$497/mo) + usage

**Services:** White-label "ClientFlow Pro"

### Economics:

- 50 clients @ \$397/month = \$19,850 MRR
  - Platform costs: ~\$4,375/month
  - Profit margin: 80.1%
  - Annual profit: ~\$211,200
- 

## Common Pitfalls & Solutions

### Pitfall 1: Underpricing White-Label

- Solution: Price based on value, not cost. Charge \$497–\$997 even if your cost is \$297.

### Pitfall 2: Not Using Snapshots

- Solution: Build 3–5 snapshots per industry. Reduces setup time from 4 hours to 30 minutes.

### Pitfall 3: Ignoring Automation

- Solution: Map entire customer journey into workflows. Automate every touchpoint.

### Pitfall 4: Overcomplicating Workflows

- Solution: Start simple. Add complexity only when validated.

### Pitfall 5: Not Training Clients

- Solution: Create video onboarding, written guides, live training.

### Pitfall 6: Neglecting Integrations

- Solution: Connect their existing tools. Make GoHighLevel the hub.
-

# Competitive Advantages

1. All-in-One Consolidation (replace 10+ subscriptions)
  2. White-Label at Scale (build SaaS without coding)
  3. Unlimited Users/Contacts (flat rate)
  4. Native Automation (no Zapier needed)
  5. Zero Coding Required (drag-and-drop)
  6. Affordable Pricing (\$97–\$497/month)
  7. Built-In AI (Voice, Conversation, Content, Workflow AI)
  8. Multi-Channel Communication (email, SMS, chat, social, WhatsApp in one inbox)
  9. Rapid Feature Updates (300+ features in 2025)
  10. Strong Community (agencies, developers, resellers)
- 

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