ToolGPA

NOVEMBER 2026

Booker

The Insider's Guide

Spa and salon management software from Mindbody

booker

Every plan, grade, refund rule and rival among salon, spa and studio booking apps, read from Booker's own pages.

Made by Mindbody · checked Nov 13, 2026 · toolgpa.com

1.6
GPA

booker

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Booker's own pages, its app-store listings and our grades. Every fact in it is on Booker's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 1 of the 85 other salon, spa and studio booking apps we grade

Booker is spa and salon management software from Mindbody. It handles bookings, rooms and equipment, staff schedules, inventory, point of sale and payroll, with a business website built to link to the booking page. Pricing is quoted through sales across three plans: Starter, Accelerate and Ultimate.

To get you started, here are **8 things to know about Booker**, taken from its own pages and our grades.

> "
>
> **Resources, services and payments have to be set up.**
>
> From our grade for ease of use

1 **Best for salon and spa booking sold by quote**

Booker handles scheduling, point of sale, a business website and marketing for salons and spas.

2 **Paid plans start at $139 a month**

As its pricing page puts it: $139 per month and up.

3 **It runs on Web**

Web.

4 **Scheduling and resources**

Bookings, rooms, equipment and staff schedules in one calendar, with inventory tracked automatically.

5 **Point of sale and payments**

Point of sale, ecommerce and online gift cards, plus memberships and packages and payments taken from a phone.

6 **Business website**

Booker builds a website for the business that plugs into its Booker services page. It is included on every plan.

7 **A 1.6 GPA, above 1 of 85**

That is against the other salon, spa and studio booking apps we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Booker you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

Booker at a glance

PRICING Paid, from $139 per month and up	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Mindbody	CATEGORY Salon, Spa & Studio Booking
OUR GRADE 1.6 GPA, weak	

The report card

Best for salon and spa booking sold by quote

Booker handles scheduling, point of sale, a business website and marketing for salons and spas. Plan prices are not published beyond starting at $139 a month, and texting, reviews and referrals need the top Ultimate plan.

TOOLGPA REPORT CARD	Booker	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Pricing starts at $139 a month, in the dearer quarter of booking tools, and the marketing parts need the top plan.
Free plan and trial	F	No free plan and no trial on the pages read.
Features	B	Scheduling, resources, point of sale, a business website, marketing and a marketplace listing. The gaps named are plan gates.
Ease of use	C	No store rating on record. Resources, services and payments have to be set up.
Platforms and integrations	C	Web only on the pages read, with Mindbody as the one integration listed.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Booker is for

- ✓ Fits if you run a bigger spa or salon and want one system for sales and booking
- ✓ Works for businesses that want a listing on a booking marketplace

Who it is not for

- ✕ Skip it if you want published prices, as only a $139 starting figure is shown
- ✕ Pricey if you are small, as pricing starts at $139 a month
- ✕ Tight if you want 2-way texting, reviews or referrals, which need Ultimate
- ✕ Watch out: the Messenger chatbot is an add-on and some features vary by region

Good to know

Good for

- ✓ Day spas, hotel spas and salons that need rooms and equipment booked
- ✓ Massage studios and barbershops that want a built website
- ✓ Multi-location groups that need an enterprise plan

Worth knowing

- ⓘ Plan prices are not published; the page says only that pricing starts at $139 per month.
- ⓘ Marketing automations, 2-way texting, reviews and referrals need the top Ultimate plan.
- ⓘ The Messenger AI chatbot is an add-on, not part of any plan.
- ⓘ The page notes that not all features are available in all regions or on all tiers.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$139

A month to start

Booker is a paid product, starting at $139 per month and up.

> **No free plan and no trial on the pages read.**

From our grade for free plan and trial

STARTER

Custom

Essentials: booking, text reminders (up to 3,000 a month), intake forms and a business website. Quoted through sales.

ACCELERATE

Custom

Everything in Starter, plus unlimited staff profiles, smart contact lists, email templates and loyalty. Quoted through sales.

ULTIMATE

Custom

Everything in Accelerate, plus automated marketing, unlimited 2-way texting, review prompts and referral tracking.

ENTERPRISE

Custom

A custom plan for multi-location or franchise businesses.

Read from booker.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Spa and salon management software from Mindbody. Here is what it does, as its own site describes it, and what it covers: reports, inventory, appointment booking, sMS marketing, review collection.

> **Scheduling, resources, point of sale, a business website, marketing and a marketplace listing.**
>
> From our grade for features

Scheduling and resources

Bookings, rooms, equipment and staff schedules in one calendar, with inventory tracked automatically.

Point of sale and payments

Point of sale, ecommerce and online gift cards, plus memberships and packages and payments taken from a phone.

Business website

Booker builds a website for the business that plugs into its Booker services page. It is included on every plan.

