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ADVISOR BUSINESS

Square Appointments Review 2025: Features, Pros And Cons

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Starting Price
\$29 per month per location

Free plan
Yes

Automated reminders

Our Verdict

Square Appointments is a scheduling app that includes a built-in point-of-sale (POS) system and booking website meant for small businesses. It offers free and paid plans with all the features needed to run a service-based business. We researched and tested the app to bring you the most comprehensive Square Appointments review so you can make an informed decision for your business.

Pros

Free plan available

Flat-rate transaction fees

Automated reminders

Take bookings for multiple staff members

Booking website included

Client portal

Cons

No negotiation on payment processing fees

No desktop version

Customer support gets mixed reviews

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What Is Square Appointments?

The foundation of Square Appointments is its platform that allows clients to book appointments for your service-based business. However, the scheduling app includes many more features that extend its functionality, including:

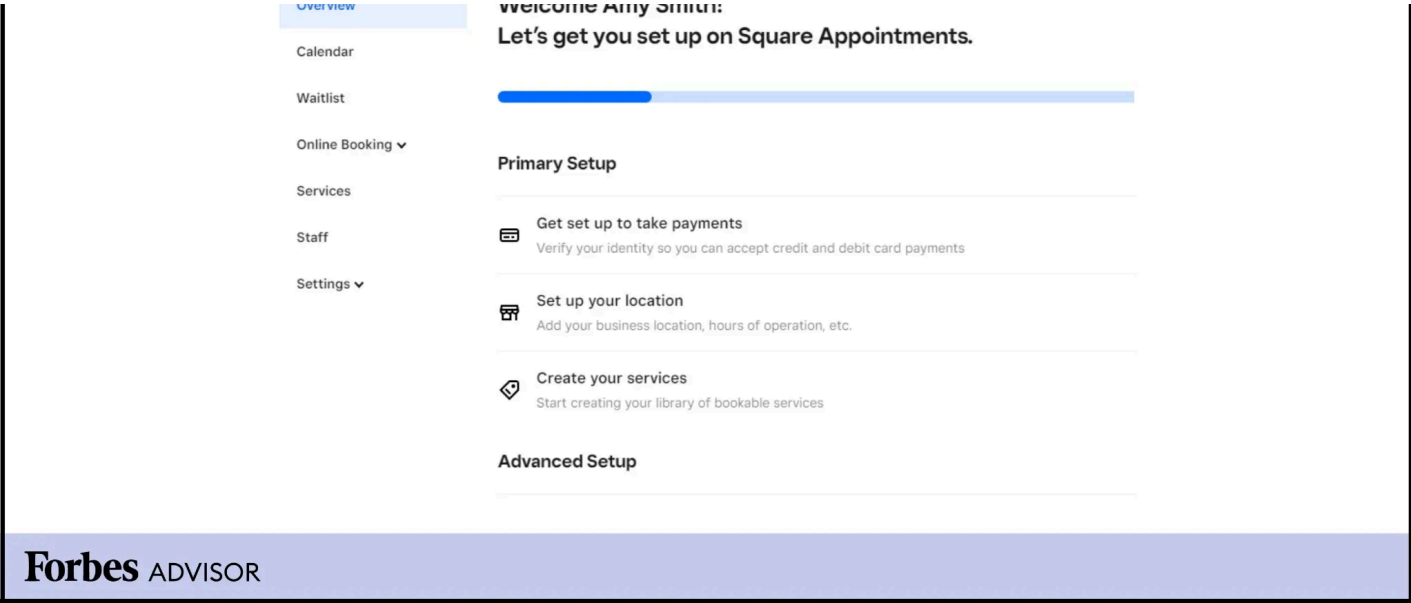
Flat-rate payment processing built into the service, so you don't need to find a separate [merchant services provider \(MSP\)](#) to run your business

Automated reminders and confirmations, depending on the plan you choose, to help reduce chances of cancellation

Booking website and integrations with social media so clients can easily book appointments online

Client portal, which makes it easy for customers to manage their contact information, add a card on file and manage their appointments

Square Appointments tops our list of the [best scheduling apps](#).



The setup screen shows a progress bar so you can see how much more you need to do until complete.

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Starting Price

\$11 user/month

High-tech

AI-powered bill generation, approval, and payment

Instant categorization

Auto-categorize bills based on custom mapping

2

Xero



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Special Offer

75% off for 6 months

Unlimited Users On All Plans

Yes

Free Trial

30 days

3

Hubspot B2B Commerce



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Starting Price

\$15 p/seat p/m

Free version

Yes

Key features

Payment links and invoicing, subscription management, revenue reporting

What Sets Square Appointments Apart

and no-show protection.

