

FOR COACHES ON EVERFIT

The Everfit Add-On Creep Audit

Why your Everfit bill keeps growing — and what flat-fee alternatives actually cost.

Everfit's headline price is \$77/mo Standard. The all-in cost depends on how many add-ons you've stacked: Meal Plans (\$45/mo), Autoflow (\$12/mo), and the gradual feature-tier upsells that Everfit added through 2025-2026.

Average solo Everfit coach with the typical add-on bundle: \$134/mo. At 50 clients, that's \$2.68/client. Cadence flat-fee: \$79/mo total, \$1.58/client. Difference: \$660/year.

PART 1

What's in your Everfit bill

LINE ITEM	MONTHLY	WHEN IT KICKS IN
Standard tier subscription	\$77	Day 1 of paid coach
Meal Plans add-on	\$45	Most coaches who do nutrition coaching
Autoflow (automation) add-on	\$12	Anyone running daily check-ins
TOTAL TYPICAL	\$134	

Everfit is more transparent than Trainerize on add-on pricing — but the result is similar: as your practice matures and you add features, the bill compounds. Most coaches don't audit it once it crosses \$100/mo.

Common Everfit pain points

Common gripes from Everfit coaches we talk to:

- Mobile app reliability — clients report sync issues with check-ins
- Limited white-label customization — your subdomain has Everfit branding, not yours
- Per-feature pricing model — you pay for what you use, even if you only use it occasionally
- Client experience inconsistencies on iOS vs Android

PART 2

Your three options

Option A: Stay and audit your add-ons

If you're under 25 clients, switching friction is bigger than the savings. Audit which add-ons you're actually using. Drop Meal Plans if you're not doing real nutrition coaching (\$45/mo recovered). Drop Autoflow if you're manually managing check-ins (\$12/mo recovered).

Option B: Go custom (own the stack yourself)

Some coaches replace Everfit with a stack of: Notion (programs) + Google Sheets (tracking) + Stripe Payment Links (billing) + WhatsApp/Telegram (messaging). Costs \$0 in software but \$\$ in your time. Realistic only if you have under 20 clients and like building.

Option C: Switch to a structurally white-label flat-fee platform

Cadence's \$79/mo Coach tier (or \$49 Founding cohort) bundles everything Everfit's add-on stack splits — programs, nutrition, habits, check-ins, branding — into the base price. Plus structurally white-label (your domain IS the app) and PWA install (no Apple Developer Account).

Other flat-fee options exist (MyPTHub at certain tiers). Free comparison at vantagedigital.dev/compare-coaching-apps shows them all at YOUR roster size.

PART 3

If you switch — the 5-step Everfit migration

Step 1: Export your data

Everfit → Profile → Account Settings → Data Export. Programs export as a flat list, not as your weekly templates — plan extra time to re-organize on the new platform if you have 50+ custom programs.

Step 2: Audit which Everfit add-ons you actually use

Open your billing dashboard. Cancel any add-on you used less than 5 times in the past 60 days. This is good hygiene even if you don't migrate. Saves \$30-\$60/mo immediately.

Step 3: Pilot with 2-3 willing clients

Onboard them on the new platform in parallel with Everfit. 2-week pilot. Frame it as YOU testing.

Step 4: Announce + migrate in waves

Send the broadcast email. Use quality framing. Wave 1 (top 5 spenders), Wave 2 (next 15-20), Wave 3 (everyone else).

Step 5: Cancel Everfit on day 21

Confirm full migration. Final fresh export. Cancel. Archive.

Coaches who follow this sequencing typically retain 95%+ of their roster. Full 6-page playbook at vantagedigital.dev/migration-playbook.

Want us to run the math on YOUR specific Everfit bill? Free 15-min audit at vantagedigital.dev/audit. We compute your real cost vs flat-fee alternatives. No pitch.

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