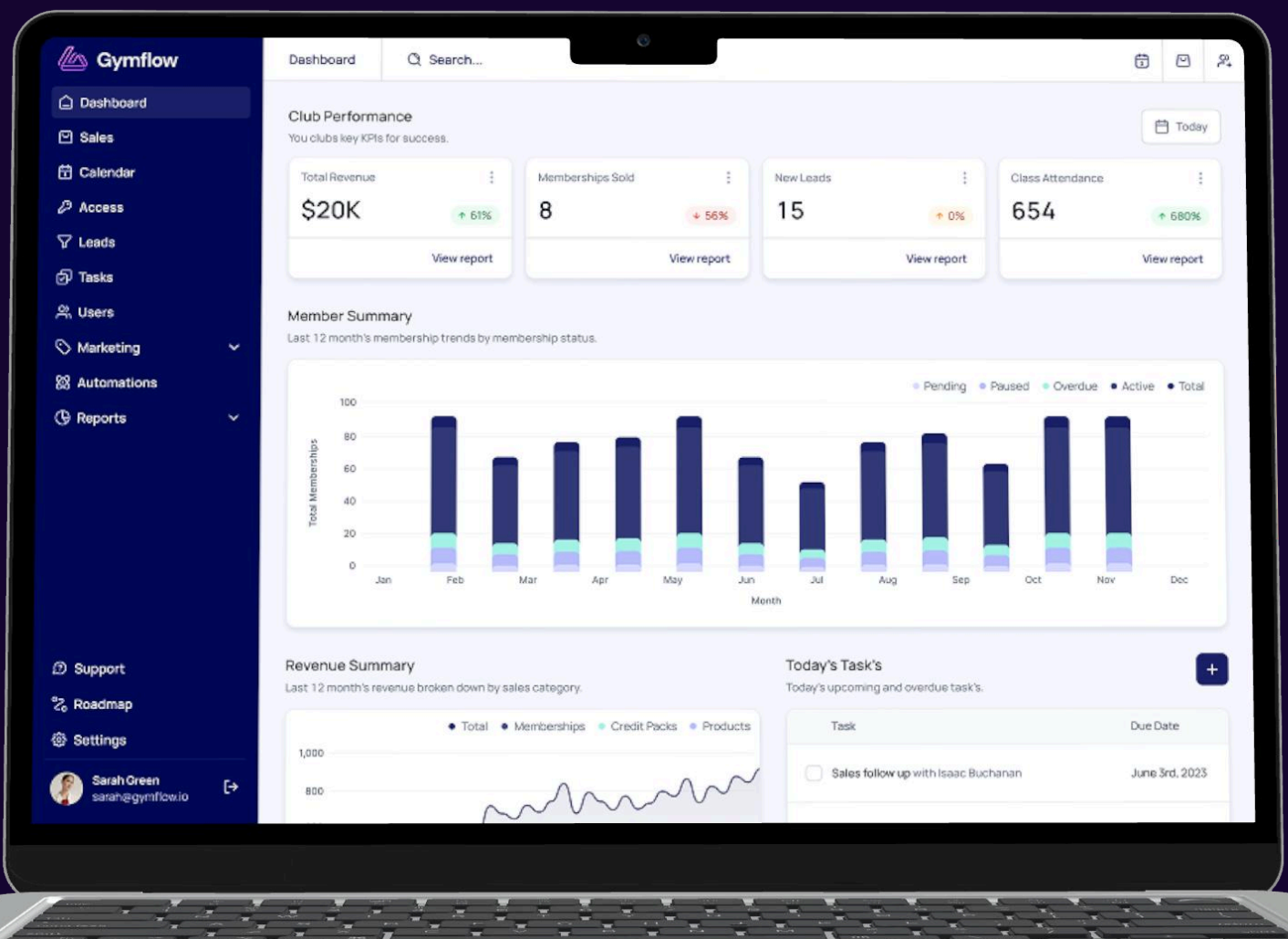




Effortless Gym & Studio Management Software

PRODUCT OVERVIEW – UPDATED OCTOBER 2025



ABOUT US

- Welcome From The Founder
- What Is Gymflow
- Why People Choose Gymflow?

MEMBERS MOBILE APP

- App Features
- Access Control
- Customisation & Branding

STAFF MOBILE APP

- App Features
- Mobile POS Solution
- Business Inbox

SOLUTIONS

- Payments
- Class Booking
- Appointment Bookings
- Door Access Control
- Leads & Promotions
- Reporting & Insights
- Membership Management
- Website Integration

SUPPORT

- Setup, Onboarding & Support
- Migrating to Gymflow
- Success Stories
- Frequently Asked Questions

PRICING

- Pricing Options
- Ready to Take the Next Step?

About Us

**Hi!****I'm Isaac****Founder Of Gymflow.**

After nearly a decade in the fitness industry, scaling 80+ gyms across three countries, I became deeply frustrated with the lack of modern, intuitive software built for fitness businesses. Too many tools slowed us down, created more admin, or were built by people who didn't truly understand how the industry worked.

In 2019 I set about building Gymflow, not just software, but a better partner for fitness businesses around the world.

Our Focus



Ease of use -

We want your customers and team to actually love using their gym software, this is at the heart of every product decision we make.



Support that shows up -

We understand that our software underpins your business, from onboarding to growth, we're here for you.

We're a technology partner.

We're building for the long-term. That means continuous updates and customer-led improvements. Customers can access our publicly available roadmap, vote on what works for them, make new suggestions and participate in the process of developing the best possible tools for their business.

Here's the proof.

On every page of this information pack you'll find a quote from one of our customers from around the world. Verifiable proof that we're on track with our mission and can deliver on our promise.



"Made the change and never looking back. GymFlow is modern, reliable and well suited to running 24 hour gyms."

Alex Weeks • 24fit (10 Locations) • Australia

Capterra Review



Gymflow is the purpose built platform to run your entire fitness business, from lead to check-in.

We automate operations, grow revenue, and deliver seamless experiences. Whether you manage 100 or 10,000 members, Gymflow gives you the tools to scale, without the admin.

Scheduling & Bookings

Class and appointment scheduling, with custom booking rules and automatic check in.

Billing & Member Management

Automated billing, failed payment recovery, Apple Pay & Google Pay and complete self service.

Sales & Marketing

Lead pipelines, trial offers, promotional codes, bulk email and SMS sending.

Access Control & Check Ins

Self service and automation door access and app based member check in.

Website Integration

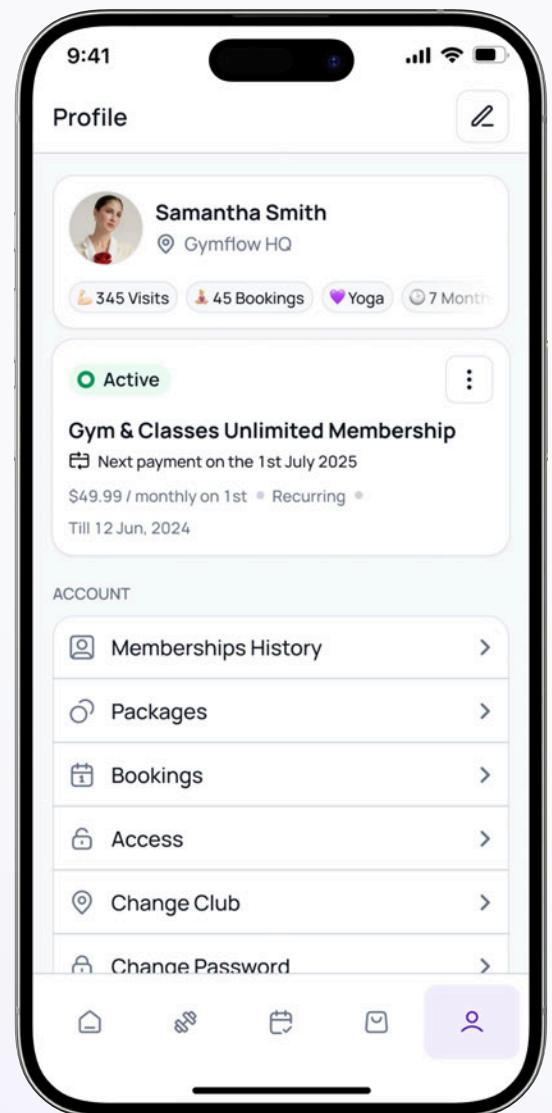
Seamlessly integrated, branded pages for sales, bookings and members areas with a few clicks.

Reporting & Analytics

Live dashboard reporting with comparisons, expanded views, filters and exports.

Staff App

Your entire business on the go, sell, schedule, manage and report on your business.



Members App

True all-in-one, users can register, shop, book, access and manage their account all in app.

"Amazing customer service! Gymflow is a very user friendly gym management software solution for staff and members. "

Chris Beech • Hitsona • United Kindom

G2 Review
★★★★★

Here's why gyms and studios around the world chose Gymflow:

Choosing the right gym management software isn't just about features — it's about finding a platform that truly understands your business, supports your team, and scales with you.

Why Us?



Outstanding user experience

No matter the task we keeps things smooth for your team and your customers to keep them coming back.



Built by industry experts

We've run real gyms, so we get what matters. Gymflow is built by operators, for operators and the details matter.



