The PMS Demo Scorecard

30 questions to ask in any vacation rental software demo. Write the three tools you are comparing at the top, then score every answer.

0 = no **1** = partly, or only as a paid add-on **2** = yes, included in the price

Question	Tool A	Tool B	Tool C
1 · CHANNELS AND CALENDAR			
1 Is the Airbnb connection an official API partnership, not just an iCal link?			
2 Are Vrbo and Booking.com also connected by API, with two-way sync of rates, availability and reservations?			
3 How fast does a booking on one channel block the same dates everywhere else? Ask to see it live. (Score 2 if it is instant.)			
4 Can I see every listing on one calendar and change rates or minimum stays in bulk?			
5 If a sync fails, am I alerted right away, and who fixes it?			
2 · GUEST MESSAGING			
6 Is there one inbox for Airbnb, Vrbo, Booking.com, email and text messages?			
7 Can I schedule automatic messages on triggers (booking confirmed, 3 days before check-in, check-out)?			
8 Do messages fill in each listing's details automatically (door code, Wi-Fi, check-in time)?			
9 Is there an AI reply assistant, and can I review its drafts before they are sent?			
3 · CLEANING AND OPERATIONS			
10 Is a cleaning task created automatically for every check-out?			
11 Do cleaners get a mobile app with checklists and photo proof?			
12 Can I assign tasks to staff or vendors and track maintenance requests?			
13 Does it work with the smart locks and noise monitors I already use?			
4 · PRICING AND REVENUE			
14 Does it include dynamic pricing, or connect to PriceLabs, Beyond or Wheelhouse?			

Question	Tool A	Tool B	Tool C
15 Can I set rules for minimum stays, gap nights and last-minute discounts?			
16 Do reports show occupancy, average daily rate and revenue per listing?			
5 · OWNERS AND ACCOUNTING			
17 Does it create owner statements automatically every month?			
18 Does it handle management fees, expenses and owner payouts?			
19 Does it sync with QuickBooks or Xero?			
20 Do owners get their own portal to see bookings and reports?			
6 · DIRECT BOOKINGS AND PAYMENTS			
21 Is a direct booking website included, on my own domain?			
22 What are the payment processing fees, and can I hold security deposits? (Score 2 if the fees are in writing and deposits work.)			
23 Does it handle taxes and guest ID checks on direct bookings?			
7 · CONTRACT AND PRICE			
24 Did they give me a written monthly price for my number of listings, with every add-on I need included?			
25 Is there a setup or onboarding fee? (Score 2 if there is none.)			
26 What is the minimum contract length, and the notice to cancel? (Score 2 for month to month.)			
27 Can I export all my data (reservations, guests, financials) if I leave?			
8 · SUPPORT AND ONBOARDING			
28 Is support available 24/7, and how (chat, phone, email)?			
29 Will a real person migrate my listings and future reservations for me?			
30 How long does onboarding take for a portfolio my size? (Score 2 if they commit to a date.)			
TOTAL (out of 60)			
MONTHLY PRICE QUOTED (not scored: compare it with the totals)			

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