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What WHMCS is, and when you need it

Reselling & WHMCS

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Anyone starting to resell hosting discovers quickly that the work is not only technical. There are orders to take, invoices to raise, payments to check, renewals to warn about, accounts to create, and customers who want to see all of it in one place. **WHMCS** is a program built for exactly that half of the business.

> **We do not sell WHMCS licences, and we do not resell them.**
> WHMCS is another company's product and the licence is bought directly from its maker. What we sell is **reseller hosting**, that is, the space, the WHM and the resources WHMCS runs on. We say this bluntly because we are asked a great deal, and because an article that left the question open would have somebody counting on something they are not going to get.

What it actually does

Area	What becomes automatic
Orders	The customer picks a plan, fills in their details and pays, without ever talking to you.
Invoices	Raised and sent on their own, on the right date, with reminders before and after the due date.
Payments	Confirmed by whichever payment method you connect, with the invoice closing itself.
Account creation	Once the first payment clears, the hosting account is created in WHM with nobody touching it. It is the step that saves the most time, and it has its own article: **connecting WHMCS to WHM**.
Suspension and termination	Whoever does not pay is suspended and later terminated, on the schedule **you** set for your own customers.
Support	A ticket system tied to the accounts, so the customer can see their own history.

Area	What becomes automatic
Domains	With a module for the registrar you work with, registration and renewal become automatic too.

What it is NOT

1. **It is not a hosting control panel.** It creates no folders, manages no mail, touches no DNS. cPanel does that for the customer and WHM does it for you. WHMCS gives WHM orders and nothing else.
2. **It does not host websites.** It is itself a website that has to live somewhere, and that somewhere is usually your own reseller account.
3. **It does not arrive with local payment methods.** It ships with modules for the common international ones. To take money the way people pay here, either the provider has a module, or you have one written, or you work with transfers and references confirmed by hand. Plan for that.
4. **It does not excuse you from accounting.** It issues documents; your country's invoicing rules are still yours.

When it is worth it, and when it is not

Your situation	The honest answer
You have half a dozen customers and you know them all	**Not worth it.** WHM creates accounts in two clicks and invoices can be written by hand. A licence plus an installation to maintain does not pay for itself.
You spend more time chasing money than working	**Worth it.** That is exactly the signal. Once billing starts eating the day, automation pays.
You want to sell from the website, with no conversation	**Worth it.** It is the only way to have shop, invoice and account creation wired to one another.
You only want to host your own design clients' sites	**Not worth it.** If you do not sell hosting as a product, there is nothing to automate.
You sell domains in volume	**Probably worth it**, but confirm a module exists for the registrar you work with before you decide.

What it costs, all in

So there are no surprises, count on three separate items, and only one of them is with us:

1. **The licence**, paid to the maker of WHMCS, usually monthly or yearly. It does not come through us.

2. **The plan it runs on**, which is with us: prices are on **pricing** and what each plan includes is on **reseller hosting**.

3. **Whatever you add on top**: payment modules, themes, and the time of whoever sets it all up. That is the item everybody forgets and usually the heaviest in the first month.

Start with the business, not the program.
Before you install anything, have decided which plans you will sell, at what price, and on what margin. That is covered in **reseller hosting: starting out, pricing and billing**, and in **becoming a reseller**.

If you have decided, the next step is **installing WHMCS**. And if you are still learning WHM, start with **first steps as a reseller**.

NEED A HAND?

Want to know whether your reseller plan can carry a WHMCS alongside your clients' sites? Ask us.

Open a support ticket →

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