Marketing and messaging

Email templates and smart contact lists start on Accelerate. Automations, 2-way texting, reviews and referrals are on Ultimate.

Marketplace listing

Every plan lists the business on the Mindbody app, which the page says reaches 3 million or more monthly shoppers.

Where it runs

Web

What it works with

Mindbody

Booker is made by Mindbody.

Where it stands

Its grades against its category, and whether to keep it or make your own

1/85

Other salon, spa and studio booking apps it is graded above

Booker's GPA of 1.6 is higher than 1 of the 85 other salon, spa and studio booking apps we grade, and level with 10.

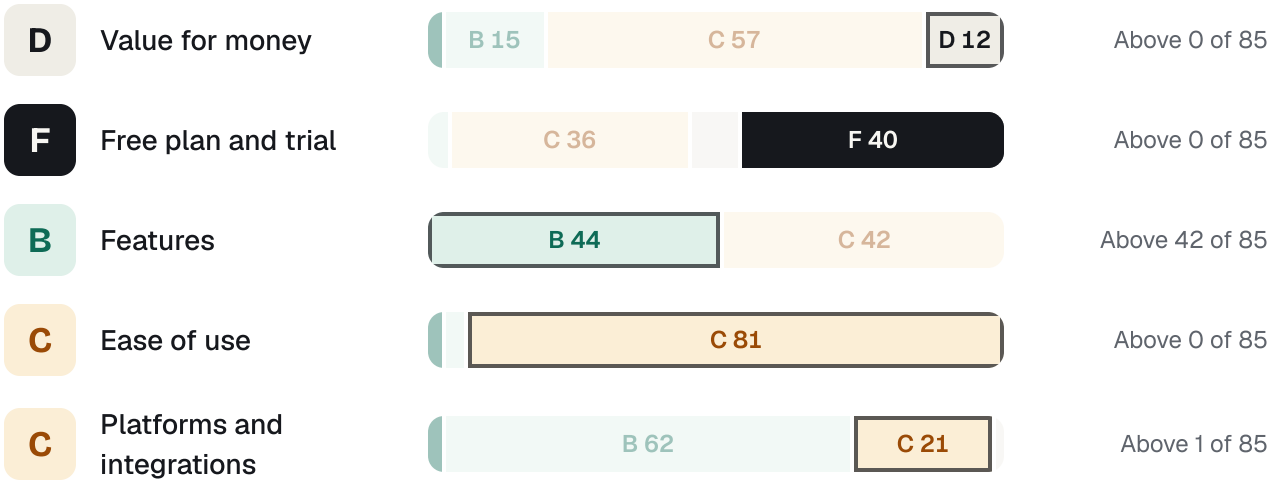
It stands best on features (B, above 42 of 85) and worst on free plan and trial (F, above 0).

Its paid plans start at $139 a month, against a middle price of $49 for the category: 48 of the 57 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 28 tools score higher and cost less.

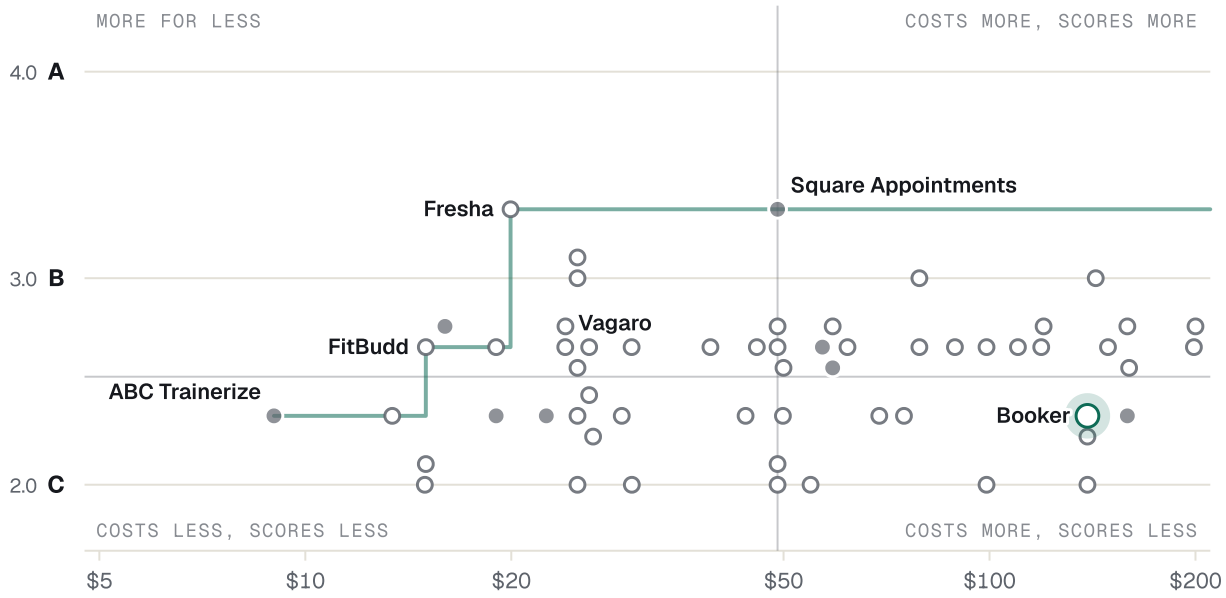
Each grade against the category

Every bar is all 86 salon, spa and studio booking apps we grade, cut by the letter each got. Booker's own letter is outlined.