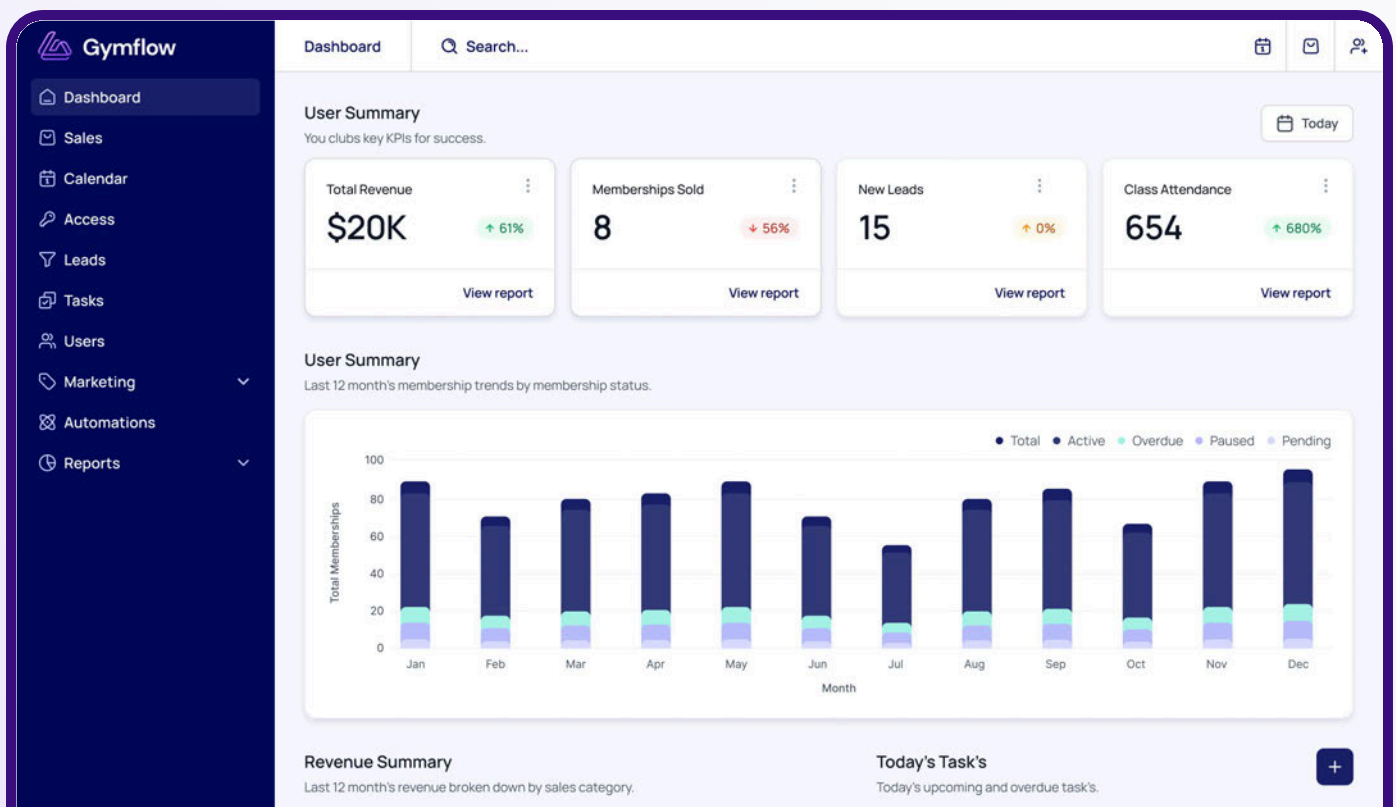
Fair, transparent pricing

No hidden fees or surprise add-ons. Gymflow has clear, flexible pricing with unlimited support and updates always included.



Fast onboarding, done with you

Switching platforms can be tough — so we give you a dedicated onboarding manager to guide you through setup and migration.



"GymFlow Stands Out Above the Competition! Gymflow has excellent customer service, is a quality product, and is priced competitively."

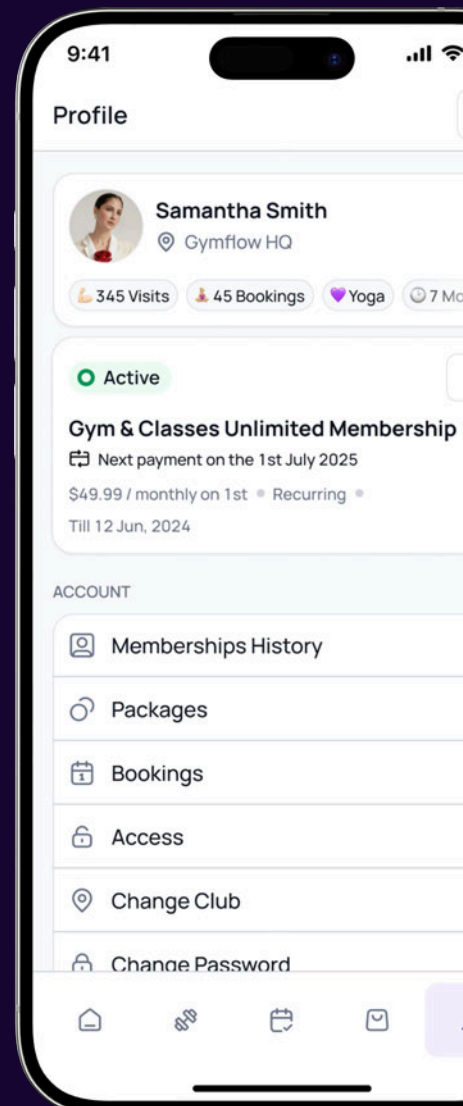
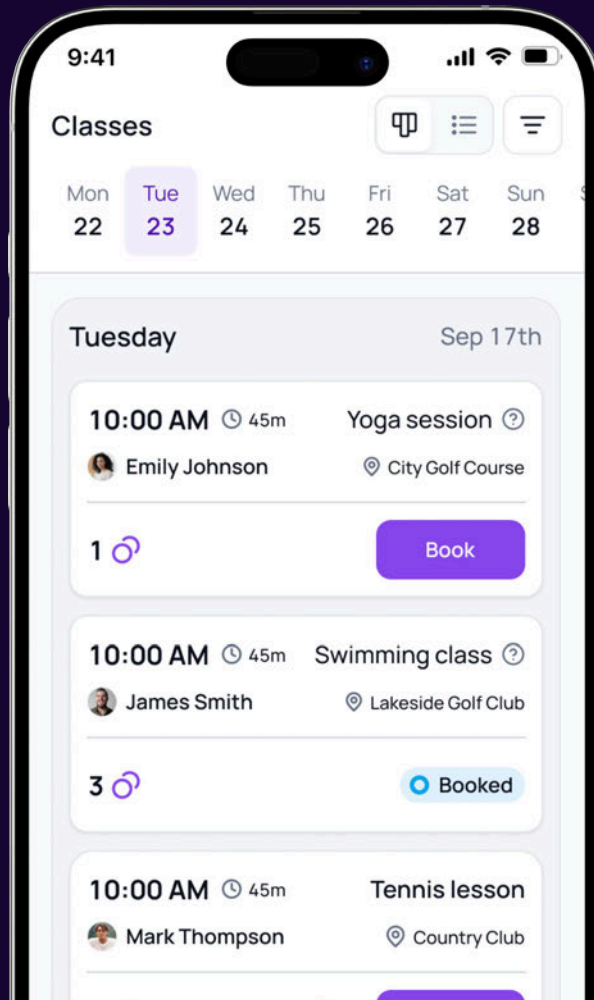
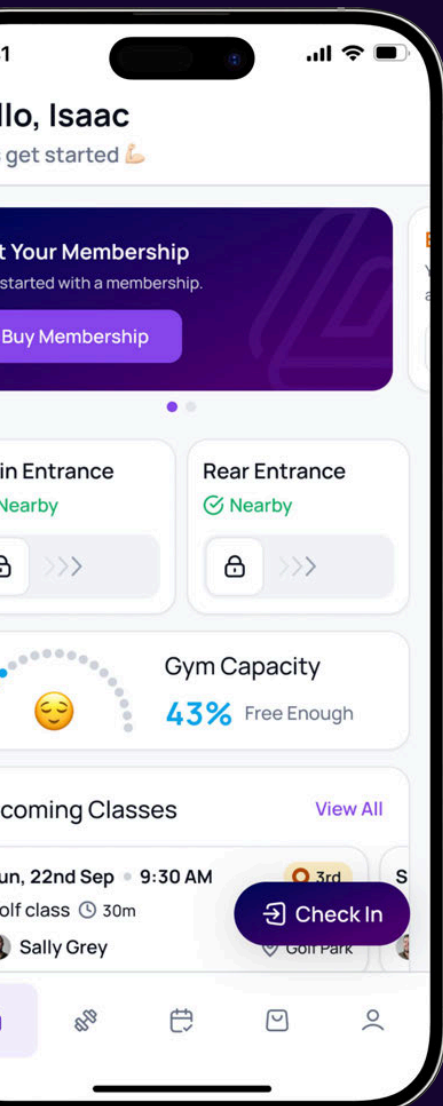
Tammy F • Eden Fitness Studio • United States

Capterra Review





Members Mobile App



Truly all-in-one

Today's gym-goers expect a seamless, mobile-first experience — and Gymflow delivers exactly that. Our member app is designed to reduce admin, improve retention, and give your members everything they need in one place.



Easy to use, designed for everyone

Whether it's their first class or their hundredth, members can book, pay, and manage everything in just a few taps. The interface is clean, fast, and built with real user feedback.



Complete Self-Service

Enable members to, switch plans, update payment info, pause & resume their memberships — all without needing to contact staff and in-line with your clubs rules.



Class Bookings

bookings for group sessions, events and more. See waitlist positions and manage your bookings.