Pros

Square Appointments is easy to use, and includes automated notifications via texts, emails and calendars and built-in payment processing you can use for in-person, online or card on file payments. Plus, Square includes alternative payment options such as Afterpay and Cash App.

You can set up no-show protection, which is a valuable feature not typically available in scheduling apps. It allows you to set up a cancellation policy and require customers to add a credit card to pay for any cancellation fees. This helps ensure clients keep appointments so you don't lose money.

Square Appointments integrates with social media giants Instagram and Facebook, so you can accept appointments from your business pages. It also works with Google, so clients can book with your business after finding it in local business listings.

Edit Service

Drag image here, [upload](#) or [browse image library](#).

Primary

Locations
My Business

Variations

☐ 2 variations

Variation	Duration	Price
☐ Regular	30 mins	\$30.00
☐ Pretty Pawdicure	1 hr	\$40.00

[Create variation](#)

Modifiers

Add a custom set of modifiers to have customizable options for a service at checkout, such as add-ons or special requests. [Learn more](#)

Service modifiers will not appear on the Appointments online booking flow.

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In the online booking setting screen, there are options to connect to social channels such as Instagram, Facebook and Google.

Cons

Square Appointments requires you to use its payment processing system with its booking system, so you're stuck with flat-rate transaction fees. Not being able to choose your own payment processor could mean higher rates in the long run.

Also, while Square Appointments offers more than two dozen apps that integrate with its platform, it may not have apps you already use.

Square Appointments Core Features

synchronization for easy visibility, you need at least the entry-level paid plan. Here's what to expect of Square Appointments' core features:

Availability

Square gives you control over your calendar so you can show clients your true availability (or fake it a little). From the app's settings, you can easily block time so you don't get requests for appointments at times when you're not available. You can also flip a switch to make it appear as though you have more booked appointments than is true to create a sense of exclusivity.

Fake-it Filter
Remove some of your availability to give the appearance that your business is busier, or just reserve a percentage of your day for other tasks.

Fake-it Filter

Off

Booking site QR code
Print out your unique QR code and display it so customers can scan it and be taken directly to your online booking site to book their own appointments.
This feature is not currently available for classes.

Select location

My Business

Select a type

☒ QR code only

☐ Ready to print QR code and message

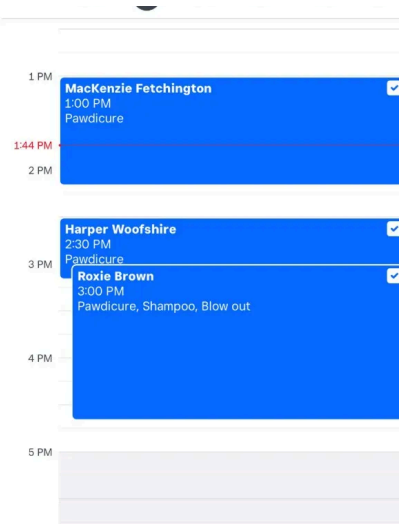
Get QR code

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The fake-it filter can be toggled on or off to show your business as busy when you have few appointments.

Calendar Sync

Square Appointments includes calendar sync with Google Calendar on its paid plans. This is helpful if you run multiple businesses or you or staff have personal appointments that you want to reflect on your booking calendar. It's worth noting that Square Appointments only syncs with Google Calendar and it's only a one-way sync, in a way. Personal appointments made on your personal calendar will be added to your app calendar; blocked time in the app won't appear on your Google Calendar.

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The calendar shows hourly appointments per couple of days in a week.

Booking Page

Every plan includes a booking page, which you can customize with Square Online, a website builder. The page is free and customizable, so you can add images to make it look unique for your business. You can also create a QR code so customers can easily scan the code at your brick-and-mortar location or from a business card to access your booking site easily.