Price against what you get

Each dot is one of 58 salon, spa and studio booking apps. Further left costs less; higher up scores better on features, ease of use and platforms. Booker is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Booker you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 74 of the 85 other salon, spa and studio booking apps grade higher. It costs $1,668 a year.

What you could make

- Appointment booking, inventory, review collection and reports: an app builder makes these well.

What you could not

- Texts to thousands of numbers, registered with the carriers.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Booker's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Mindbody, Vagaro, Zenoti, Boulevard and Meevo

The 5 tools Booker is most often weighed against, with where each one differs from it.

2.2 GPA

Mindbody

From $79/mo

Studio, gym, spa and salon software with a consumer booking app.

- Only Mindbody lists iOS and Android apps.
- Booker also covers reports, inventory and review collection.
- Mindbody also covers marketing automation, email campaigns and class booking.

Booker and Mindbody compared in full

2.6 GPA

Vagaro

Free trial · from $30/mo

Booking, payments and marketing for salons, spas and studios.

- Only Vagaro lists iOS and Android apps.
- Booker also covers reports, sMS marketing and review collection.
- Vagaro also covers forms, email campaigns, payroll and class booking.

Booker and Vagaro compared in full



1.8 GPA

Zenoti

Paid

Booking, POS and operations software for salons, spas and gyms.

- Only Zenoti lists iOS and Android apps.
- Booker also covers inventory, sMS marketing and review collection.
- Zenoti also covers class booking.

Booker and Zenoti compared in full



2.0 GPA

Boulevard

From $143/mo

Booking, checkout and marketing for salons, spas and medspas.

- Only Boulevard lists iOS and Android apps.
- Booker also covers reports, inventory, sMS marketing and review collection.
- Boulevard also covers marketing automation, forms, email campaigns and business texting.

Booker and Boulevard compared in full



1.6 GPA

Meevo

Paid

Salon, spa and med spa software with booking, POS and marketing.

- Booker also covers inventory and review collection.
- Meevo also covers clinical notes.

Booker and Meevo compared in full

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Booker free?

No. Booker is a paid product, starting at $139 per month and up.

How much does Booker cost?

Booker lists 4 plans. Starter: custom pricing.

What platforms does Booker work on?

Booker is available on Web.

Does Booker have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Booker is listed for Web.

Does Booker have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Booker is listed for Web.

Is Booker open source?

Booker is not described as open source on its own site, as read on Nov 13, 2026.

What does Booker integrate with?

Booker's listing names Mindbody. A listing names up to eight integrations, so it may connect to more.

Who makes Booker?

Booker is made by Mindbody.

What are the alternatives to Booker?

The closest alternatives to Booker in our directory are Mindbody, Vagaro, Zenoti, Boulevard and Meevo.

How does Booker compare with other salon, spa and studio booking apps?

Booker's GPA of 1.6 is higher than 1 of the 85 other salon, spa and studio booking apps we grade, and level with 10.

Is Booker good value for money?

ToolGPA grades Booker D for value for money. Its paid plans start at $139 a month, against a middle price of $49 for the category: 48 of the 57 others that charge start lower.

Could I make my own version of Booker?

To replace Booker you would be making texts to thousands of numbers, registered with the carriers.

Where this guide comes from

The prices, plans, platforms and features were read from Booker's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Booker's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Mindbody. Prices change, so check booker.com before you buy.

booker.com/pricing

booker.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Booker, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/booker

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Booker: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/booker
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Know someone choosing between salon, spa and studio booking apps?

Send them this guide: toolgpa.com/tools/booker/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded salon, spa and studio booking apps after Booker, each with an Insider's Guide of its own.

Salon, Spa & Studio Booking Insider's Guide

Every one of the 86 salon, spa and studio booking apps we grade, compared

Square Appointments Insider's Guide

Booking, point of sale and payments for appointment businesses

3.2 GPA

Fresha Insider's Guide

Salon and spa booking with a consumer marketplace for new clients

3.0 GPA

Barberly Insider's Guide

Barbershop booking software with a branded mobile app

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Booker's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Booker is a trademark of its owner, and this guide is not made, paid for or approved by Mindbody. Prices and plans change: check booker.com before you buy.