Appointment Bookings

Accept bookings for group sessions, events and more. See waitlist positions and manage your bookings.



Complete Store Front

Offer memberships, passes, class and appointment packages as well as merchandise sales via your shop.



Loyalty & Milestone Tracking

Celebrate progress with automated milestone alerts. Encourage long-term loyalty with small touches that make a big difference.



Built-In Revenue Recovery

Missed payments? No problem. The app automatically prompts members to resolve failed payments in app.



Plus Access Control...

"The best software on the market by a long way. couldn't ask for an easier user friendly system to help us set our gym up. Thank you for the experience."

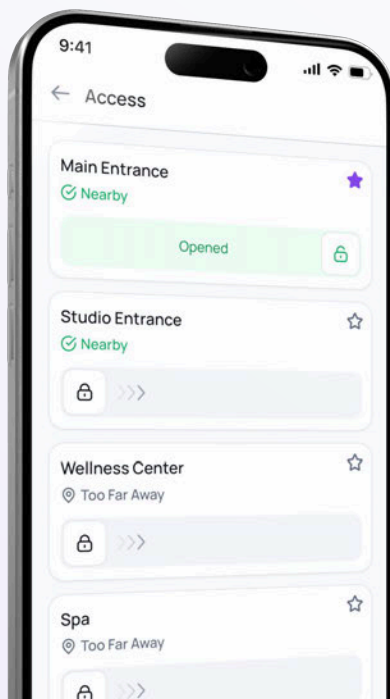
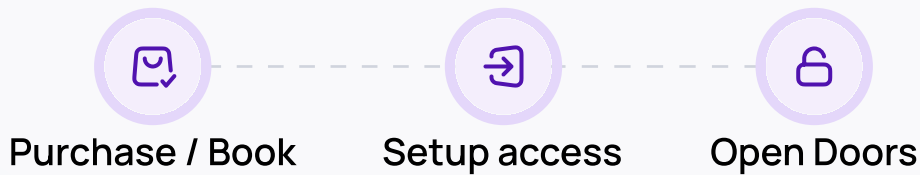
Scott G • Forge Fitness • United Kingdom

Capterra Review



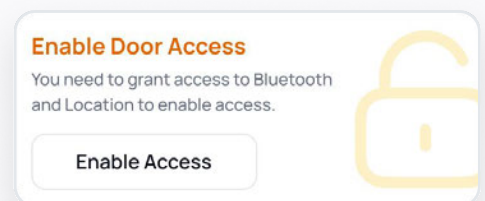
Frictionless from purchase to access

Reduce all barriers to joining your gym and offer a seamless end to end solution for purchases/bookings and physical access, all in the one members app.



Mobile App Access

Allow members or bookers to open the doors to your gym with a single tap, no key fobs or cards required (but still supported).



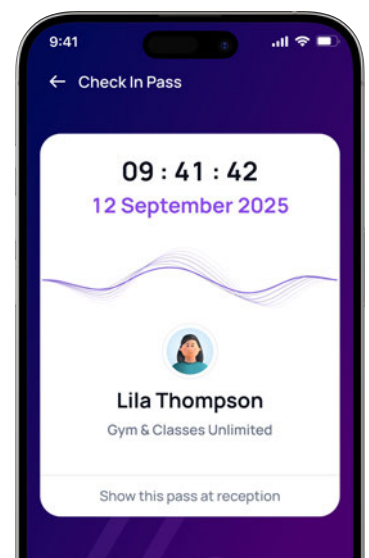
Automatic Attendance Tracking

No matter which method you use - your attendance for their class/appointment will be automatically taken

No Hardware? Use In-App Self Check-In

Gymflow also offers a digital Check-In Pass within the member app – only available to users with an active membership or valid booking.

Members simply check in and present their pass at reception. It's fast, simple and has built in fraud protection.



"So helpful, the team really care about your business and whats best for you. Really quick and reactive to find a solution thats best for your business."

India Kelly • Studio Libre • United Kingdom

G2 Review
★★★★★



Fully Brandable App

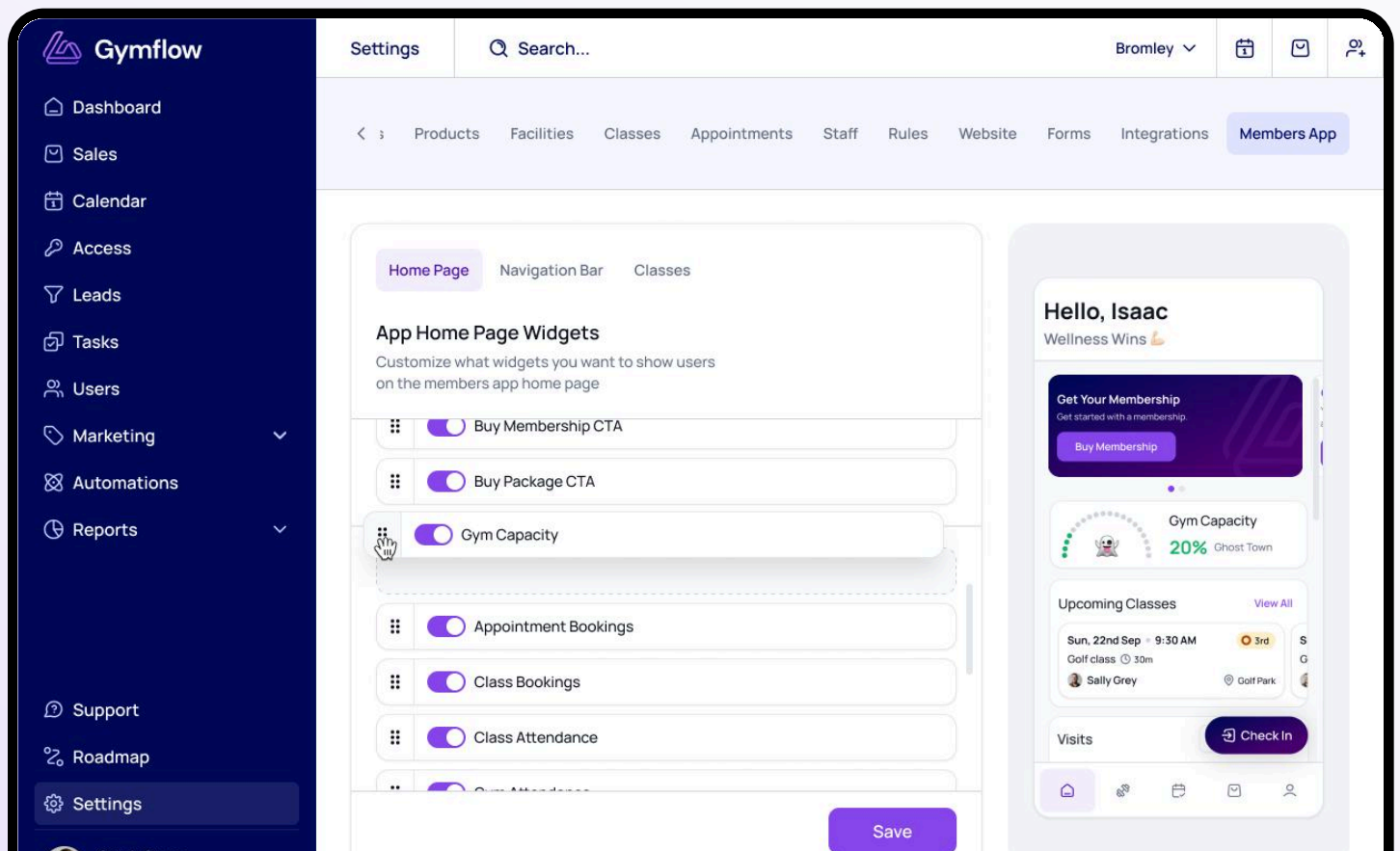


Make your brand the hero
put your logo, colours, and tone front
and center. building trust and recognition.



Next Level Customisation

Customise your clubs mobile app to suit your business and focus on what matters for you. Ensure you members see what you need them to for the best possible experience. Changes are live in your app instantly, no other platform can give you this level of customisation out of the box.



"The best customer service! I could not have asked for a smoother set up."