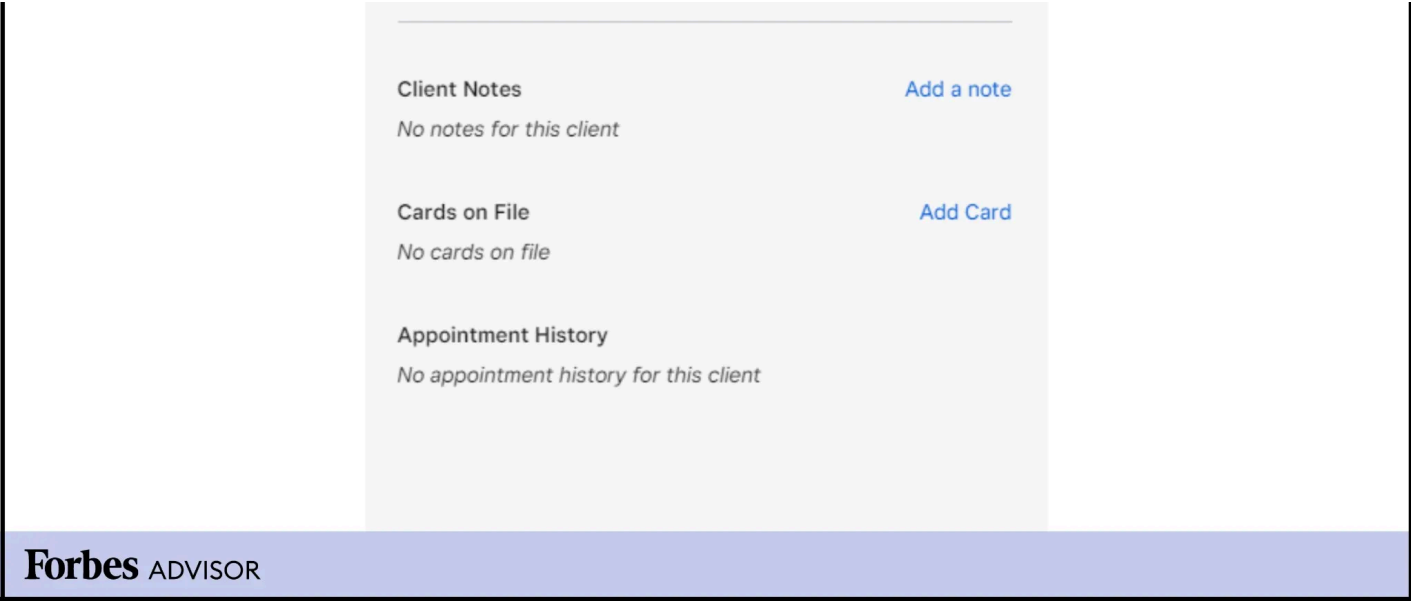
Automatic Notifications

You and staff members will receive automatic notifications of appointments when they happen. Square Appointments will send out text and email notifications automatically, depending on the contact information you provide in your account.

Additionally, you can send text and email confirmations and reminders to clients about appointments they've booked. This can help reduce no-shows or encourage clients to reschedule, when needed. Confirmations are not included in the free plan.

Client Portal

Your clients can easily access their own accounts in Square so they can manage appointments, update contact information and see past appointments. They can even book appointments directly from their accounts. Card on file is another option clients have so they can pay for products or services without having to pull out their cards every time they visit your place of business.



Client profiles include notes for you to add, cards on file and show appointment history.

Square Appointments Pricing and Plans

Square Appointments offers free and paid plans, along with built-in payment processing. Paid plans start at \$29 per month per location. The higher-tier plans offer lower transaction fees and more features for teams, resource management and class bookings. Below is a look at the biggest differences between the three plans.

	Free	Plus	Premium
Starting Price	0	\$29 per month per location	\$69 per month per location
Transaction Fees	In-person: 2.5% + 10 cents Online: 2.9% + 30 cents Manual: 3.5% + 15 cents	In-person: 2.5% + 10 cents Online: 2.9% + 30 cents Manual: 3.5% + 15 cents	In-person: 2.5% + 10 cents Online: 2.9% + 30 cents Manual: 3.5% + 15 cents
Custom Availability	✓	✓	✓
Automatic Reminders	✓	✓	✓
Class Bookings	X	✓	✓
Resource Management	X	X	✓
Team Permissions	X	X	✓

services you provide. There are automatic reminders via text and email for your clients, clients can set up recurring appointments and you get a booking website at no added charge. The only thing you pay for is a transaction fee per appointment.

Plus

For \$29 per month per location, the Square Appointments Plus plan includes all the features of the free plan and it supports multiple locations, class bookings and multiple staff appointments. You can also set up a Google calendar sync, employ no-show protection and set a daily appointment limit. It's also at this level that you pay slightly less per transaction (2.5% versus 2.6% for in-person payments).

