ToolGPA

NOVEMBER 2026

StyleSeat

The Insider's Guide

Booking, payments and a client marketplace for beauty pros

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

Made by StyleSeat, Inc. · checked Nov 12, 2026 · toolgpa.com

2.6
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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 StyleSeat's own pages, its app-store listings and our grades. Every fact in it is on StyleSeat's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.6

GPA, above 29 of the 33 other salon, spa and studio booking apps we grade

StyleSeat is a booking platform for hairstylists, barbers, estheticians and other solo or small-team professionals who book clients by the hour. One subscription covers online booking, deposits and payments, client records and marketing tools, plus a profile on StyleSeat's own marketplace where new clients can find you. Staff calendars are included.

To get you started, here are **9 things to know about StyleSeat**, taken from its own pages and our grades.

> "
>
> **We did not check that against the stores themselves, so it sits at B.**
>
> From our grade for ease of use

1 **Best for booking and marketplace for solo beauty pros**

StyleSeat is a booking app for stylists and barbers, with deposits, payments and a marketplace profile.

2 **Paid plans start at $19 a month**

As its pricing page puts it: $19 per month after a free trial (help center says $35).

3 **You can try it first**

Free trial, no credit card required

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Online booking and deposits**

Clients book open slots online, with deposits, kept late-cancellation fees and automatic reminders.

6 **Payments**

StyleSeat Payments handles checkout, tips and card on file, with payouts to a linked bank account. Cash and outside methods are also allowed.

7 **Marketplace profile**

A profile and portfolio that clients can find through StyleSeat search. A New Client Connection fee applies to clients the marketplace sends you.

8 **A 2.6 GPA, above 29 of 33**

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

9 **Keep it**

To replace StyleSeat 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.

StyleSeat at a glance

PRICING Free trial, from $19 per month after a free trial (help center says $35)	FREE PLAN No
FREE TRIAL Free trial, no credit card required	RUNS ON Web, iOS, Android
MADE BY StyleSeat, Inc.	CATEGORY Salon, Spa & Studio Booking
OUR GRADE 2.6 GPA, good	

The report card

Best for booking and marketplace for solo beauty pros

StyleSeat is a booking app for stylists and barbers, with deposits, payments and a marketplace profile. The join page says $19 a month after a card-free trial, but its help centre lists $35, and it takes cuts on new clients and on some pricing changes.

TOOLGPA REPORT CARD — **StyleSeat** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$19 a month after the trial, which is inside the cheapest quarter of the category and just above 60% of it. The help centre lists $35 for the same plan, so we cannot be sure. Card fees and marketplace cuts come on top.
Free plan and trial	C	A free trial with no card needed, then a paid plan. There is no free plan.
Features	C	Booking, deposits, payments, marketing and team calendars. The marketplace takes 30% of a first visit from a client it brings you, which is a cost the listing shows in the core job.
Ease of use	B	The page quotes 4.9 from over 350,000 ratings across both app stores. We did not check that against the stores themselves, so it sits at B.
Platforms and integrations	B	Web plus iOS and Android apps. No integrations are listed.
Grade point average		Good, out of 4.0 **2.6**

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 StyleSeat is for

- ✓ Fits if you work alone or in a small team as a stylist, barber or similar and want clients to book and pay a deposit
- ✓ Works for a pro who wants to be found through a marketplace profile

Who it is not for

- ✗ Pricey if the marketplace sends you a new client, as it keeps 30% of that first appointment, up to $50
- ✗ Watch out: the join page says $19 a month and the help centre says $35
- ✗ Watch out: card payments cost 2.5% + $0.30 in person or 2.6% + $0.30 for a card on file
- ✗ Tight if you turn on its pricing add-on, which takes 5.5% of the extra booking total, up to $16.50

Good to know

Good for

- ✓ Independent hairstylists, barbers, nail techs and estheticians
- ✓ Small salons that want staff calendars without per-seat fees
- ✓ Other hourly service pros such as trainers and massage therapists

Worth knowing

- ⓘ The join page shows $19 a month after the trial, while the help center lists a $35 monthly subscription; confirm at sign-up.
- ⓘ Payments cost 2.5% + $0.30 card present, or 2.6% + $0.30 on card on file, per the help center.
- ⓘ New Client Connection keeps 30% of a first appointment with a client the marketplace brings you, capped at $50.
- ⓘ Smart Pricing, when used, takes 5.5% of the increased booking total, capped at $16.50.

What it costs

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

$19

A month to start

StyleSeat is a paid product with a free trial, starting at $19 per month after a free trial (help center says $35).

> **Card fees and marketplace cuts come on top.**
>
> From our grade for value for money

PREMIUM

$19

per month, after a free trial

One flat plan with staff calendars, marketing tools and marketplace profile. Help center, dated Oct 2, 2026, still lists $35 a month.

Trying it first

Free trial, no credit card required

Read from styleseat.com on Nov 12, 2026.

What it does

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

3

Places it runs: Web, iOS and Android

Booking, payments and a client marketplace for beauty pros. Here is what it does, as its own site describes it, and what it covers: AI features, appointment booking, sMS marketing, review collection.

