ToolGPA

NOVEMBER 2026

Trainero

The Insider's Guide

Coaching platform for trainers, online coaches and gyms



Every plan, grade, refund rule and rival among salon, spa and studio booking apps, read from Trainero's own pages.

Made by Trainero · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Trainero's own pages, its app-store listings and our grades. Every fact in it is on Trainero's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 32 of the 85 other salon, spa and studio booking apps we grade

Trainero is a coaching platform with a Coach App for building workout and diet plans, running online courses and chatting with clients, and a Client App for following them. It also has a CRM and a built-in online store. Every plan allows unlimited clients, groups and co-trainers, and plans differ by how many workout and diet plans you can create.

To get you started, here are **9 things to know about Trainero**, taken from its own pages and our grades.

> "
>
> **No store rating on record, and plans, courses and the store all need building.**
>
> From our grade for ease of use

1 **Best for coaches selling plans and courses online**

Trainero is a coaching platform with workout and diet plans, courses, a client CRM and a built-in store.

2 **Paid plans start at $30 a month**

As its pricing page puts it: $30 per month, billed monthly.

3 **You can try it first**

14-day free trial

4 **It runs on Web**

Web.

5 **Workout and diet plans**

Build plans using a collection of 2,000+ exercises, 4,000+ food items and almost 100 ready-made workout templates.

6 **Online courses and timeline**

A Timeline lets a coach create content in advance and schedule it to be shared with clients at set times.

7 **CRM for managers**

Manage customers, coaches, store products, orders and payments in a CRM tied to the rest of the platform.

8 **A 2.0 GPA, above 32 of 85**

That is against the other salon, spa and studio booking apps we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Trainero you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Trainero at a glance

PRICING Free trial, from $30 per month, billed monthly	FREE PLAN No
FREE TRIAL 14-day free trial	RUNS ON Web
MADE BY Trainero, since 2008	CATEGORY Salon, Spa & Studio Booking
OUR GRADE 2.0 GPA, fair	

The report card

Best for coaches selling plans and courses online

Trainero is a coaching platform with workout and diet plans, courses, a client CRM and a built-in store. Premium caps you at 200 plans and Ultra at 600, and the white-label app has no published price.

TOOLGPA REPORT CARD

Trainero

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Premium is $30 a month, above the category's $25 cheaper-quarter line but under its $49 middle, and Ultra is $60. Only monthly prices are shown.
Free plan and trial	C	A 14-day free trial, and the listing does not say a card is needed. There is no free plan.
Features	C	Workout and diet plans, courses, a timeline, a CRM and an online store. Plans are capped at 200 and 600 workout and diet plans.
Ease of use	C	No store rating on record, and plans, courses and the store all need building.
Platforms and integrations	C	Only the web product is listed, with no integrations named.

Grade point average — Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Trainero is for

- ✓ Fits if you sell workout plans, diets and courses from one place
- ✓ Works for gyms that want a CRM and an online store in the same tool

Who it is not for

- ✗ Tight if you build many plans, as Premium allows 200 and Ultra 600
- ✗ Watch out: the White Label plan has no published price and goes through sales
- ✗ Pricey if you prefer annual billing, as only monthly prices are shown
- ✗ Not for you if you want a free start, as only a 14-day trial is listed
- ✗ Watch out: the pages do not name which operating systems the coach and client apps run on

Good to know

Good for

- ✓ Coaches who run large online groups and want to schedule content
- ✓ Gyms that want a CRM and online store alongside coaching
- ✓ Trainers with many clients who want no per-client charge

Worth knowing

- ⓘ Plans cap the total number of workout and diet plans: 200 on Premium and 600 on Ultra.
- ⓘ The White Label plan has no published price and is sold through sales.
- ⓘ The pages read do not name which operating systems the Coach and Client apps run on, so only web is listed.
- ⓘ The pricing page shows monthly prices only; no annual option is stated.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$30
A month to start

Trainero is a paid product with a free trial, starting at $30 per month, billed monthly.

PREMIUM

$30

per month, billed monthly

All features with unlimited clients, groups and co-trainers; up to 200 workout and diet plans in total.

ULTRA

$60

per month, billed monthly

Same features as Premium with a limit of up to 600 plans.

WHITE LABEL PLAN

Custom

Client app under your own brand with an unlimited number of plans; sold through sales.

Trying it first

14-day free trial

Read from trainero.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Coaching platform for trainers, online coaches and gyms. Here is what it does, as its own site describes it, and what it covers: templates, workflow automation, habit tracking, online courses, online store.

> **Workout and diet plans, courses, a timeline, a CRM and an online store.**

From our grade for features

Workout and diet plans

Build plans using a collection of 2,000+ exercises, 4,000+ food items and almost 100 ready-made workout templates.