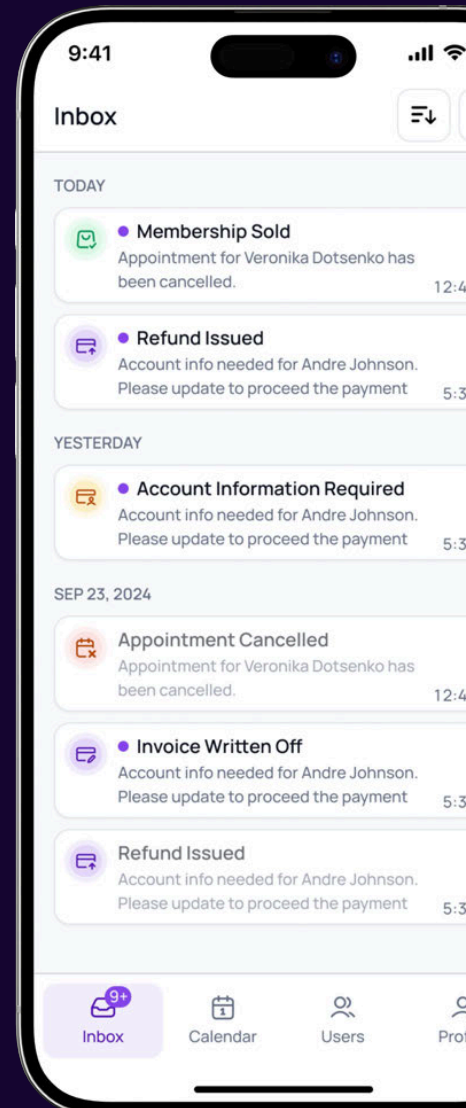
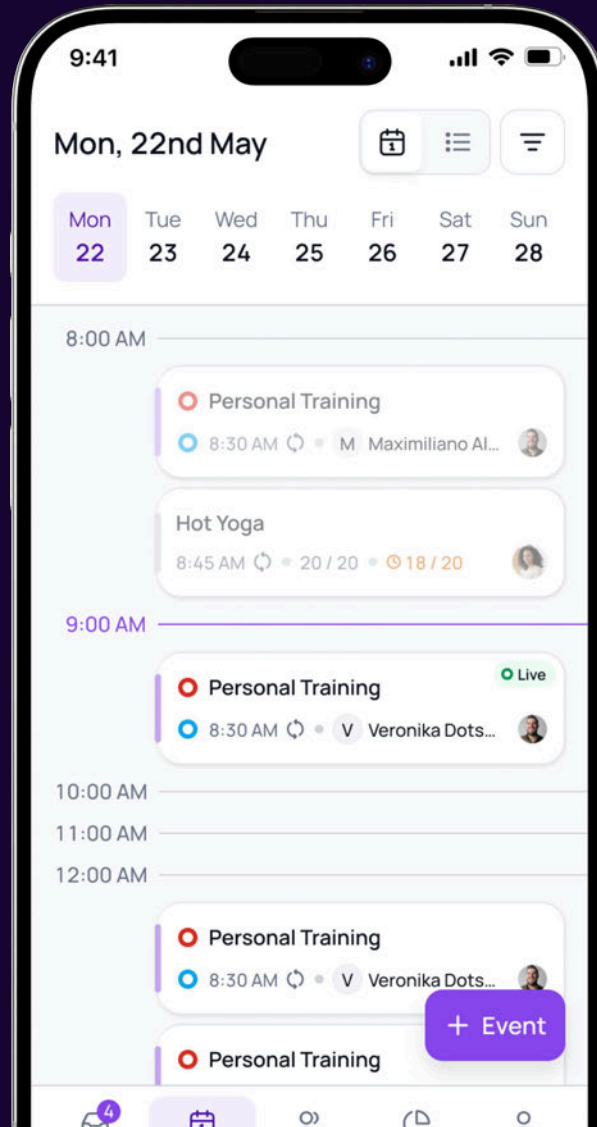
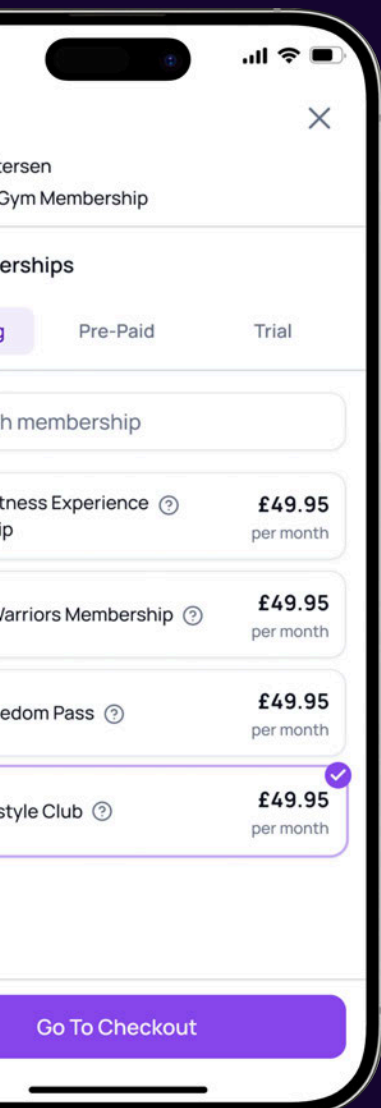
G2 Review



Janna M • Gainesville Barbell • United States



Staff Mobile App



The Staff App

We live in world on the go, once you have setup your Gymflow account manage your entire day to day on the go directly from our staff mobile app. Perfect for trainers, managers and owners with different features available for each user.

Appointment & Class Management

Staff can make and view schedules, check in attendees, manage bookings, and make real-time updates – all through the app. No more paper lists or manual tracking.

Complete Client Management

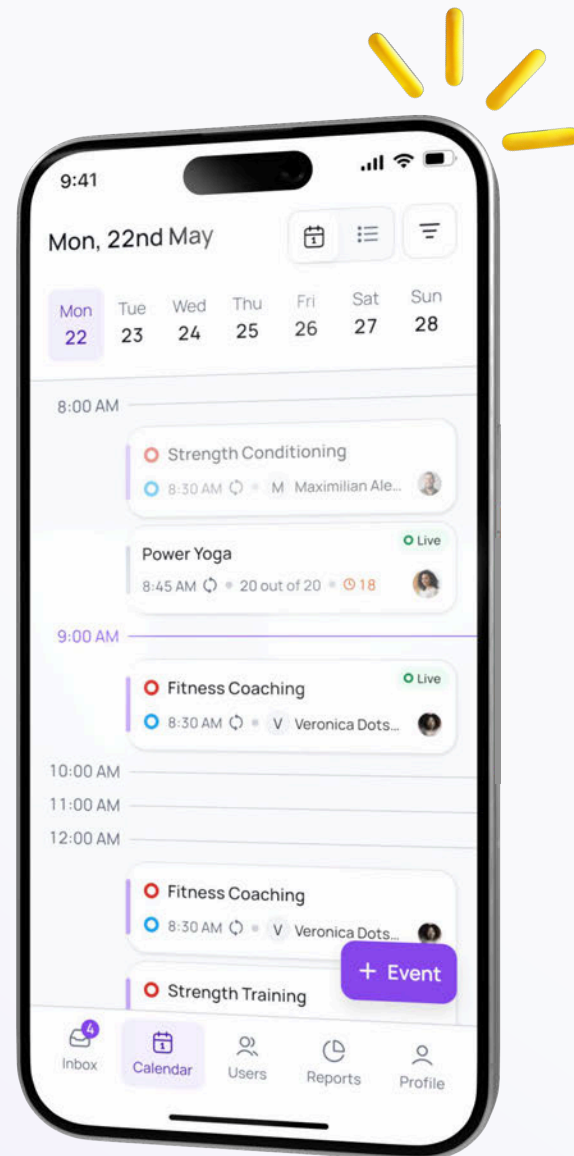
Staff can create or search for any client, view their memberships, bookings, notes, and billing details – and update them on the spot. Perfect for fast support.

Owner Dashboard

As an owner or manager, you'll get the full picture at a glance. See team performance, class occupancy, revenue trends, and task progress –all from your mobile.

Task Assignment & Management

Create, assign, and track tasks across your team. Whether it's a follow-up with a lead or a birthday shoutout for a loyal member, nothing slips through the cracks.



Plus coming soon



"If you have a gym you need this software. It's a no brainer for gym owners. I love the simplicity and admin interface that allows me to be efficient."

Jose H • Pura Vida • United States

G2 Review
★★★★★

Sell From Anywhere

The ultimate mobile point of sales solution, anyone with the staff app can process sales for your business. Whether it's on the gym floor, at an offsite event or for a mobile bootcamp. You're never more than a few taps away from collecting sales for your business.



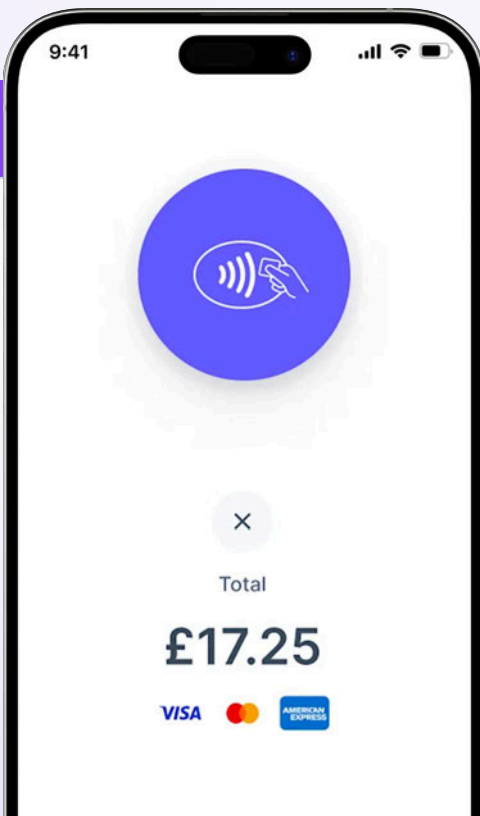
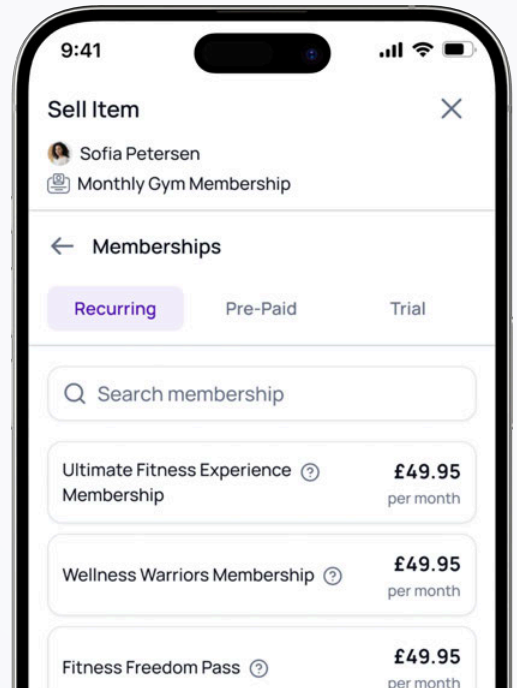
Sell Everything

Process new membership sign ups, packages and sell your merchandise all on the go.



