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One hosting plan per client or Reseller Hosting: which pays off in the Reseller Program

Reselling & WHMCS

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One hosting plan per client or Reseller Hosting: which pays off in the Reseller Program

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The short answer: with a few clients, one hosting plan each is simpler. With many small sites, Reseller Hosting puts them together on a single plan. In the Reseller Program both get your full Agence discount, so the choice does not come down to the discount: it comes down to how many clients you have and how you want to manage them. If you are still weighing up the bigger picture, see also **reseller hosting or one plan per client**.

The differences, side by side

	One hosting plan per client	Reseller Hosting
Plans	Web Hosting or Business (Pro, Plus, Ultra)	Reseller I, II or III
Panel	cPanel or Plesk on each account	WHM or Plesk for you, one account per client
Accounts	One purchase per client	10, 30 or 60 accounts on one plan
Buy via the API	Yes, with the client's domain	Yes, the reseller plan
Manage via the API	Databases, cron, SSL, PHP, backups and FTP, account by account	Accounts created inside are managed in WHM or Plesk
Good for	A few clients, each on their own plan	Many small sites under your management

When one plan per client pays off

Each client sits on a service of their own, with its own number in your account. That helps in three ways:

1. **Your system can automate everything.** Each account has its own service number, and the API manages it: databases, subdomains, cron jobs, SSL, PHP options, backups, FTP and email. See **hosting through the API**.

2. **You pick the right plan for each client.** A small site stays on Web Hosting; a business that needs more resources moves to Business. And you can mix cPanel and Plesk.

3. **You always know whose service is whose.** `PUT /v1/reseller/customers/service/{id}` saves the end client's name on the service, and `GET /v1/reseller/customers` lists them all.

When Reseller Hosting pays off

With many small sites, a single plan saves you purchases and renewals: you buy Reseller Hosting once and create your clients' accounts inside it, in WHM (cPanel) or Plesk. Each client has their own account, kept apart from the others. Reseller III takes up to 60 accounts. To get started in WHM, see **first steps as a reseller**.

The API does not reach the accounts inside Reseller Hosting.
The reseller plan itself can be bought through the API, and `GET /v1/reseller/services` shows it. But the accounts you create inside it are not services of your account: they are managed in WHM or Plesk. If your system needs to create databases or mailboxes on its own, account by account, that only works with one hosting plan per client.

Three questions to decide

Question	If the answer is yes
Do you have a few clients, or sites of very different sizes?	One hosting plan per client.
Do you want your system to do the work on each account through the API?	One hosting plan per client, on cPanel.
Do you have many small sites and prefer to run them all from your own panel?	Reseller Hosting, in WHM or Plesk.

It is not forever.
You can start with separate plans and move to Reseller Hosting as your client list grows, or keep both. Either way, your clients pay you and MozOut bills only you. The discount of each Agence is on the **hosting for resellers** page.

RECOMMENDED

Still weighing the two? The page compares the plans and shows the discount of each Agence.

See hosting for resellers →

SEE ALSO

- Reseller hosting or one plan per client: what suits a freelancer or agency
- Reselling cPanel or Plesk hosting with the Reseller Program: the plans, the discount and the API
- First steps as a reseller (WHM)
- Hosting through the API: subdomains, databases, cron jobs, SSL, PHP options and FTP
- Reseller hosting: starting out, pricing and billing
- Hosting in the Reseller Program

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