Online courses and timeline

A Timeline lets a coach create content in advance and schedule it to be shared with clients at set times.

CRM for managers

Manage customers, coaches, store products, orders and payments in a CRM tied to the rest of the platform.

Built-in online store

Sell products, online courses and other services, and customize the store's design to your brand.

Client App

Clients see their workout and diet plans, follow progress, browse the calendar and chat with the coach.

White label app

The White Label plan gives clients a mobile app with your own brand; pricing is by contact.

Where it runs

Web

What it works with

Its own pages name no integrations.

Trainero is made by Trainero, and has been around since 2008.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

32/85

Other salon, spa and studio booking apps it is graded above

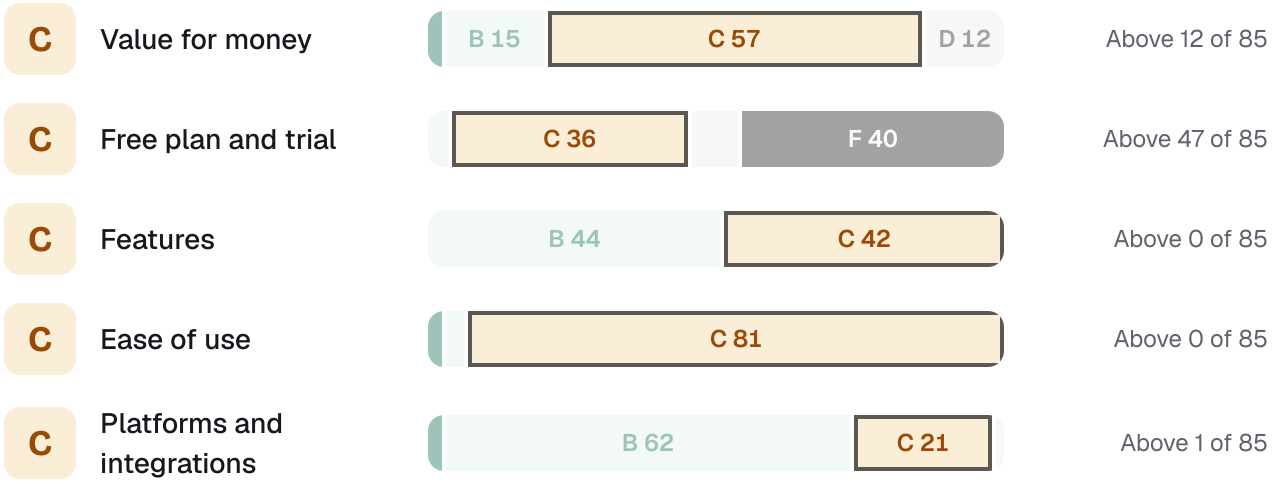
Trainero's GPA of 2.0 is higher than 32 of the 85 other salon, spa and studio booking apps we grade, and level with 15.

Its paid plans start at $30 a month, against a middle price of $49 for the category: 22 of the 57 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 19 tools score higher and cost less.