Premium

The Premium plan from Square Appointments gives you everything in the Plus plan with the addition of resource management and costs \$69 per month per location. You also get team management features including reporting on team sales and labor, flat-rate commissions for staff and multiple wage rates.

Setup and Customization

It's very easy to set up Square Appointments using either a desktop computer or a smartphone. All you need to get started with the free plan or 30-day free trial is an email address, a phone number and a business to run. After you set up your services, you can start adding clients and appointments and add Square Appointments to your social media accounts and Google business listing.

Ease of Use

Square Appointments is instantly intuitive. All the navigation makes sense and there are plenty of setup guides or walk-throughs to help point you in the right direction. Setting appointments, adding new customers and assigning staff members is all point and click.

[Subscribe](#)**Which features are you interested in**

Select all that apply. We will make sure we surface these to you during the setup process.

Book and sell online



Customizable online booking site



Sell products or items (in person or online)



Get paid



Accept payments - credit, debit, invoices and more



Prepayment and no-show protection



Automated reminders and confirmations

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A setup screen with the features you can choose for your Square Appointments account.

Security

Square offers secure ways for you to use its products and services without worry. For your business account, you can add a POS passcode that's required to access the point of sale. Two-step verification (also known as two-factor authentication, or 2FA) is another layer of security for your account so no one else has access.

Personal POS Passcode for Pampered Paws

Your personal POS passcode is used to log in and clock in on the Pampered Paws point of sale. Please don't share this passcode with anyone.

[Add passcode](#)**2-step verification** Recommended

An extra layer to boost your Square account security. A verification code will be required in addition to your password each time you sign in. [Learn more](#)

[Enable](#)**Security****Ways to verify it's you**

Square can contact you if there's unusual activity in your account, help you access and recover your account, and more.

[Manage ways to verify it's you](#)**Forbes** ADVISOR

Security features for a Square Appointments account includes two-step verification and a personal point-of-sale passcode.

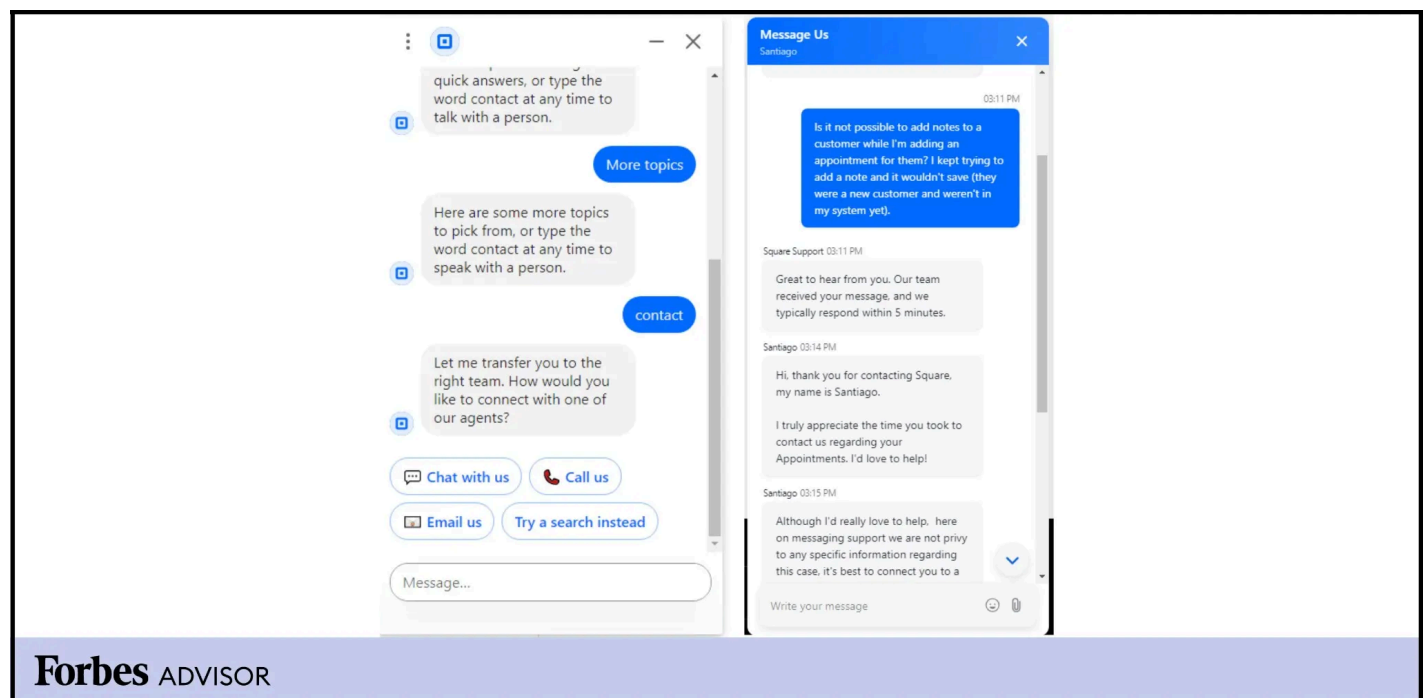
You can also expect the highest level of security for payment data. Square uses a tokenization system for transactions, so nothing goes unencrypted. Card data for no-show protection is removed 14 days after a booking date and they can only be charged a specific cancellation fee.