Register New Clients

Client not in the system yet? No problem, quickly add new client accounts on the go.



COMING SOON COMING SOON COMING SOON COMING SOON



Accept Contactless Payments

Accept contactless payments directly from the mobile app, no additional hardware required.

"Happy Customers! Excellent training and customer service. Always prompt and helpful Easy system and they keep listening to their customers."

Holly B • Baynes Body Building • United States

Capterra Review



Your Business Inbox

Stay up to date with everything that is happening in your business. Get customised alerts for everything happening in your business, tailored just for you. Never miss an important alert, task, sale and more.

SOON COMING SOON COMING SOON COMING SOON COMING SOON COMING SOON COMING SOON

Track Everything

Track sales, refunds, sign ups, bookings, payments activity, tasks and loads more. Give yourself one place to keep your finger on the pulse of your business.

Customise Alerts

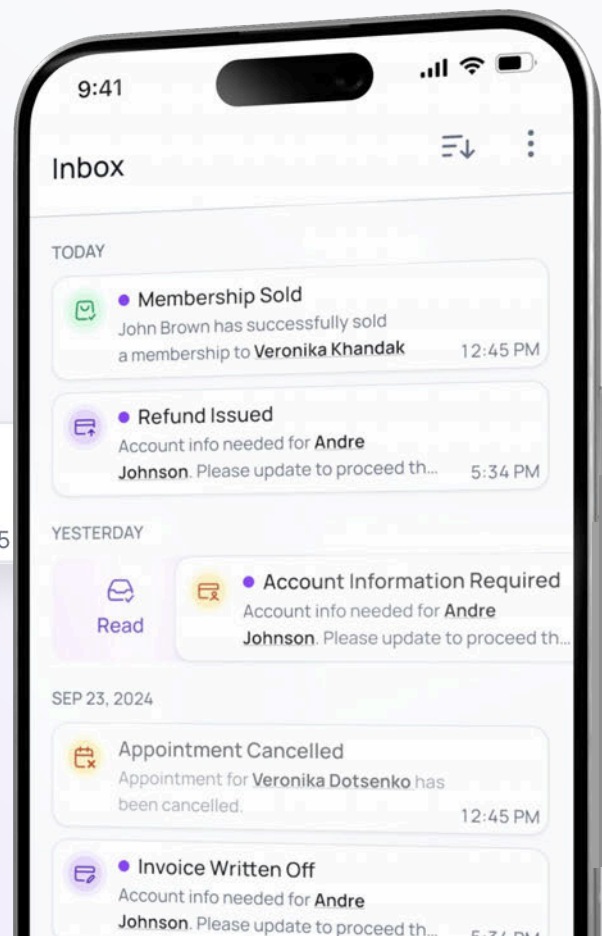
You're in control, only get alerts for what you want to stay up to date with, never get notified for anything that is

Push Notifications

Optionally, get alerted via the app so you never miss anything important related to your business.

 **Membership Sold**
Membership was sold successfully for **John Brown** 12:45

 **Refund Issued**
Money were refunded successfully to **John Brown** 5:34 PM



"Gymflow provides seamless functionality combined with awesome support.
The app looks great and is seamless to use."

Nirav I • Everydai Performance • Australia

Capterra Review
★★★★★

Solutions

Your Solution To Selling Anywhere

Offering all of the most popular payment options so you can capture sales anytime, anywhere from any customer. Ensure get the deal is always friction free.

All Major Payment Methods

- Apple Pay & Google Pay
- Direct Debit & Bank Payments (ACH, Bacs, SEPA, etc.)
- All Major Credit & Debit Cards

Your members choose what's convenient for them – and you get paid reliably.

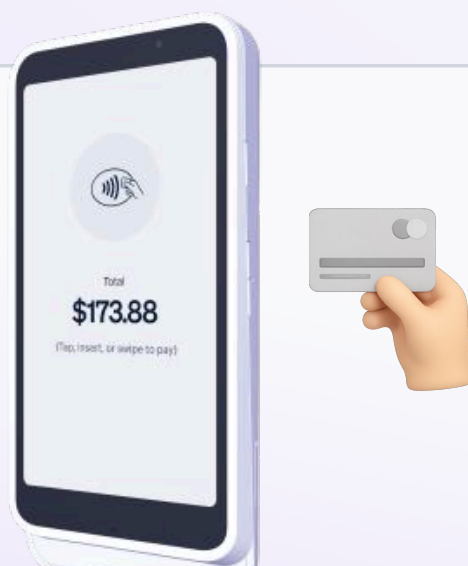
Point of Sale Payments

Sell memberships, class packs, merchandise, or one-off items directly through Gymflow's built-in POS tools.

In-person (cash, cheque, bank/app transfers), card-on-file or mobile wallet with saved payment methods

Industry-Leading Low Processing Fees

We use Stripe to power our payments and unlike other providers DO NOT mark up or add margin to processing fees. You get the best marketing leading rates from stripe. To view rates for your country see the pricing page.



Integrated Payments Terminal

Accept contactless payments via terminal or our Staff Mobile app.

"Gymflow has been a great change to my business, they are unbelievably helpful and great to work with."

Cody B • Full Circle Function & Fitness • United States

G2 Review
★★★★★

Simplify Scheduling & Bookings For Your Team

Easily build your recurring class schedule, make it public and watch the bookings roll in. Optimise bookings with custom booking rules and earn money when customer break the rules.

Waitlists That Work

When a class is full, members can join a waitlist. As soon as someone cancels, Gymflow automatically fills the spot – and notifies the next person in line.

Self Check In

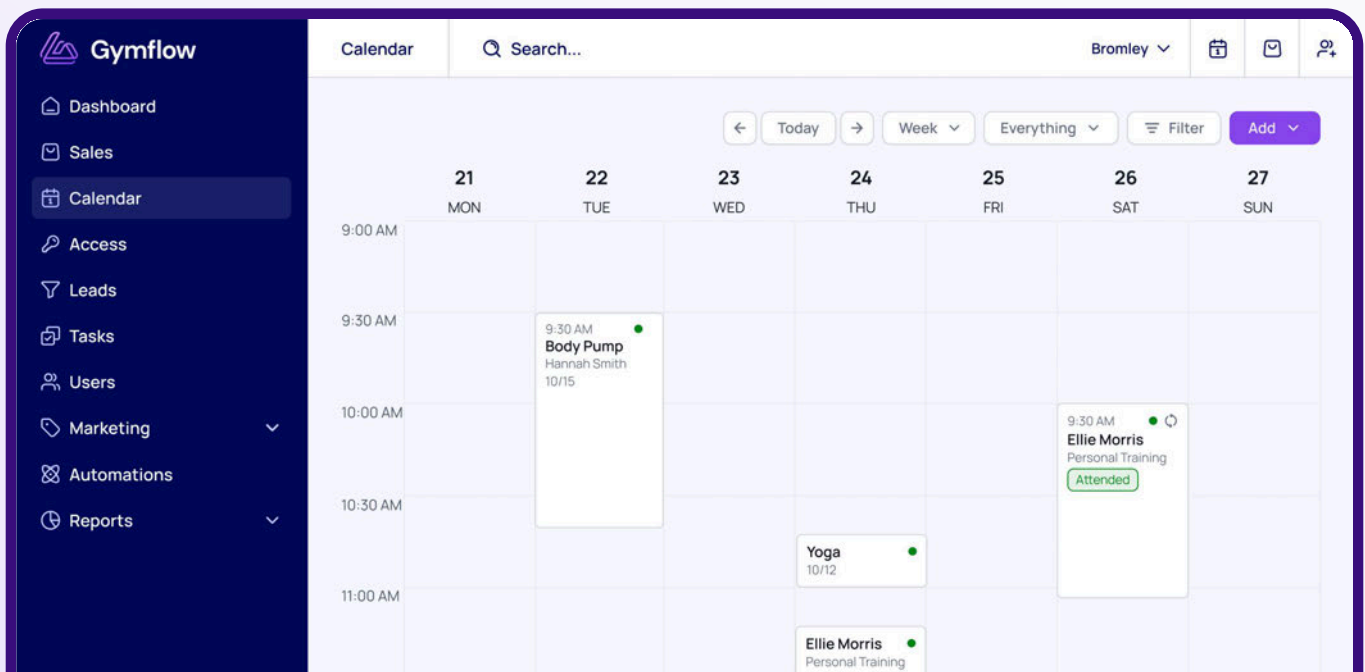
Take attendance with ease with out self check in Kiosk for any iPad or Tablet. Or go hardware free and enable in App check in via the members app.

No-Show & Late Cancel Fees

Protect your revenue and fill more classes. Automatically apply late cancel or no-show fees based on your rules – and collect them in-app with no staff involvement.

Custom Booking Rules

Control how and when members can book based on the event type. From booking limits, to cancellation notice periods, you're in charge of how members book with your business.



"Amazing gym management software! Easy to navigate and use. I love the simple design."

Jacques K • Just Move Daily • United Kingdom

G2 Review
★★★★★

Enable Private Sessions or Court/Room Bookings

Easily build your recurring class schedule, make it public and watch the bookings roll in. Optimise bookings with custom booking rules and earn money when customer break the rules.

