

Square Plus vs. Square Premium Comparison

A side-by-side analysis of Square's advanced Point of Sale plans and enterprise capabilities.

BEST VALUE PLAN

Square Plus

\$49 / month / location

Advanced tools designed specifically for growing food, retail, and service businesses.

In-Person (Tap/Dip/Swipe):	2.5% + 15¢
Online Payments:	2.9% + 30¢

CORE HIGHLIGHTS

- Includes essential POS capabilities
- Industry-tailored workflows (Restaurants, Retail, Services)
- Lower in-person & online payment processing rates
- Built-in Customer Loyalty Rewards program
- Unlimited email marketing & 500 free SMS texts/mo
- Advanced staff management & shift scheduling

ENTERPRISE TIER

Square Premium

\$149 / month / location

Advanced capabilities backed by 24/7 priority support, built to scale operations.

In-Person (Tap/Dip/Swipe):	2.4% + 15¢
Online Payments:	2.9% + 30¢

CORE HIGHLIGHTS

- Includes everything in Square Plus
- **24/7 Dedicated Priority Phone Support**
- Lowest overall payment processing fees
- Deeper cross-location reporting & analytics
- Expanded marketing with 2,500 free SMS texts/mo
- Zero gift card load fees (physical & eGift cards)

Feature & Service Comparison

Feature / Capability	Square Plus (\$49/mo)	Square Premium (\$149/mo)
PROCESSING RATES & PRICING		
In-Person Card Processing Rate (Tap, Dip, Swipe)	2.5% + 15¢	2.4% + 15¢ (Lowest)
Online & Invoicing Processing Rate	2.9% + 30¢	2.9% + 30¢
Gift Card Load Fees	Standard Fees	\$0 Load Fees
MARKETING, OPERATIONS & SUPPORT		
Customer Support Tier	Standard Support	24/7 Priority Support
SMS Marketing Text Allowance	500 free texts / mo	2,500 free texts / mo
Loyalty Rewards Program	✓ Included	✓ Included
Advanced Multi-Location Reporting & Insights	Standard Reporting	✓ Advanced Analytics
Advanced Industry POS Workflows (Retail, Food, Beauty)	✓ Included	✓ Included