about.

Customer Service and Support

You can use the myriad of help articles, walk-through guides and seller forums in Square's Support Center to find answers to your questions on your own. Otherwise, Square offers email, live chat and phone support with hours from 6 a.m. to 6 p.m. PT Monday through Friday.

Square improved its customer support experience recently, so now it's even easier to connect with a representative by phone or live chat. When we contacted customer support through the live chat option, we were given a wait time of five minutes. It only took three minutes for a representative to respond. Although the agent wasn't able to answer our question, they did give a phone number for a more specialized team.



Shows the wait time for a live chat representative and the resulting conversation.

Additional Features

Not all scheduling apps offer features to help you fully run your business. With Square Appointments, you can sell services and products, handle no-show protection and market your business to customers.

Payment Options

Square Appointments offers an easy way for you to accept payments from clients with its built-in POS system you can use for payments online. You can also get a card reader from Square to take in-person payments for a flat-rate transaction fee. Additionally, Square Appointments includes an invoicing option, Cash App payments, electronic and in-person gift cards and Afterpay.

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than Square’s typical transaction costs, but using Arterpay allows you to charge more while offering clients more flexibility in how they pay (without adding interest).

Marketing

There are some included marketing features you can use in Square Appointments with no added charge. There’s in-app messaging that allows you to connect with customers one-on-one (and them with you)—you can even send them coupons. You can also see customers’ service purchase history, which gives you insight into customer satisfaction and frequency of visits. For true marketing features, you would need to subscribe to Square Marketing.

Software Integrations

Square doesn’t offer a ton of integrations for its booking app, but there are some vital ones you may need. You can add on more than two dozen apps to extend Square Appointments’ functionality. There are time tracking apps, marketing software, accounting apps and e-commerce platforms, for example.

Reporting and Analytics

With Square Appointments, you can run several types of reports that show you how well you’re doing with sales, but also appointments. Analytics are built in and in real time, so you can see upcoming appointments, no-show frequency and predictions on when a client may need to book with you again based on past actions.

No-Show Protection

Sometimes clients book services and need to cancel, which is lost money for a business if they can’t quickly book another client for that time slot. To combat this, the paid plans for Square Appointments include no-show protection in which a client must add a credit card to pay for cancellations, based on your cancellation policy. There has been past controversy and confusion regarding this feature.

Clients can add a card on file to pay for future purchases and appointments, which they can remove at any time. However, no-show protection holds a card on file for up to 14 days after an appointment and can only be used for charges related to cancellations. Therefore, clients will be charged if they cancel an appointment and you’re using no-show protection.

Square Appointments Alternatives and How They Compare

	Square Appointments	Setmore	Calendly	Zoho Bookings
Rating	★★★★★	★★★★☆	★★★★☆	★★★★☆
Free Plan	✓	✓	✓	✓
Starting Price	\$29 per location per month	\$5 per user per month	\$10 per user per month	\$6 per user per month

Calendar Sync	Yes, paid plan	Yes, paid plan	Yes, all plans	Yes, all plans
Automatic Notifications	✓	✓	✓	✓
Client Portal	✓	✓	X	✓
Booking Page	✓	✓	✓	✓
Software Integrations	✓	✓	✓	✓
Read Reviews	–	Read Setmore Review	Read Calendly Review	–

When comparing Square Appointments to other scheduling apps it's clear that it's the more expensive choice at first glance. However, there are no per-user fees, so it could be a more affordable option for some businesses. Below is a closer look at the scheduling app and how it fares against some decent Square Appointments alternatives.

