



Pricing — and why it's the best value in venue software

One flat monthly bill for online booking, legally-binding digital waivers, payments, and marketing. No cut of your bookings, ever.

Simplo is one flat monthly bill for online booking, legally-binding digital waivers, payments, and marketing — built for activity venues. The model is simple on purpose: **you pay a predictable monthly price, and we never take a cut of your bookings.**

The model in one sentence

Flat monthly tiers + optional usage add-ons. 0% booking commission, ever.

You bring your own payment processor (Stripe, Square, or Shopify Payments), so the money from every booking lands in your account — minus only the processor's standard card fee (~2.6–2.9% + \$0.30), which every business on earth pays. Simplo adds **no platform commission on top of that.**

Why "no booking fees" is the whole point

Most of the booking industry makes money by skimming a percentage of every transaction you process. That cost scales with *your* success, not with the value of the software.

Vendor	What you actually pay	The catch
FareHarbor	\$0/mo, but ~6% per booking	"Free" platform that takes 6%+; extra 2% on OTA bookings
Peek Pro	\$0/mo, but ~6–8% per booking	Rate not published, varies by account; among the least transparent
Checkfront	~\$99/mo + 3% per online booking	A cut on top of the subscription

Vendor	What you actually pay	The catch
Mindbody	\$99–\$699+/mo per location + 20% marketplace cut	Per-location billing multiplies fast; ~23.5% effective on new clients
ROLLER	~\$500–\$2,000/mo, quote-only	Real price hidden behind a sales call; SMS billed extra
Bookeo	\$40–\$120/mo, no commission	But hard caps at 1,000 / 2,000 / 3,000 bookings — then you're forced off
Smartwaiver (waivers only)	\$19–\$155/mo, volume-capped	A <i>second</i> vendor on top of your booking tool
Simplo	Flat \$29–\$399/mo, 0% booking cut	Published pricing. Booking and waivers in one bill.

What "one bill" replaces

Most operators run **two vendors**: a booking tool (Roller, Peek Pro, FareHarbor) *and* a separate waiver tool (Smartwaiver, WaiverFile). Each has its own pricing, its own caps, and its own overage rules. Then marketing is a third tool. Simplo is one system that does all three:

- **Book a slot and sign the waiver in one step.** No paper lines at the front desk, no re-collecting signatures at check-in.
- **A waiver audit trail that holds up.** Every signature is hashed, chained, IP-stamped, and PDF-archived — defensible when it matters, with guardian e-signature for minors built in.
- **A marketing list you own.** Every signer can opt in (explicit, TCPA-compliant) and become a contact you can export and keep — not data locked inside someone else's marketplace.
- **Sell everywhere.** One JS snippet on your own site, plus the Shopify App Store and Square Marketplace.

The tiers

Plan	Price	Bookings/mo	Best for
Starter	\$29/mo	250	A single venue getting off paper
Growth	\$79/mo	2,000	Busy venues, parties, high-volume slots
Pro	\$159/mo	8,000	Multi-location operators (3 locations included)
Enterprise	\$399/mo	Unlimited	Franchises & high-volume, with SSO and an SLA

Every tier includes the core promise: one-step booking + waiver, the tamper-evident audit trail, 0% booking fee, bring-your-own processor, and selling on your own site.

Usage add-ons (only if you need them)

Add-ons are honest, metered tokens — never a surprise commission:

- **SMS reminders** — \$0.03/message. Transactional booking & waiver-link texts that cut no-shows.
- **Extra location** — \$39/location/mo beyond your plan's included sites.
- **Additional marketing sends** — \$10 per 5,000 sends for seasonal campaigns.
- **Extra booking capacity** — \$15 per 1,000 bookings if you exceed your tier. A flat top-up — *never* a per-booking cut, and we never force you off the platform.
- **Premium support** — \$99/mo for a dedicated channel and faster SLAs.

A concrete savings example

Take a busy venue doing **\$500,000/year in bookings** — say a trampoline park or climbing gym running ~2,000 bookings/month.

- On **FareHarbor** at ~6%: ~**\$30,000/year** in booking commission leaves your account.
- On **Peek Pro** at ~6–8%: **\$30,000–\$40,000/year** gone, on top of merchant fees.
- On **Mindbody** (per location + 20% marketplace cut): easily **\$12,000–\$20,000+/year** for a single busy site, more with multiple locations.
- Plus most of them still need a **separate waiver tool** (Smartwaiver ~\$155/mo = ~\$1,860/year).

On **Simple Growth** at **\$79/mo**, that same venue pays **\$948/year** — booking *and* waivers included — and keeps the full booking revenue (minus only the standard card-processing fee everyone pays).

BOTTOM LINE

~\$29,000+ a year the operator keeps

...versus a 6% commission platform — and a single, predictable bill instead of two vendors with caps and overages.

The honest caveat

"No booking fees" means **no platform commission on top of payment processing** — not zero card fees. Your processor (Stripe/Square) still charges its standard ~2.6–2.9% + \$0.30, exactly as it would for any business. Simple simply doesn't add a markup, doesn't insert itself between you and your money, and doesn't cap how much you can grow.

One flat price. No caps. No overage traps. No cut of your bookings. That's the best value in venue software.

