Sales & Service Hub Starter

Here's what the recent changes to Starter mean for you.

On March 3, we announced a series of exciting changes to Sales & Service Hub Starter -

- A new version of Sales & Service Hub Starter was just introduced, with a new set of features and at a new price. This version of Starter is being sold from March 3 2020 moving forward.

- We also made a series of feature additions to Sales Hub Professional, including Advanced Sequences features like Bulk Enroll, LinkedIn actions, which join other new features Like E-Sign and Calculated Properties added back in November.

As an existing customer who bought Sales or Service Hub Starter before March 3, you have options.

Your current version of Sales or Service Hub	*Powerful features for growing teams*	*CRM features for small teams*
Stay on your current version of Sales/Service Hub Starter	**Upgrade to Sales/Service Hub Professional**	**Move to the new version of Sales/Service Hub Starter**
You can continue to stay on your current version, Legacy Sales/Service Hub Starter. Your price and features stay the same - no action required.	With new features that add power to the tools you already have in Starter, it's a great time to upgrade to Sales Hub or Service Hub Professional.	If the new Sales/Service Hub Starter is a better fit for your needs, you can move to this version with help from a member of our team.
$50 Per User	**$500** 5 Users Included $100/addtl user	**$50** 2 Users Included $25/addtl user
[FEATURE SUMMARY]	[FEATURE SUMMARY]	[FEATURE SUMMARY]
Basic Sequences The basics of Sequences with limited enrollment & actions	**Advanced Sequences** New features like bulk enrollment, new actions, pausing tasks, and more	*[Sequences Not Included]* Moving to this product results in the loss of Sequences
Limited CRM Features Contacts, companies, deals, tasks, support for one currency & pipeline	**Advanced CRM Features** Teams, products, eSignature, custom reporting	**Essential CRM Features** Contacts, companies, deals, quotes, multiple currencies & pipelines
[Automation Not Included] *Automation features not included in the original Sales Hub Starter.*	**Advanced Automation** Branching workflows, many actions, all objects	**Simple Automation** Automate tasks & reminder emails when deals move between stages
No action required to stay on this tier (your current product)	Upgrade at hubspot.com or talk to a member of our team	Talk to a member of our team when weighing this option

March 3 2020 Sales & Service Hub Starter Changes - Detailed Breakout

	Legacy Sales/ Service Starter (sold before Mar 3)	New Sales/ Service Starter (sold starting Mar 3)	Sales/Service Hub Professional
New Features & Features Moving / Changing			
Sequences Tee up a timed series of 1:1 emails to prospects or tasks to complete.	✓ *Existing Feature*	Not included	✓ *Existing Feature*
Sequences - New Limits Sequences now allows 500 sends/day (vs 150 enrollments/day.)	✓ *New Feature*	Not included	✓ *New Feature*
Sequences - Bulk Enroll Easily enroll up to 50 contacts in a sequence at the same time.	Not included	Not included	✓ *New Feature*
Sequences - Sender Score See deliverability, reply rates and bounce rates of sequences by rep.	Not included	Not included	✓ *New Feature*
Sequences - LinkedIn Actions Include InMail messages and connection requests in sequences.	Not included	Not included	✓ *New Feature*
Simple Quotes Easily create professional looking quotes. (No products library access.)	Not included	✓ *New Feature*	Includes Quotes w/ Product Library
Simple Automation Trigger internal emails & create tasks when deals move between stages.	Not included	✓ *New Feature*	Includes Advanced Workflows
Multiple Pipelines Track different sales processes with 2 unique pipelines.	Not included	✓ *Added to Tier*	✓ *Existing Feature*
Multiple Currencies (5) Track deals and revenue in up to 5 different currencies in HubSpot.	Not included	✓ *Added to Tier*	✓ *Existing Feature*

Key of Changes
- ✓ New Feature = A net new feature being added at this tier.
- ✓ Existing Feature = A feature that was already in this tier and isn't changing.
- ✓ Added to Tier = A feature that already existed at a higher tier that is moving down.
- - Not included = A feature that is not included at a specific tier.

Existing & Unchanged Features

For details on features that didn't change as a part of this reformulation, see the HubSpot Product Catalog. Remember that the Product Catalog reflects the versions of Sales & Service Hub Starter that are currently being sold - for portals sold before March 3, rely on the above table to understand if these portals have one of the features that changed.

Changes to HubSpot CRM Free Accounts

For newly created portals moving forward starting on March 3, HubSpot CRM Free accounts can create up to 10 custom properties (down from the prior system limit of 2,000.) This limit doesn't apply to properties created by integrations.

Guidance for Partners on the Recent Sales & Service Hub Starter Changes

Everything you need to know about the March 3 changes

On March 3, HubSpot announced a series of exciting changes to Sales & Service Hub Starter. As a HubSpot partner, we want you to understand what these changes mean for both you and your clients. This resource explains the why behind the change, the concrete details of the change, how to position Starter moving forward, and what it means for existing customers.

What actually changed?

Beginning on March 3, we began selling a new version of Sales & Service Hub Starter. This version of Sales & Service Hub Starter has a new price ($50USD to start with 2 users, and $25USD for each additional user) and a different set of features aimed at making Starter a more compelling entry level option for CRM & Helpdesk buyers.

Why did you make this change?

Over time, we've learned that our users are more likely to keep using HubSpot and upgrade over time when there is clear alignment between the different tiers of our products. Starter, which was originally formulated as a suite of productivity tools for individuals, was out of step with our free CRM (clearly intended for teams) and the Professional tiers above it, which are also clearly intended for teams. To fix this -

- We've adding a number of new features like simple automation, multiple pipelines, currencies, and quotes - all aimed at evolving Starter into a more robust entry level CRM

- We've reduced the price of Starter to encourage adoption by teams (starts with two users) and more effectively compete with low cost products from our competitors.

These changes better align our Starter products with the rest of our Sales Hub & Service Hub editions, which provides more value to our customers and your clients, and better business dynamics for HubSpot - and you, our partners.

How should I be positioning Starter to my clients moving forward?

Where we used to talk about Starter as a suite of productivity tools for sales reps, we'll want to shift our narrative to emphasize that it's a product for teams who need an entry level CRM (but still with productivity tools baked in - those aren't going away.) This will help attract more of the right buyers, and set better expectations around the purpose of the product.

What do these changes mean for existing Starter customers?

The first page of this document outlines the changes for existing Sales & Service Hub Starter customers. In short:

- **If they don't do anything, they will stay on their current version of Starter.** Nothing changes - their price stays the same, and their features stay the same (meaning nothing goes away, but they also won't receive the new Sequences features added to Professional, or the features that are in the new version of Starter like a second deal pipeline.) Over time, if existing Legacy Starter customers go to add seats, they'll be adding more seats from their original SKU - which means those seats will still cost $50 each, and will still get the original feature formulation that the rest of the seats in their hub have (includes Sequences, no multiple currencies, advanced sequences, etc.)

- **They can upgrade to the new Sales Hub Professional.** Starter customers who upgrade to Professional will get the new Sequences features and all of the other great features of Professional (Workflows, Products & Quotes, E-Sign, etc.) Discuss this with your CAM for more details.

- **They can downgrade to the new version of Sales Hub Starter.** If a customer wants to move to this product, first ensure that they understand that this is a different product with a different set of features. They will gain basic CRM functionality, but will lose access to Sequences. This change can be processed by HubSpot.