Square Appointments vs. Setmore

In many ways, Square Appointments and Setmore are similar: You get a booking page, the apps send automatic reminders of appointments and you can set up recurring appointments. Both scheduling apps allow you to accept payments, but Setmore allows this through a third-party integration. This is less convenient but if you have an established business, it could be a more cost-effective option than using Square.

Square Appointments vs. Calendly

Although you can use Square Appointments and Calendly in the same fashion, they're kind of made for different industries. Calendly offers a scheduling page on which you can add your branding and then share with clients so they can book time with you. However, it's more suited to online meetings for demos and interviews. You can accept payments via a PayPal or Stripe integration with Calendly, but it's more seamless with Square Appointments' built-in payment processor. Also, Square Appointments offers a client portal, so customers can manage their profiles, appointments and add a card on file; Calendly doesn't have a client portal.

Square Appointments vs. Zoho Bookings

Zoho Bookings has a leg up on Square Appointments when it comes to the free plan. You can sync your scheduling app with Google Calendar with Zoho Bookings' free plan, but Square requires you to have a paid plan for that feature. Both apps can be used for booking appointments, but they're also both suited for the ecosystems they already have. So, if you're a Zoho user, it may make more sense to use Zoho Bookings for appointments, just as it makes more sense to use Square Appointments if you're already using Square to accept payments.

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Starting Price	Special Offer	Starting Price
\$11 user/month	75% off for 6 months	\$15 p/seat p/m
High-tech	Unlimited Users On All Plans	Free version
AI-powered bill generation, approval, and payment	Yes	Yes
Instant categorization	Free Trial	Key features
Auto-categorize bills based on custom mapping	30 days	Payment links and invoicing, subscription management, revenue reporting

Who Is Square Appointments Best For?

Square Appointments is a great choice for small service-based businesses that need to book clients for appointments or classes, whether they're online or in person. The platform is an all-in-one booking and payment solution, so you can get started right away without having to use multiple services to run your business. The flat-rate transaction fees make it easy to understand how much it costs you to do business, but as you grow it could end up being more expensive than creating an à la carte solution.

Our Expert Take

Overall, we like how easy it is to use Square Appointments for a service-based business. Even the free plan gives you plenty of features to make it viable to connect to your customers, set appointments and take payments. The paid plans offer even better features for protecting your time and business. Also, Square's customer support has improved recently, which is apparent in our own tests and from recent user reviews.

However, Square Appointments requires you to use its payment processing system, so you're stuck paying a flat-rate transaction fee. Also, the platform can be a bit buggy, which can be frustrating at times. The good news is that Square often updates its software, so something that may be an issue for you now is likely to be fixed soon.

Frequently Asked Questions (FAQs)

+ **How do I require a credit card in Square Appointments?**

+ **What is the purpose of appointment reminder systems?**

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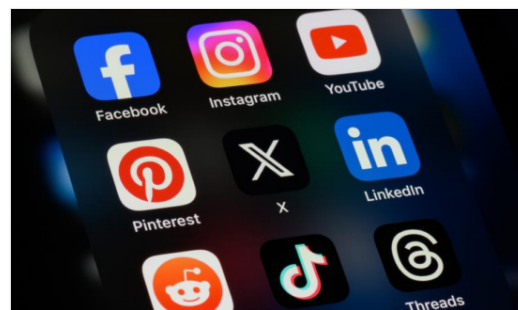
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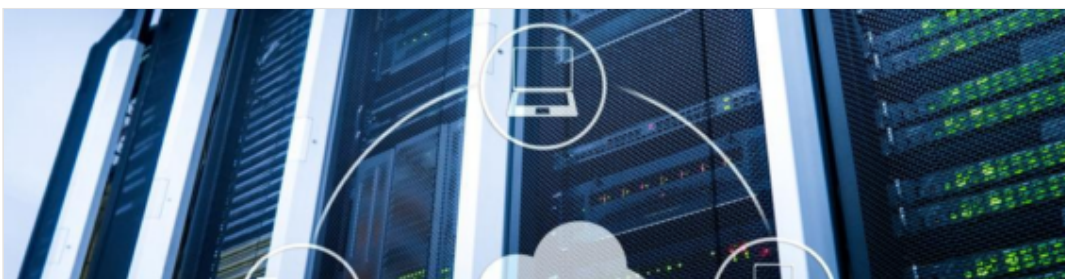
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