Grammarly (Pro / Business) - operator review

Date: September 2026
Canonical: https://aiproduct.reviews/reviews/grammarly-business.html
Job owned: Writing quality / style-guide enforcement across seats
Leaning: KEEP if style-guide review time is real; CUT idle seats; WAIT on Enterprise until SSO/DLP required

Public pricing (September 2026)

- Free: basic checks; limited AI prompts.
- Pro (team features formerly under Business): about $12/member/month annual ($144/year), or about $30/member/month monthly.
- Enterprise: custom (SSO/SCIM/DLP via sales).
- Superhuman suite bundles: uncertain for writing-only needs - verify on grammarly.com/plans.

Payback / skip-if

Grammarly pays when editor/manager review time shrinks and style-guide drift creates real brand or support cost. It loses when the only job is "fix typos" and ChatGPT already sits in every browser tab. Write the keep/cut/wait leaning with a cancel-by date before you click annual billing.

Pays for itself when:

- Multiple people write customer-facing or internal docs weekly and review cycles are slow
- You need a shared style guide / brand tone enforced in the tools people already type in
- Idle-seat audits show writers actually accept suggestions (not just installed extensions)

Skip if:

- A general LLM already covers proofreading for the same people
- Only one writer cares and Free/Pro personal use is enough
- You are buying Enterprise for optics without SSO/DLP requirements

Seat / credit traps

- Seat count multiplies - do not provision Pro for people who never write.
- Monthly Pro (~$30) vs annual (~$12) is a huge swing; annualize only after usage proof.
- "Business" in old contracts may not match the 2026 Pro SKU - renew carefully.

Keep / cut / wait

- KEEP: if shared style/tone and review-time savings are measurable across active writers.
- CUT: idle seats, or the whole plan if ChatGPT already proofreads and nobody opens Grammarly.
- WAIT: on Enterprise until security/SSO/DLP is a procurement requirement, not a nice-to-have.

Who it is for / not for

For:

- Ops/comms leads enforcing tone and terminology across many writers.
- Finance owners who can name review hours returned per active seat.
- Teams that outgrew Free and need shared style guides without Enterprise paperwork yet.

Not for:

- Solo writers already happy with LLM rewrite prompts.
- Orgs provisioning seats for people who never draft.
- Buyers chasing Enterprise badges without security requirements.

Grammarly vs LLM proofreading (job overlap)

ChatGPT/Claude can rewrite and catch typos. Grammarly's ops case is everywhere-you-type enforcement plus shared style guides, brand tones, and team analytics - especially when non-writers still send customer email. If your team already pastes every draft into a chat model and accepts that workflow, Grammarly is optional. If

review bottlenecks and terminology drift are the cost, Pro seats can pay for themselves without buying Jasper or Copy.ai for the same job. Measure accepted suggestions and review hours, not install counts.

Cheap complements

Your existing docs stack (Google/Word/browser); Grammarly as the consistency layer - not a second CMS.

Operator notes

- Compare against LLM proofreading honestly - if ChatGPT already catches tone, Grammarly must win on style-guide ops.
- Run seat counts through seat-waste before annual Pro.
- List Grammarly next to every writing AI on the toolkit sheet; deepen via reviews rather than stacking brands.

FAQ

Is Grammarly Business still a plan?

For most buyers the team features live under Grammarly Pro now; Enterprise is custom. Confirm the live SKU on grammarly.com/plans - naming moved with Superhuman.

Does Pro ~$12 annual beat ChatGPT?

When style-guide enforcement and in-app suggestions save review time across seats. If everyone already proofreads in chat, skip.

When is Enterprise worth it?

When SSO/SCIM/DLP/BYOK are required. Do not buy Enterprise to "look serious" without those constraints.

Method note

This is an operator memo for ops and finance, not a star rating or best-of listicle. We write payback conditions, skip-if criteria, and seat/credit traps using public pricing anchors dated September 2026. Always verify current vendor pricing before you buy. Paths and offers on aiproduct.reviews: /tools/payback, /tools/seat-waste, /stack.html (AI toolkit spreadsheet $29), /audit.html (AI toolkit audit $99), /reviews/.

Customer-facing offers: email hello@aiproduct.reviews. Mailto subjects: Audit $99 / Toolkit spreadsheet $29. Stripe Payment Links enabling - we send a payment link same business day. No invented buy.stripe.com URLs.

Affiliate disclosure (FTC)

Links labeled Check current pricing may be affiliate links. We may earn a commission if you subscribe. Prices and features change - always verify on the vendor site. Full policy: aiproduct.reviews/disclosure.html

Offers

AI toolkit audit $99 - email hello@aiproduct.reviews with subject: Audit $99 for a payment link.

AI toolkit spreadsheet $29 - email hello@aiproduct.reviews with subject: Toolkit spreadsheet $29.

Appendix - how finance should read this memo

1) Start with skip-if. If any skip-if is true, stop. Do not negotiate yourself into shelfware.

2) Price only public anchors dated September 2026. If the vendor page disagrees, the vendor page wins.

3) Convert hours to money with your loaded cost, not a blog average. Use aiproduct.reviews/tools/payback with your inputs.

4) Count seats and credits that will actually be used in 30 days. Idle seats are the common failure mode - see /tools/seat-waste.

5) Name an owner. Tools without owners become silent risk (especially automation and SEO suites).

6) Prefer keep/cut/wait over scores. A keep without a cancel-by date is how annual lock-in happens.

7) Complements beat stacks. Sheets + a strong LLM often beats a new SaaS seat for one-off analysis.

8) If you need the judgment across your whole AI toolkit, use the $99 AI toolkit audit (mailto hello@aiproduct.reviews subject Audit $99) or the $29 AI toolkit spreadsheet (subject Toolkit spreadsheet $29).

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