Availability Management

Staff can manage their availability on the go via the Staff Mobile app. Easily block times they are un-available and modify their regular shift times.

Court & Room Bookings

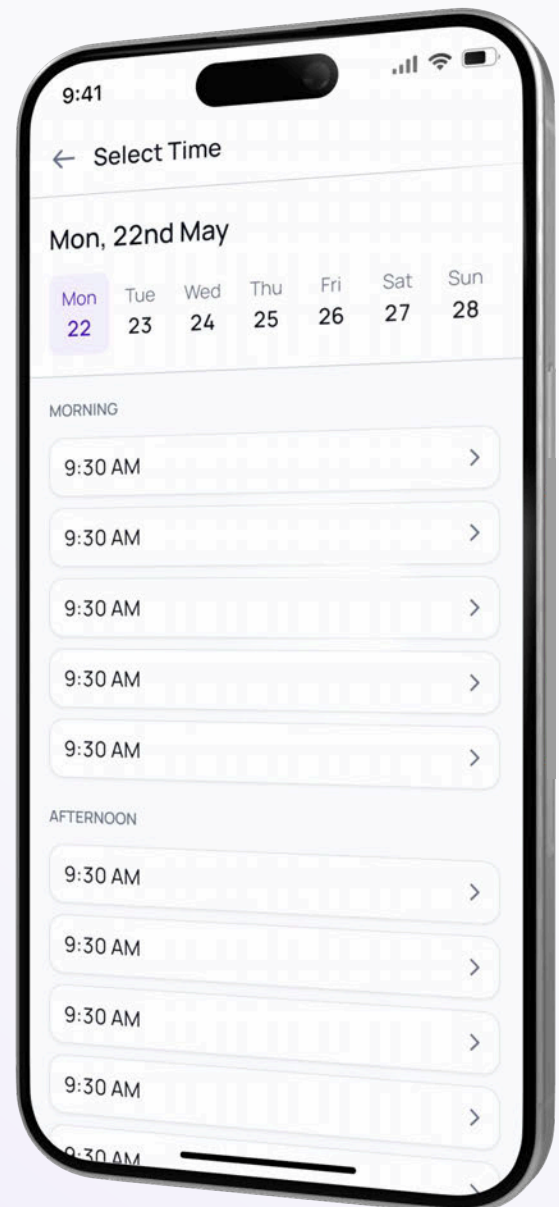
Rent out courts and rooms to members and non-members. Set custom pricing, booking windows, and rules for each space.

Grant Access For Bookings

Allow clients with bookings to open doors and access your space automatically via the members app with one of our door access control partners.

Resource Management

Allow bookings only when two specified resources are available e.g Lesson with the coach is only possible if a court is free to ensure you can always fulfil your sessions.



"Gymflow is more than SaaS, they're a partner. Incredible, I really feel like they are part of my team instead of just a service."

Zoe Y • Mystic Fitness • United States

Capterra Review



Access Control, Fully Automated

Fully automate access to your gym, studio, or fitness club. Customers can sign up/book and access your facility instantly without the need for staff.

⇒ Customisable Access Levels

Create custom access rules for different membership levels – like off-peak or weekends-only – and apply them automatically.

⇒ Access For Bookings

Allow access only with valid booking – ideal for classes, appointments, court or other space reservations.

⇒ App Based Access

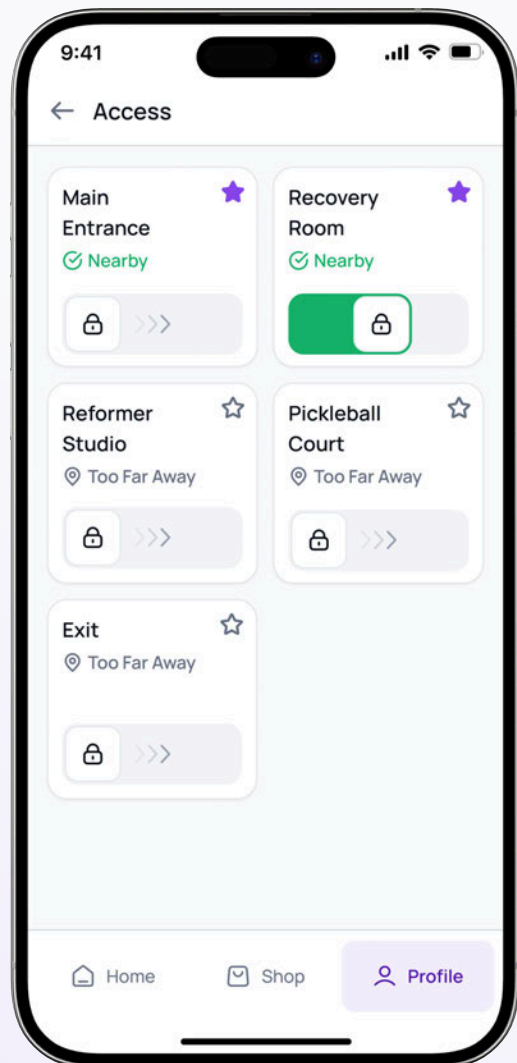
Members can unlock doors directly from the members app without any additional assistance, or you can still assign a key card if you prefer.

⇒ Self-Service Re-Entry

If access is denied due to a missed payment, members are prompted in-app to resolve the issue – once they do, access is instantly restored.

⇒ Automatic Check Ins

When opening the door, members are automatically checked into the club and any bookings at a similar time.



"Best gym software in the business! Gymflow was a life saver for our gym!
We're able to generate revenue without having to staff our gyms."

Hannah D • Iron House Fitness • United States

G2 Review
★★★★★

Turn interest into action.

Gymflow gives you the tools to capture leads, follow up at the right time, and re-engage past members – all without juggling multiple systems. Everything you need to grow your membership base is built right in.

Sales Pipelines

Track every lead from enquiry to sign-up with custom stages and clear visuals.

Follow Up Tasks

Create task so you never forget to follow up a lead or clients next action.

Activity Notes

Add clear notes to leads and client profiles so your team are on the same page.

Promo Codes & Offers

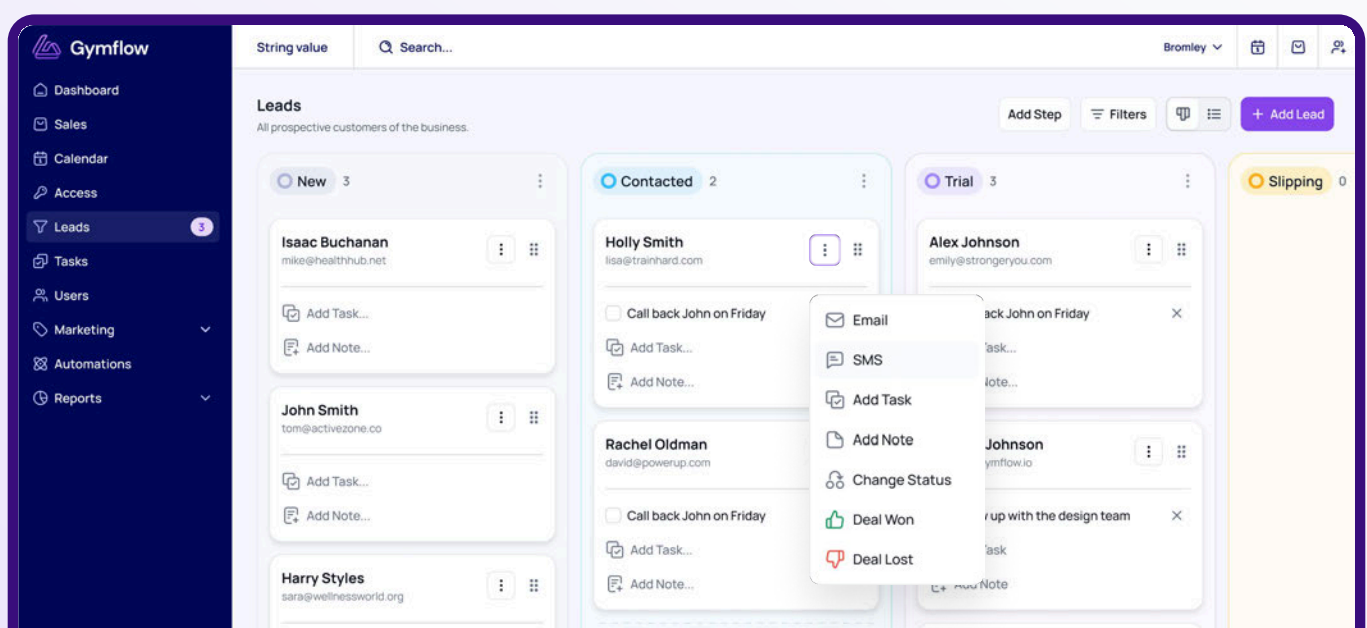
Create and track promo codes to drive sign-ups and measure marketing impact.

Email Campaigns

Launch targeted emails using templates and smart segments to boost engagement.

SMS Campaigns

Send quick, effective texts for reminders, offers, or time-sensitive promos.



"Clean and simple to use. Reports section is very helpful - as well i like the web integration and how good this looks from a users perspective"

G2 Review
★★★★★

Faaris M • REGEN London (2 Sites) • United Kingdom

Detailed Analysis without the complexity

Know what's happening in your business – without digging for it. Gymflow gives you clear, live, and fully exportable reporting across every part of your gym's operations, so you can make smarter decisions, faster.

