

CRM COMPARISON

GoHighLevel vs Tailr CRM

Which White-Label CRM Fits Your Kind of Agency?

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GoHighLevel vs Tailr CRM: Which White-Label CRM Fits Your Kind of Agency? (2026)

Short answer: Choose GoHighLevel if you are a marketing agency serving local or small businesses and need funnels, websites, SMS, reviews and a CRM in one white-label platform. Choose Tailr CRM if you are a B2B outbound or lead generation agency whose pipeline starts with cold email and LinkedIn replies, and you want a branded CRM built around that process, without usage-based messaging fees.

Key takeaways

- GoHighLevel costs about **\$97 (Starter)**, **\$297 (Unlimited)** and **\$497 (SaaS Pro)** per month; white-label branding starts on Unlimited.
- GoHighLevel adds usage charges for SMS, email and phone (for example about \$0.675 per 1,000 emails sent through its email service).
- Tailr CRM is white-label on every plan (from \$59/month for up to 5 users) with no messaging usage fees, because sending stays in your cold email tool.
- GoHighLevel is a marketing toolkit with a CRM inside; Tailr CRM is a sales CRM for outbound pipelines.

Which agency are you?

	Marketing agency (GoHighLevel's home)	B2B outbound / lead-gen agency (Tailr CRM's home)
Typical clients	Dentists, gyms, home services, coaches, local businesses	B2B SaaS, IT services, consultancies, staffing firms
What you deliver	Funnels, websites, ads, SMS and email nurture, reviews	Qualified meetings from cold email, LinkedIn and calls
Where leads come from	Forms, ads, missed-call text-back	Positive replies in Smartlead, Instantly, lemlist or Apollo
What the CRM must do	Capture, nurture and book local customers automatically	Turn replies into owned leads, follow up, report by campaign

GoHighLevel pricing and usage in 2026

Plan	~Monthly	Key point
Starter	\$97	Full toolkit, up to 3 sub-accounts, no white-label
Unlimited	\$297	Unlimited sub-accounts, white-label, rebilling usage at cost
SaaS Pro	\$497	Resell the platform as your own software, mark up usage

Agency economics: how cost scales with clients

Your situation	GoHighLevel	Tailr CRM
One CRM for your agency's own pipeline, 10 users, your brand	Unlimited plan ~\$297/month (white-label starts here)	Team plan \$79/month for up to 15 users
Your agency CRM plus client logins to see their leads	Sub-account per client inside Unlimited	Invite client users with restricted roles in your CRM
A separate, fully branded CRM for each of 20+ clients	Unlimited sub-accounts for one flat fee	A separate Tailr CRM plan per client CRM
Reselling software to clients as your own product	SaaS Pro ~\$497/month	Not offered

Quick answers

Is GoHighLevel good for B2B lead generation agencies?

It can be used, but it is designed for marketing agencies serving local businesses: funnels, websites, SMS, reviews and appointment booking. B2B outbound agencies that send cold email from Smartlead or Instantly often find much of it unused, and still need to wire replies into the CRM.

Does Tailr CRM have white-label branding?

Yes, on every plan: your name, logo and colours on every screen, the login page and every email the CRM sends. Your team and clients never see the Tailr brand.

Does Tailr CRM charge for emails or SMS?

No. Tailr CRM does not send campaigns or SMS; your cold email tool does the sending. Tailr CRM handles what happens after a reply, so there are no usage-based messaging fees.

Can my clients log in to Tailr CRM?

Yes. You can invite users by email and set roles and permissions, so client contacts can see their leads without being able to import, reassign or delete.

Is there a free trial?

Yes, Tailr CRM has a 14-day free trial with no card needed.

Is Tailr CRM cheaper than GoHighLevel?

For one branded CRM for your agency's own pipeline, usually yes: white-label starts on GoHighLevel's Unlimited plan at about \$297 a month, while Tailr CRM is white-label on every plan, with the Team plan at \$79 a month for up to 15 users. If you want many fully separate client accounts, GoHighLevel's sub-account model can work out cheaper.

Start your 14-day free trial

<https://tailr.b2bxclusive.com/start>

Full guide with sources: <https://b2bxclusive.com/blog/tailr-crm-vs-gohighlevel/> · By Subhendu J Shawn, founder of B2BXclusive.