"

Booking, deposits, payments, marketing and team calendars.

From our grade for features

Online booking and deposits

Clients book open slots online, with deposits, kept late-cancellation fees and automatic reminders.

Payments

StyleSeat Payments handles checkout, tips and card on file, with payouts to a linked bank account. Cash and outside methods are also allowed.

Marketplace profile

A profile and portfolio that clients can find through StyleSeat search. A New Client Connection fee applies to clients the marketplace sends you.

Marketing tools

Email and text marketing, rebooking reminders, loyalty, promotions, packages, AI social posts and review management.

Smart Pricing and waitlist

Optional higher rates for busy slots, and a waitlist that offers a cancelled slot to clients waiting for that time.

Team calendars

Staff calendars, roles and permissions, with no extra charge per team member according to the join page.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

StyleSeat is made by StyleSeat, Inc.

PART 04 · STANDING

Where it stands

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

29/33

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

StyleSeat's GPA of 2.6 is higher than 29 of the 33 other salon, spa and studio booking apps we grade, and level with 2.

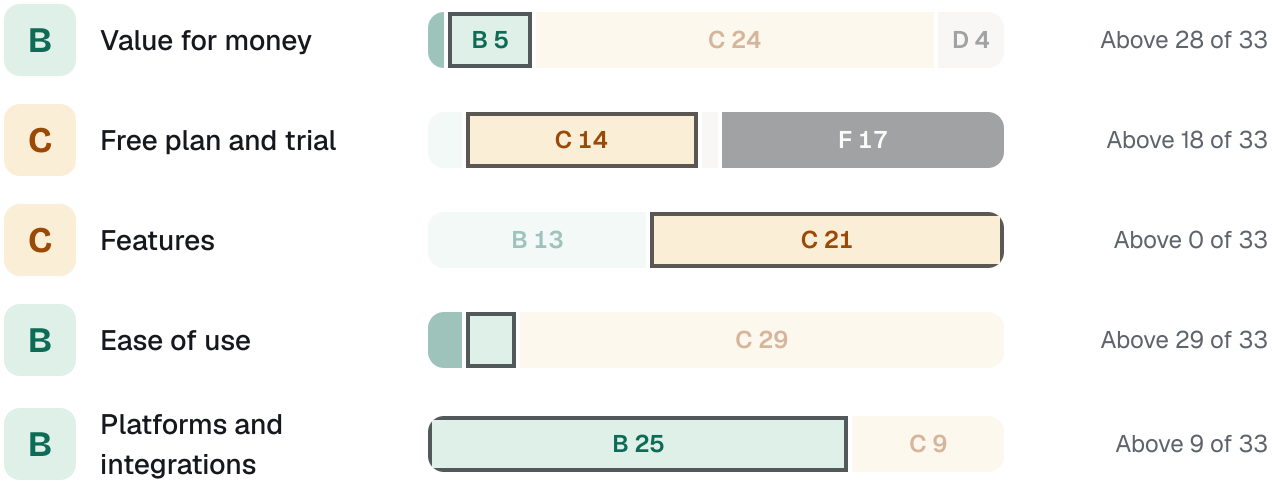
It stands best on ease of use (B, above 29 of 33) and worst on features (C, above 0).

Its paid plans start at $19 a month, against a middle price of $49.90 for the category: 2 of the 20 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4, and no tool on the category's chart scores higher without costing more.

