

Platform	Best For	Pros	Cons	Monthly Cost	Branding Control	Marketplace Exposure	Ownership Level
Own Website + Booking <i><u>(Our Packages)</u></i>	Established brands wanting control	Full branding freedom; Own customer data; Better SEO; Luxury experience	Requires setup; No built-in traffic; Marketing responsibility	\$20-\$150+	Very High	None	Very High
Private Booking Systems <i><u>(Our Packages)</u></i>	Premium scalable brands	Complete ownership; Fully customized; Scalable	Higher upfront cost; Requires maintenance	\$100-\$10,000+	Maximum	None	Maximum
StyleSeat	Solo stylists needing discovery	Built-in marketplace; Easy booking; Deposit protection; Reviews	High fees; Booking fees; Limited branding	\$35+ plus fees	Low-Medium	Strong	Medium-Low
GlossGenius	Luxury-focused beauty pros	Beautiful design; Strong branding; Easy mobile app	Limited advanced automation; Less ideal for large teams	\$24-\$48+	High	Very Low	High
Vagaro	Teams and salons	Payroll tools; Team scheduling; Marketing tools	Can feel cluttered; Add-ons increase cost	\$25-\$90+	Medium	Medium	High
Square Appointments	Small businesses using Square	Simple setup; POS integration; Free option available	Less beauty-focused; Basic customization	Free-\$69+	Medium	None	High
Acuity Scheduling	Consultants & service providers	Flexible scheduling; Strong automation; Intake forms	Not beauty-specific; No marketplace	\$20-\$61+	High	None	High