Live Dashboards

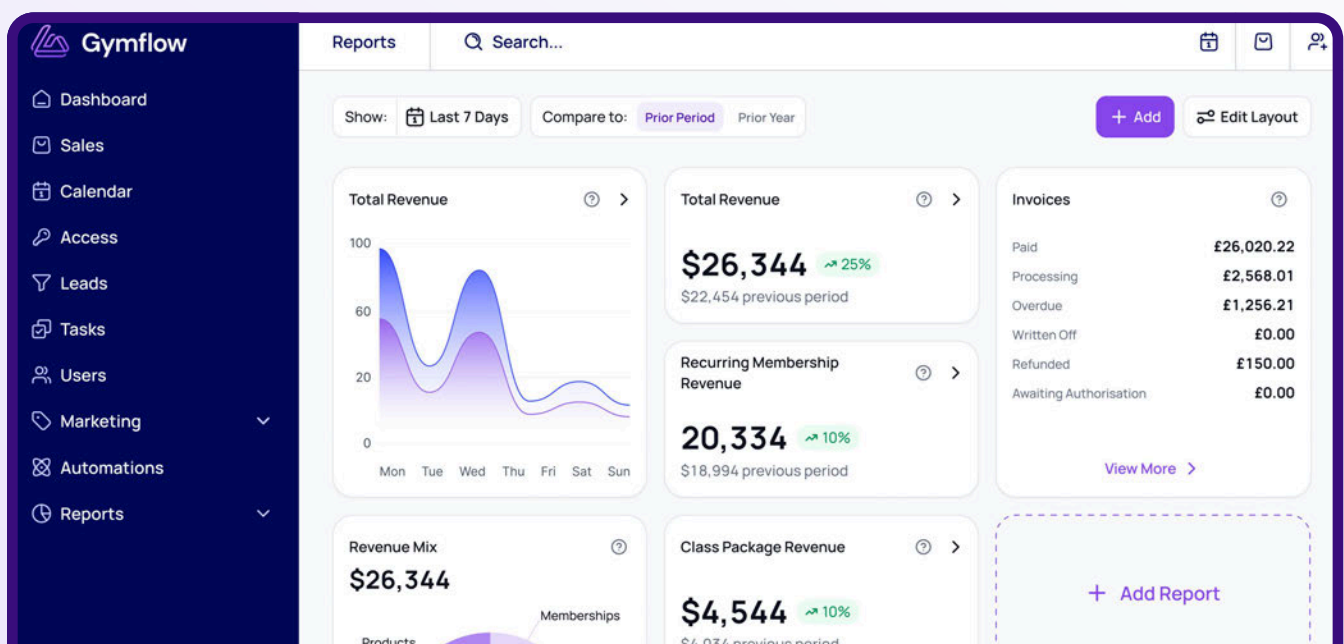
No more waiting for data to sync. Gymflow's dashboards update in real time, giving you instant visibility into bookings, revenue, member activity, lead performance, attendance, and more.

Export to Excel in One Click

Need to share reports with your accountant, manager, or investor? Every report can be exported to Excel or CSV in seconds – clean, complete, and ready to use.

Customisable Filters

Drill down into the data that matters. Apply filters by location, membership type, class, date range, staff member, and more – so you can focus on what's relevant to your business.



"Simple, elegant experience. I appreciate the interface of the dashboard."

Capterra Review



Member Management Made Easy

Action changes to members accounts with easy, empower staff to manage accounts or go completely self service and allow members to mange their own account.

Automated Billing & Failed Payment Recovery


Bill members on any schedule – weekly, fortnightly, monthly, with full support for pro-rata charges, upgrades, and trial periods. If a payment fails, Gymflow automatically notifies the member, retries the charge. Members can update their payment details and pay instantly through the app.

Self-Service Membership Management


Enable members manage their own subscriptions directly in the app – pause, resume, cancel, upgrade, or downgrade with just a few taps. Setup your on rules on how much notice you required for changes. Contract periods are always respected and cancellation only allowed if permitted.


Members Only Pricing


Build loyalty by offering your members exclusive pricing on any product or service using our members only pricing feature. Members see their savings every time they purchase and non members see the potential savings to encourage membership purchases.



Retries information
 Last retried 20 min ago


Next auto retry:	June 18th
Auto retry limit:	1 / 4
Total retries:	1


 Collect Manually


 View Terms


 Payment Method
 Ending in 1234 >


 Change Membership

 Pause Membership

 Cancel Membership

 Active



Gym & Classes Unlimited Membership
 Next payment on the 1st July 2025
 \$49.99 / monthly on 1st • Recurring •
 Till 12 Jun, 2024

"Simple, elegant experience. I appreciate the interface of the dashboard."

Capterra Review



Get Sales & Bookings Online

Convert clicks into clients with Gymflow's web tools.
Easily embed schedules or share booking links to connect your site and socials with your system.

Custom Branding

Your brand is always front and centre, add your logos, fonts and colours to match your brand in every single way. Choose from light mode and dark modes.

Website Integration

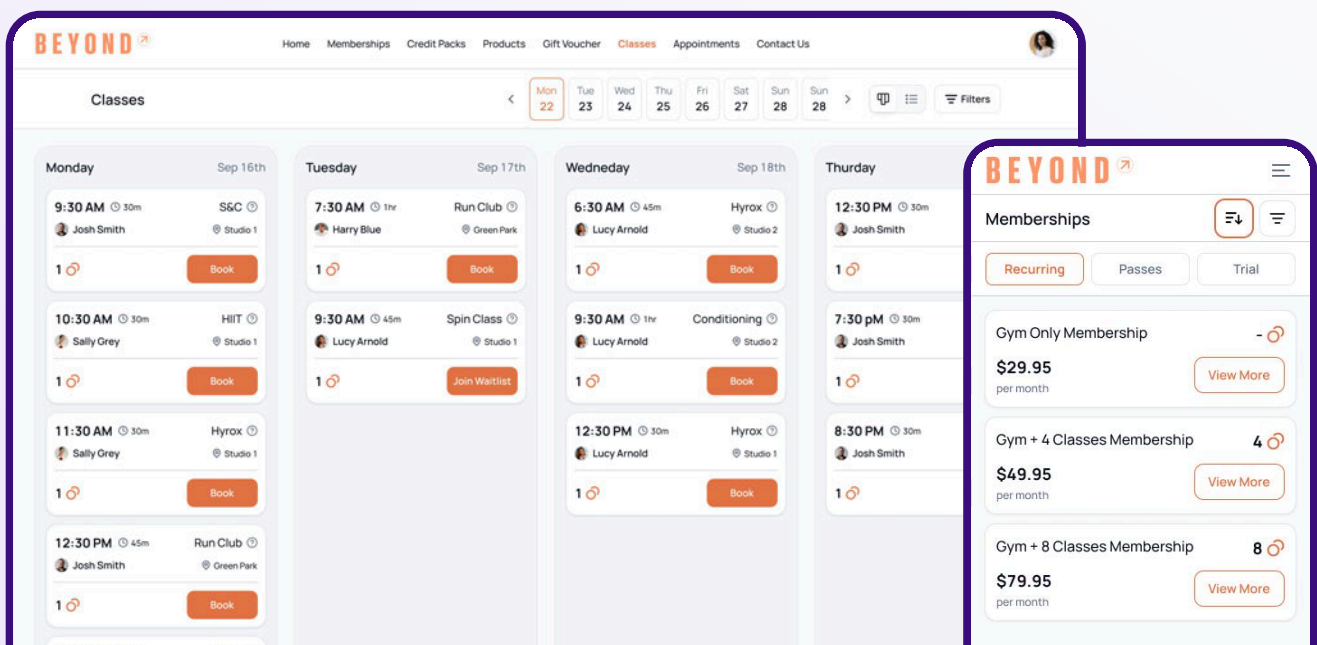
Embed or Link your membership, packages, schedules and forms onto your existing website for a seamless sign up and booking experience.

Purchase & Booking Links

Create direct purchase links for any membership, session pack, or retail item — perfect for one-click promotions on landing pages, in emails, or across your ad campaigns.

Member Portal

Give members a place to manage their account, bookings, payments and more from your website with a single link. The ultimate ease for the member.



"Simple and intuitive software, fast and reliable support staff. I love the access integration and mobile apps."

David • Azure Fitness Santa Monica • United States

G2 Review
★★★★★

Support

We're ready to support you

Getting started with gym software can feel like a big task – but with Gymflow, it isn't. From your very first day, we're here to get you live quickly and support you every step of the way.

▶ Get Started the Same Day

You can begin setting up your Gymflow account on day one. Our tools and onboarding workflows are designed to get you operational fast – without waiting for account approvals or setup calls.