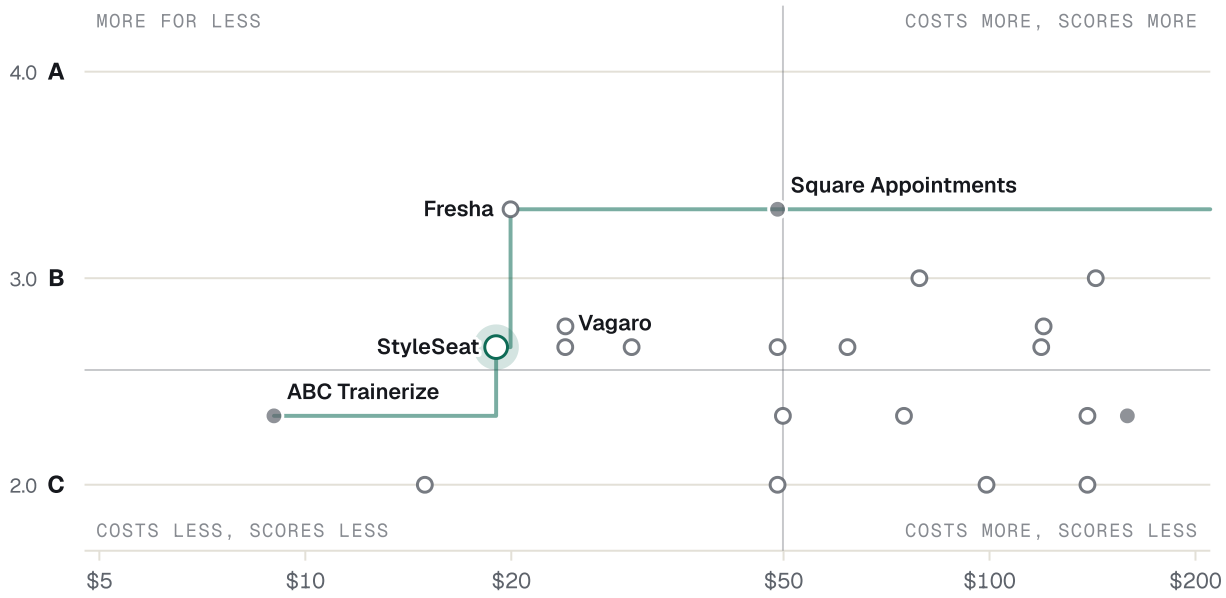
Each grade against the category

Every bar is all 34 salon, spa and studio booking apps we grade, cut by the letter each got. StyleSeat's own letter is outlined.



Price against what you get

Each dot is one of 21 salon, spa and studio booking apps. Further left costs less; higher up scores better on features, ease of use and platforms. StyleSeat 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 StyleSeat 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.

It is one of the better ones too: its GPA of 2.6 is higher than 29 of the 33 other salon, spa and studio booking apps we grade. It costs $228 a year.

What you could make

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

What you could not

- Texts to thousands of numbers, registered with the carriers.
- A real app for iOS and Android. Something home-made would be a web page.
- AI features, unless you pay a model provider for each request yourself.
- What a company asks for before it lets staff use something: roles and permissions.

What this rests on. StyleSeat'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



Vagaro, Booksy, Fresha, GlossGenius and Square Appointments

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

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Vagaro

Free trial · from $30/mo

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

- StyleSeat also covers sMS marketing and review collection.
- Vagaro also covers forms, email campaigns, payroll, inventory and class booking.

StyleSeat and Vagaro compared in full

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Booksy

Free trial · from $29.99/mo

Booking app and marketplace for barbers, salons and beauty pros.

- StyleSeat also covers review collection.
- Booksy also covers forms and email campaigns.

StyleSeat and Booksy compared in full



3.0
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Fresha

Free trial · from $19.95/mo

Salon and spa booking with a consumer marketplace for new clients.

- StyleSeat also covers sMS marketing.
- Fresha also covers email campaigns, shift scheduling and inventory.

StyleSeat and Fresha compared in full



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GlossGenius

Free trial · from $24/mo

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

- GlossGenius also covers forms, email campaigns, payroll and clinical notes.

StyleSeat and GlossGenius compared in full



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Square Appointments

Free plan · from $49/mo

Booking, point of sale and payments for appointment businesses.

- Square Appointments has a free plan. StyleSeat does not, though it has a free trial.
- StyleSeat also covers appointment booking, sMS marketing and review collection.
- Square Appointments also covers booking links, invoicing and reports.

StyleSeat and Square Appointments compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 StyleSeat free?

No, StyleSeat is a paid product, but you can try it first. Free trial, no credit card required.

How much does StyleSeat cost?

StyleSeat lists one plan. Premium: $19 per month, after a free trial.

What platforms does StyleSeat work on?

StyleSeat is available on Web, iOS and Android.

Does StyleSeat have a Windows app?

No Windows app was listed when its pages were read on Nov 12, 2026. StyleSeat is listed for Web, iOS and Android.

Does StyleSeat have a macOS app?

No macOS app was listed when its pages were read on Nov 12, 2026. StyleSeat is listed for Web, iOS and Android.

Is StyleSeat open source?

StyleSeat is not described as open source on its own site, as read on Nov 12, 2026.

Who makes StyleSeat?

StyleSeat is made by StyleSeat, Inc.

What are the alternatives to StyleSeat?

The closest alternatives to StyleSeat in our directory are Vagaro, Booksy, Fresha, GlossGenius and Square Appointments.

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

StyleSeat's GPA of 2.6 is higher than 29 of the 33 other salon, spa and studio booking apps we grade, and level with 2.

Is StyleSeat good value for money?

ToolGPA grades StyleSeat B for value for money. Its paid plans start at $19 a month, against a middle price of $49.90 for the category: 2 of the 20 others that charge start lower.

Could I make my own version of StyleSeat?

To replace StyleSeat 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 StyleSeat's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from StyleSeat's own pages on 12 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 StyleSeat, Inc. Prices change, so check styleseat.com before you buy.

styleseat.com/join/
styleseat.com/m/

help.styleseat.com/articles/13612504-the-premiu…

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

StyleSeat, kept up to date

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

toolgpa.com/tools/styleseat

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, "StyleSeat: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/styleseat
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Know someone choosing between salon, spa and studio booking apps?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Salon, Spa & Studio Booking Insider's Guide

Every one of the 34 salon, spa and studio booking apps we grade, compared

Square Appointments Insider's Guide

Booking, point of sale and payments for appointment businesses

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Fresha Insider's Guide

Salon and spa booking with a consumer marketplace for new clients

3.0 GPA

Booksy Insider's Guide

Booking app and marketplace for barbers, salons and beauty pros

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