ToolGPA

NOVEMBER 2026

Smily

The Insider's Guide

All-in-one vacation rental PMS, channel manager and payments



Every plan, grade, refund rule and rival among vacation rental tools, read from Smily's own pages.

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

2.0
GPA



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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 Smily's own pages, its app-store listings and our grades. Every fact in it is on Smily'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

2.0

GPA, above 14 of the 53 other vacation rental tools we grade

Smily is a European vacation rental software suite that combines a property management system, channel manager, direct booking website, payments, unified inbox and revenue tools. It adds AI features such as smart replies, urgent message detection and review reply drafts, plus an owners portal and an app marketplace. Pricing is not published and starts with a demo.

To get you started, here are **7 things to know about Smily**, taken from its own pages and our grades.

> **It publishes no prices and routes visitors to a demo, and its feature page does not say where the mobile app runs.**
>
> From our report card of Smily

1 **Best for European vacation rental managers**

Smily is a property system, channel manager and payments tool for vacation rentals, with an inbox, direct booking site and owners portal.

2 **It runs on Web**

Web.

3 PMS and channel manager

A property management system and a channel manager for Airbnb, Booking.com, Expedia, Vrbo and more, which the site says Smily is a preferred partner of.

4 Payments and fintech

SmilyPay, credit card acceptance, payments reconciliation, split payments and revenue distribution, with optional cancellation and damage protection.

5 AI tools

Smart replies in several languages, urgent inquiry detection, AI-written review replies and listing audits, with GDPR-compliant data handling stated.

6 A 2.0 GPA, above 14 of 53

That is against the other vacation rental tools we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace Smily you would be making two-way connections to Airbnb, Booking.com and Vrbo. That is not a weekend's work, with an AI app builder or without one.

Smily at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Smily	CATEGORY Vacation Rental Software
OUR GRADE 2.0 GPA, fair	

The report card

Best for European vacation rental managers

Smily is a property system, channel manager and payments tool for vacation rentals, with an inbox, direct booking site and owners portal. It publishes no prices and routes visitors to a demo, and its feature page does not say where the mobile app runs.

TOOLGPA REPORT CARD — **Smily** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so there is nothing to place against the category.
Free plan and trial	F	No free plan or trial on record, only a request for a demo.
Features	B	Property system, channel manager, payments, AI tools, inbox, direct booking site, owners portal and tasks. Nothing in the core job is missing.
Ease of use	C	No store rating on record, and a demo and setup come before use.
Platforms and integrations	B	Web only on record, with Airbnb, Booking.com, Expedia and Vrbo and an app center.
Grade point average		Fair, out of 4.0 **2.0**

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 Smily is for

- ✓ Fits if you manage rentals in Europe and want a property system with payments
- ✓ Works for managers who want an owners portal and direct booking site

Who it is not for

- ✕ Skip it if you want to see a price, as none is published
- ✕ Watch out: Smily Pay, damage protection and cancellation protection show no price
- ✕ Watch out: the site markets a mobile app but does not say which platforms it runs on
- ✕ Watch out: help and developer pages sit on the BookingSync domain
- ✕ Not for you if you want a free start, as the site directs visitors to a demo

Good to know

Good for

- ✓ Managers in Europe who want one system for PMS, channels and payments
- ✓ Portfolios that expect to grow from a few rentals to hundreds
- ✓ Managers who want built-in split payments and owner reporting

Worth knowing

- ⓘ No prices are published; the site directs visitors to schedule a demo.
- ⓘ The site markets a mobile app but its feature page does not say which platforms it runs on.
- ⓘ The company calls itself a European vacation rental software, and its help and developer pages sit on the BookingSync domain.
- ⓘ Smily Pay, damage protection and cancellation protection are listed under its fintech features, with no pricing shown.

What it costs

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

Smily's current pricing could not be confirmed from its own site.

> **No price is published, so there is nothing to place against the category.**
>
> From our grade for value for money

We could not confirm Smily's current prices from its own site, so this guide lists no plans. smily.com has them.

What it does

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

1

Place it runs: Web

All-in-one vacation rental PMS, channel manager and payments. Here is what it does, as its own site describes it, and what it covers: public API, AI features, tasks, shared inbox, email campaigns, channel manager.

> **Property system, channel manager, payments, AI tools, inbox, direct booking site, owners portal and tasks.**
>
> From our grade for features

PMS and channel manager

A property management system and a channel manager for Airbnb, Booking.com, Expedia, Vrbo and more, which the site says Smily is a preferred partner of.

Payments and fintech

SmilyPay, credit card acceptance, payments reconciliation, split payments and revenue distribution, with optional cancellation and damage protection.

AI tools

Smart replies in several languages, urgent inquiry detection, AI-written review replies and listing audits, with GDPR-compliant data handling stated.

Unified inbox and email marketing

Guest messages from all channels in one inbox, plus automated and personalized email campaigns, remarketing and a CRM.

Direct booking website

A customizable booking website, with a performance dashboard, revenue management and dynamic pricing listed alongside it.

Owners portal, tasks and app center

An owners portal, task management for teams, and an app center of third-party integrations for cleaning, pricing and guest communication.

Where it runs

Web

What it works with

Airbnb

Booking.com

Expedia

Vrbo

Smily is made by Smily.