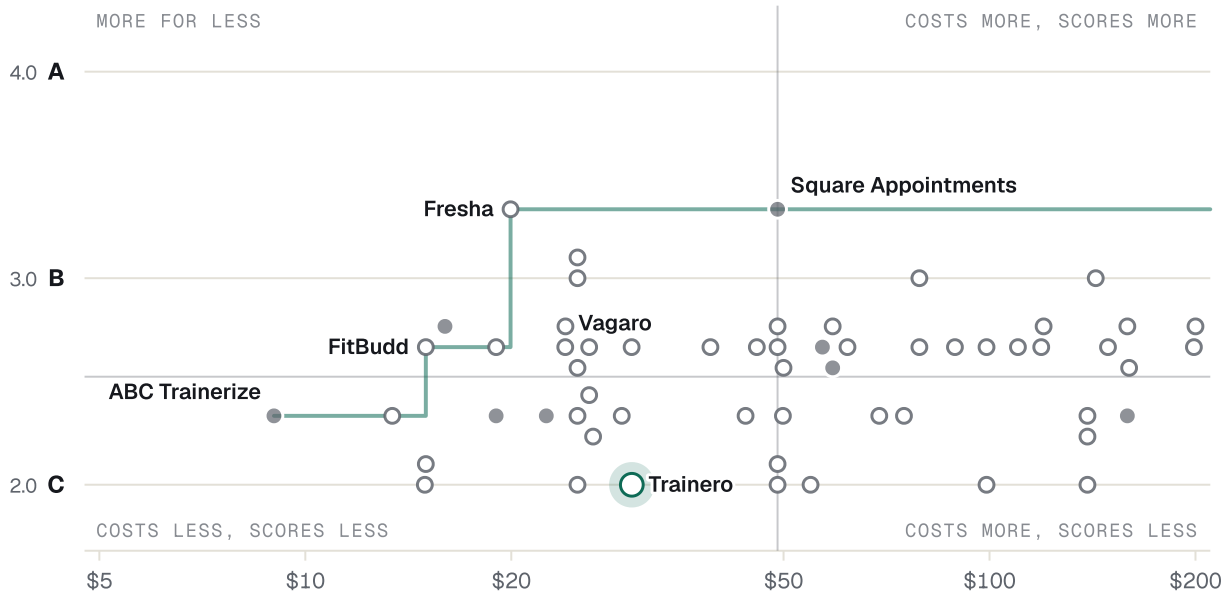
Each grade against the category

Every bar is all 86 salon, spa and studio booking apps we grade, cut by the letter each got. Trainero's own letter is outlined.



Price against what you get

Each dot is one of 58 salon, spa and studio booking apps. Further left costs less; higher up scores better on features, ease of use and platforms. Trainero is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Trainero you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

It costs $360 a year.

What you could make

- Online courses, templates and habit tracking: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.

- Connections to other products, each kept working as those products change.
- People on the other end: coaches. No app builder makes those.
- Sharing with other people, which means accounts and invitations.

What this rests on. Trainero's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



TrueCoach, Everfit, FitBudd, Hevy Coach and ABC Trainerize

The 5 tools Trainero is most often weighed against, with where each one differs from it.

2.2 GPA

TrueCoach

Free trial · from $26.34/mo

Workout programming and client coaching app for trainers.

- Only TrueCoach lists iOS and Android apps.
- Trainero also covers online courses and online store.
- TrueCoach also covers time tracking and dashboards.

Trainero and TrueCoach compared in full

2.8 GPA

Everfit

Free plan · from $16/mo

Online coaching platform for trainers, gyms and nutrition coaches.

- Everfit has a free plan. Trainero does not, though it has a free trial.
- Only Everfit lists iOS and Android apps.
- Trainero also covers online courses and online store.

Trainero and Everfit compared in full

2.6 GPA

FitBudd

Free trial · from $15/mo

Branded fitness app and coaching software for trainers and gyms.

- Only FitBudd lists iOS and Android apps.
- Trainero also covers templates, online courses and online store.
- FitBudd also covers video calls, community, appointment booking and class booking.

Trainero and FitBudd compared in full

2.2 GPA

Hevy Coach

Free trial · from $25/mo

Workout programming platform where clients train in the Hevy app.

- Trainero also covers workflow automation, online courses and online store.
- Hevy Coach also covers reports and dashboards.

Trainero and Hevy Coach compared in full

2.2 GPA

ABC Trainerize

Free plan · from $9/mo

Online and in-person coaching app for personal trainers and gyms.

- ABC Trainerize has a free plan. Trainero does not, though it has a free trial.
- Only ABC Trainerize lists iOS and Android apps.
- Trainero also covers templates, workflow automation, online courses and online store.

Trainero and ABC Trainerize compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

11

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Trainero free?

No, Trainero is a paid product, but you can try it first. 14-day free trial.

How much does Trainero cost?

Trainero lists 3 plans. Premium: $30 per month, billed monthly.

What platforms does Trainero work on?

Trainero is available on Web.

Does Trainero have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Trainero is listed for Web.

Does Trainero have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Trainero is listed for Web.

Is Trainero open source?

Trainero is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Trainero?

Trainero is made by a company of the same name. It dates from 2008.

What are the alternatives to Trainero?

The closest alternatives to Trainero in our directory are TrueCoach, Everfit, FitBudd, Hevy Coach and ABC Trainerize.

How does Trainero compare with other salon, spa and studio booking apps?

Trainero's GPA of 2.0 is higher than 32 of the 85 other salon, spa and studio booking apps we grade, and level with 15.

Is Trainero good value for money?

ToolGPA grades Trainero C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Trainero?

To replace Trainero you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Trainero's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Trainero's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Trainero. Prices change, so check trainero.com before you buy.

trainero.com/en-us/pricing

trainero.com/en-us/faq

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Trainero, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/trainero

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Trainero: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/trainero
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Know someone choosing between salon, spa and studio booking apps?

Send them this guide: toolgpa.com/tools/trainero/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded salon, spa and studio booking apps after Trainero, each with an Insider's Guide of its own.

Salon, Spa & Studio Booking Insider's Guide

Every one of the 86 salon, spa and studio booking apps we grade, compared

Square Appointments Insider's Guide

Booking, point of sale and payments for appointment businesses

3.2 GPA

Fresha Insider's Guide

Salon and spa booking with a consumer marketplace for new clients

3.0 GPA

Barberly Insider's Guide

Barbershop booking software with a branded mobile app

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Trainero's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Trainero is a trademark of its owner, and this guide is not made, paid for or approved by Trainero. Prices and plans change: check trainero.com before you buy.