📱 In-App Onboarding Tools

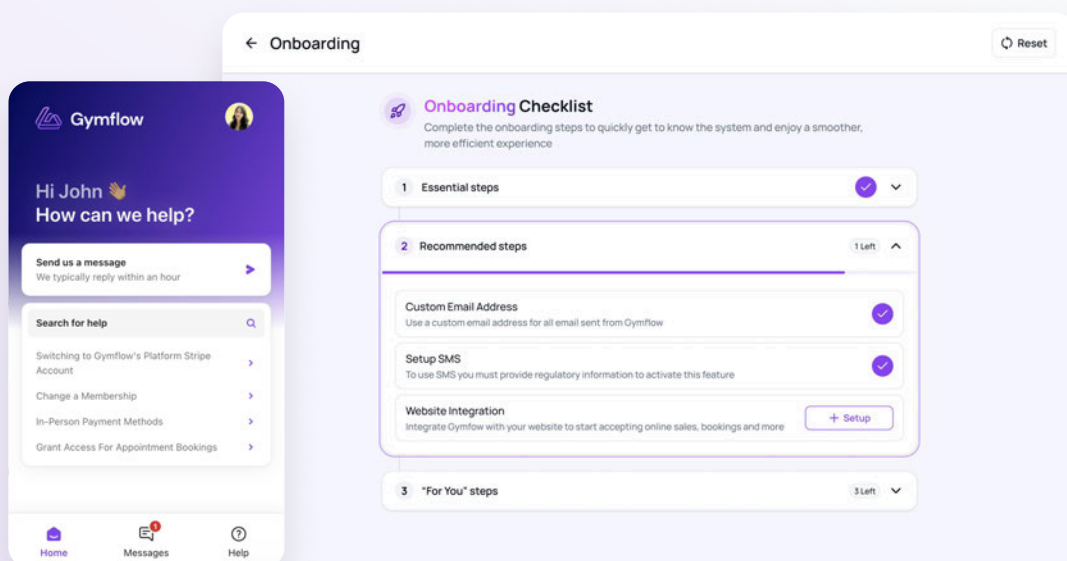
Follow a guided setup checklist directly inside the platform, covering everything from schedules and memberships to payment configuration and branding.

🎯 Live Onboarding With an Expert

Every new Gymflow customer gets a 1-on-1 video onboarding session with a dedicated setup specialist. We walk you through the platform, answer questions, and help tailor it to your specific business needs.

💬 Unlimited Chat Support, 7 Days a Week

Need help? Our support team is available every day of the week via live chat – right inside the app. Whether it's a quick fix or an in-depth walkthrough, we're here when you need us.



"A great service with a desire to continually improve and work with the customers needs"

Antony T • Hybrid Fitness (4 Locations) • United Kingdom

Capterra Review
★★★★★

We Make Moving Easy

Whether you're coming from another platform or spreadsheets, we'll take care of everything needed to get you up and running.

Full Member Migration

We import all of your users, including:

- All Users
- All Memberships
- PAYG Booking Packages
- All Leads/Prospects

Payment Method Migration






We work with your current provider to:

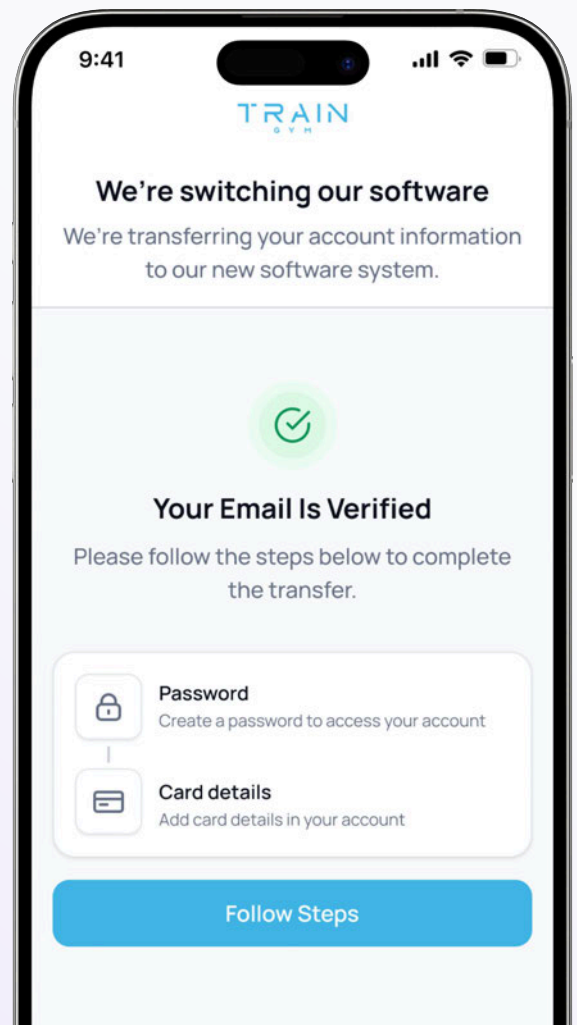
- Securely transfer Debit/Credit cards
- Securely transfer Direct Debit

We cover all bases for you and your members

In cases where payment information isn't accessible, Gymflow provides automated tools to securely request updated billing info from your members when they first access their account.

Guided onboarding for members

-  Set their password
-  Download the app
-  Collection of payment details (if required)
-  Ready to use their new account 



"Simple, effective, user friendly and It's easy for new users to become fluent as it's simple and straightforward."

Rebecca C • Hybrid Fitness (4 Locations) • United Kingdom

G2 Review
★★★★★

Hear From Our Customers

Don't take our word for it, hear from our customers about their experience with Gymflow.



United Kingdom

Launching a new Hyrox Gym & Class studio

Scott launches Forge Fitness with a successful pre-sales and sold out classes.

18th September, 2025

[Read More](#) ↗



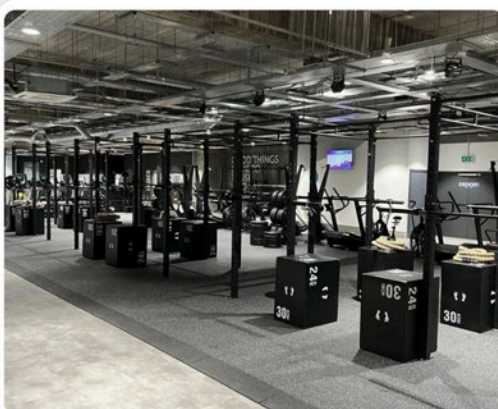
USA

Cannon Beach Fitness goes completely self service

New owner Andrew revamps and automates his seasonal business, with a 2nd location in the works.

12th May, 2025

[Read More](#) ↗



United Kingdom

Growing Gym Location to 10,000+ Members

Learn how Dan from Gym Location grew from one small yoga studio, to 4 massive locations with 10,000+ members. From small studio to ultra successfully privately owned chain.

3rd June, 2025

[Read More](#) ↗

"10/10 hands down! They worked incredibly efficiently, professionally, and were extremely knowledgeable. Can't recommend Gymflow enough."

Jesse B • Next Level Fitness • United States

Capterra Review



Still Have Questions?

Here are the answers to some of the most common questions

Is there a contract?

No long-term lock-in. We offer flexible, monthly plans — though discounts are available for longer commitments if preferred.

Do I need to switch payment providers?

Gymflow uses Stripe for all payments. If you're not currently using Stripe, we'll help you set up your account during onboarding. It's fast, secure, and supports cards, direct debit, Apple Pay, Google Pay, and more.

How long does setup take?

You can begin setup the same day you sign up. Most gyms are live within 1–5 days, depending on complexity and migration needs.

Can I migrate from another platform?

Yes. We handle the full migration process — including your members, subscriptions, payment info, and attendance history. We make switching smooth and stress-free.

Is support included?

Yes. All Gymflow plans include unlimited chat support 7 days a week, along with access to live onboarding sessions and our in-app knowledge base.



Are there any hidden costs?

No. Unlike many providers, Gymflow is fully transparent with pricing. You'll pay your Gymflow subscription and Stripe processing fees — both clearly outlined in your proposal. Optional add-ons (like access control hardware or a custom-branded app) are available, but never required.

"Simple and intuitive software, fast and reliable support staff. I love the access integration and mobile apps."

David • Azure Fitness Santa Monica • United States

G2 Review
★★★★★

Pricing & Next Steps

Simple, Transparent Pricing

At Gymflow, we keep pricing simple, transparent, and aligned with your business needs. No hidden fees, no constant pay walls. Just powerful tools at a fair price — all prices are USD and exclude any sale tax.

All Plans Include

Everything you need to run and grow your fitness business.

Billing • Bookings • Sales Tools • Marketing Tools • Bulk Email & SMS • Members App • Staff App • Branded Website Integration • Access Control Integration • Task Management • Unlimited Support

Standard

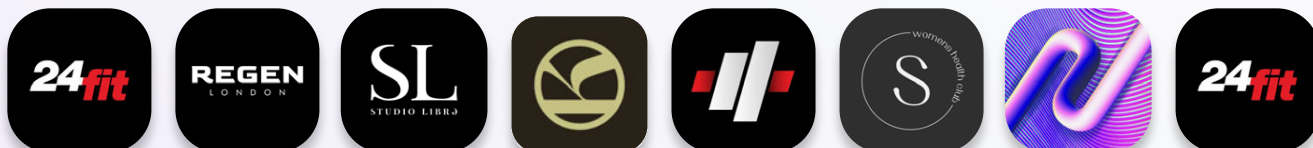
\$159/month

All features, no contracts, no setup fees.

Standard + Branded App

\$229/month

All features, no contracts, no setup fees.



Payment Processing Fees

Powered by Stripe with no additional fees added.

2.9% + \$0.30

Per Transaction

Any Credit & Debit Cards,
Apple & Google Pay

2.7% + \$0.05

Per Transaction

Card Present Terminal
Transactions

1% + \$0.10

Per Transaction

ACH Direct Debit

"10/10 hands down! They worked incredibly efficiently, professionally, and were extremely knowledgeable. Can't recommend Gymflow enough."

Andrew • Cannon Beach Fintess • United States

Client Testimonial





You've seen what Gymflow can do.
Now let's see how it fits your business.

We'd love to walk you through the platform, answer your questions, and show you how easy it is to switch.

Let's build something better.

Whether you're running a single studio or managing multiple locations, Gymflow gives you the tools – and the support – to run your business with confidence.

We look forward to partnering with you.



Book a Demo

Schedule a live walkthrough with one of our experts.
No pressure, no fluff – just a real look at how Gymflow works
for your gym.

[Book a demo](#)