PART 04 · STANDING

Where it stands

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

14/53

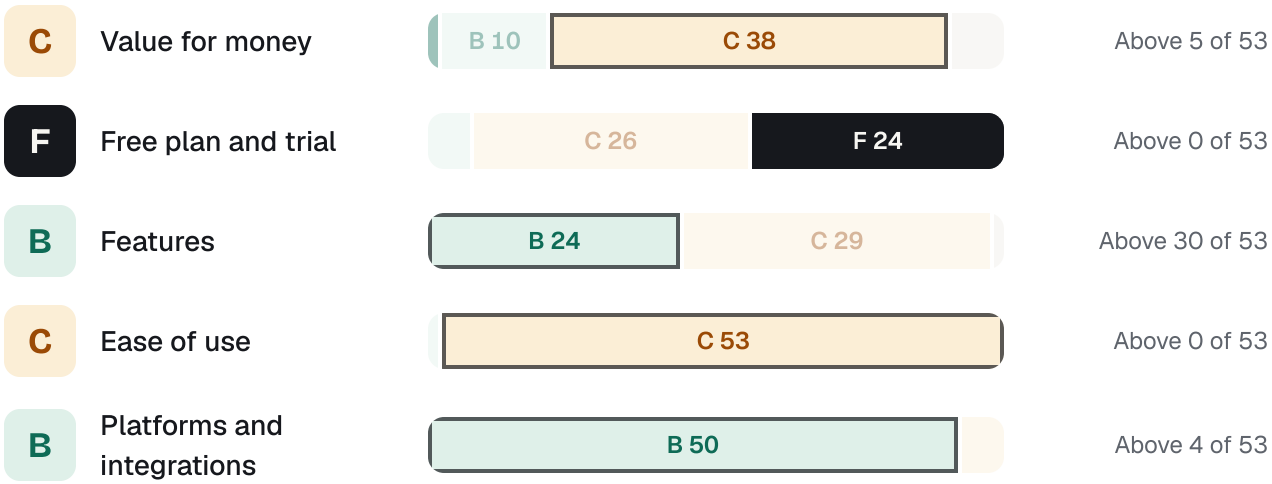
Other vacation rental tools it is graded above

Smily's GPA of 2.0 is higher than 14 of the 53 other vacation rental tools we grade, and level with 11.

It stands best on features (B, above 30 of 53) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 54 vacation rental tools we grade, cut by the letter each got. Smily's own letter is outlined.



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 Smily you would be making two-way connections to Airbnb, Booking.com and Vrbo. 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: 28 of the 53 other vacation rental tools grade higher.

What you could make

- Tasks: an app builder makes this well.

What you could not

- Two-way connections to Airbnb, Booking.com and Vrbo.
- One mailbox that several people work at once.
- Newsletters sent to thousands of people that still reach the inbox.
- It plugs into other products, Airbnb, Booking.com and Expedia among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Smily'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



Avantio, Hostaway, Rentals United, Lodgify and Hostfully

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

1.8 GPA

Avantio

Paid

PMS and channel manager for professional vacation rental agencies.

- Smily also covers tasks, shared inbox and email campaigns.
- Avantio also covers workflow automation, invoicing and reports.

Smily and Avantio compared in full

2.0 GPA

Hostaway

Paid

Vacation rental PMS and channel manager for property managers.

- Only Hostaway lists iOS and Android apps.
- Smily also covers tasks and email campaigns.
- Hostaway also covers reports and whatsApp messaging.

Smily and Hostaway compared in full



1.6
GPA

Rentals United

From $330/mo

Channel manager that connects your own PMS to 90+ booking sites.

- Smily also covers tasks, shared inbox and email campaigns.
- Rentals United also covers reports.

Smily and Rentals United compared in full



2.2
GPA

Lodgify

Free trial

Vacation rental software with a direct booking website builder.

- Only Lodgify lists iOS and Android apps.
- Smily also covers email campaigns.

Smily and Lodgify compared in full



2.0
GPA

Hostfully

Paid

Vacation rental property management software and digital guidebooks.

- Only Hostfully lists iOS and Android apps.
- Smily also covers email campaigns.
- Hostfully also covers reports.

Smily and Hostfully compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Smily free?

No. Smily is a paid product.

What platforms does Smily work on?

Smily is available on Web.

Does Smily have an Android app?

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

Does Smily have an iPhone app?

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

Is Smily open source?

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

Does Smily have an API?

Yes. Smily offers a public API, according to its own site.

What does Smily integrate with?

Smily's listing names Airbnb, Booking.com, Expedia and Vrbo. A listing names up to eight integrations, so it may connect to more.

Who makes Smily?

Smily is made by a company of the same name.

What are the alternatives to Smily?

The closest alternatives to Smily in our directory are Avantio, Hostaway, Rentals United, Lodgify and Hostfully.

How does Smily compare with other vacation rental tools?

Smily's GPA of 2.0 is higher than 14 of the 53 other vacation rental tools we grade, and level with 11.

Could I make my own version of Smily?

To replace Smily you would be making two-way connections to Airbnb, Booking.com and Vrbo.

Where this guide comes from

The prices, plans, platforms and features were read from Smily'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 Smily'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 Smily. Prices change, so check smily.com before you buy.

smily.com/
smily.com/software/features/mobile-app
smily.com/company/about-us
smily.com/software/features/ai
smily.com/app-center

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

Smily, kept up to date

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

toolgpa.com/tools/smily

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, "Smily: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/smily
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Know someone choosing between vacation rental tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded vacation rental tools after Smily, each with an Insider's Guide of its own.

Vacation Rental Software Insider's Guide

Every one of the 54 vacation rental tools we grade, compared

CiiRUS Insider's Guide

Vacation rental PMS with trust accounting for professional managers

2.8 GPA

Hospitable Insider's Guide

Guest messaging, channel sync and operations for short-term rentals

2.6 GPA

Hostex Insider's Guide

Low-cost channel manager and PMS for short-term rentals

2.6 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 Smily'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. Smily is a trademark of its owner, and this guide is not made, paid for or approved by Smily. Prices and plans change: check smily.com before you buy.