

# LoveAdmin vs Coacha: Competitive Analysis for Gymnastics-Focused Organisations

## Purpose and scope

LoveAdmin and Coacha are both membership-management platforms designed for organisations that deliver classes, camps and events. They provide online booking, payment processing, communication tools and administration features. LoveAdmin requested this report to understand how its platform compares with Coacha, with a particular focus on features relevant to gymnastics clubs and activity providers. The analysis draws from official documentation, product pages, user guides and verified reviews. The report also presents battle cards to help LoveAdmin's product, marketing and sales teams position the platform against Coacha.

## Company & product positioning

Platform	Positioning & target customers	Evidence
<b>LoveAdmin</b>	All-in-one booking and club-management software aimed at activity providers, sports clubs, classes and membership organisations. It positions itself as a full service solution with growth consultancy and business support, offering modules for bookings, payments, activity calendars, contact management, communications, business reporting, automation and class/event management[1][2]. LoveAdmin markets heavily towards organisations that value branded customer journeys and personalised support.	Official feature pages emphasise a “mobile-optimised, fully branded booking site” with custom discounts, activity calendars and data capture[3]. The company highlights growth consultancy and a <i>Business Strategic Service</i> to uncover revenue opportunities[4].
<b>Coacha</b>	A software-as-a-service solution designed for sports clubs and activity providers. Coacha markets itself on unlimited use (members, classes, registers, emails), ease of use and affordability. It offers free and low-cost plans with full functionality for smaller clubs. The platform emphasises automation (subscription	The <b>plan comparison page</b> lists numerous built-in features such as member portal & logins, emergency contacts, illness reporting, safeguarding notes, skills and grades tracking, recurring classes, virtual sessions, advanced booking, payment plans, class wait lists, B2B invoicing and a store/eCommerce

Platform	Positioning & target customers	Evidence
	management, bookings, check-in app and a wide set of features including skills tracking, progress recording, safeguarding tools and integrated e-commerce.	module[5]. The home page promotes unlimited subscriptions, classes & registers, booking system and unlimited emails[6]. Pricing pages offer a free “Lite” plan and transparent transaction fees (e.g., Stripe card payments 2.4 % + 20p per transaction, GoCardless direct debit 2.2 % + 24p, PayPal 2.95 % + 30p)[7].

## In-depth feature comparison

### Member management & safeguarding

- **LoveAdmin** – Contact data are centralised in a secure CRM, helping organisations manage registrations and move people between activities[8]. Users can capture medical information, consents, emergency contacts and photos during registration[9]. Customers get their own online portal to update personal information, emergency contacts, consents and bookings[10]. Each contact has a dashboard showing payment history, communication history and attendance[11]. GDPR compliance is supported through permissions-based access[12].
- **Coacha** – Member and parent management are core to the platform. The plan comparison shows a **member portal & logins**, noticeboard, emergency contact details, attendance tracking and the ability to track skills, grades and progression[13]. It also includes illness reporting and a safeguarding officer being cc'd on broadcasts to minors[13]. Dynamic waiver documents and customised sign-up forms allow clubs to collect consents and medical information[13]. Skills and grades tracking is not offered in LoveAdmin, giving Coacha an advantage for gymnastics organisations that monitor athlete progression.

**Gymnastics relevance:** Gymnastics clubs require robust safeguarding and progression tracking for minors. Coacha's built-in child-protection features, safeguarding notes, skills and grades tracking and illness reporting directly support this need[13]. LoveAdmin captures medical info and consents but currently lacks skill-progression tracking; clubs would need to manage this manually or through custom fields.

### Classes, sessions & registers

Feature	LoveAdmin	Coacha
<b>Recurring &amp; one-off sessions</b>	Supports recurring classes/events and one-off sessions; bookings are created via a branded online site[14]. Activity calendar allows	Supports <b>recurring classes, sessions &amp; events, one-off classes</b> and <b>virtual classes</b> . Advanced booking allows block bookings,

Feature	LoveAdmin	Coacha
<b>Wait lists &amp; trials</b>	customers to filter by location, coach and age[15]. Provides waiting lists and automated trial management; trialists receive automatic notifications prompting purchase[17].	courses, camps, training blocks and term/seasonal sessions[16]. Offers class wait lists and free trial sessions with automated follow-up[18].
<b>Attendance registers</b>	Automatically generates attendance registers for events; registers help clubs know exactly who's coming[19].	Attendance registers are automated for all classes and sessions[20]. Coacha also offers a <b>Front Desk Self Check-in app</b> that lets members sign themselves in via a tablet and works offline[21].
<b>Coach &amp; facility scheduling</b>	LoveAdmin's class management allows administrators to manage capacity, wait lists and age restrictions[22] and to delay payment collection until numbers are confirmed[23].	Coacha includes <b>coach/staff timeslot management and timesheets</b> [24], a feature absent from LoveAdmin. It also allows booking venue items like courts or pitches[25].

## Payment & subscription management

Aspect	LoveAdmin	Coacha
<b>Payment providers</b>	Uses three vetted providers – PayPal for card/wallet payments, London & Zurich and GoCardless for direct debit[26]. Organisations can choose direct debit or instant card payments[27]. Funds cleared instantly for card payments and <b>within 5–7 working days</b> (GoCardless) or <b>7–11 working days</b> (London & Zurich) for direct debit[28][29]. A platform fee of <b>3 %</b> applies to all paid plans[30].	Uses <b>Stripe</b> for card payments, <b>GoCardless</b> for direct debit, and an optional PayPal integration. Transaction fees are transparent: <b>2.4 % + 20p</b> per card payment (no VAT), <b>2.2 % + 24p</b> for direct debit (VAT included), and <b>2.95 % + 30p</b> for PayPal[7]. There are no fees for cash, BACS or standing orders[7]. Coacha does not charge a platform fee; its paid plans include unlimited usage.
<b>Payment features</b>	Automatic reminders for overdue, failed and disputed payments; three automatic retries for failed payments[31]. Flexible payment schedules (weekly, monthly, annual) and partial/full refunds or credits[32]. Admins can issue	Supports automated subscriptions and payment plans, pro-rata payments, mass payment management and real-time payment status updates[35]. Clubs can set the number of payment retries and offer family or sibling discounts[36].

Aspect	LoveAdmin	Coacha
	one-off invoices, log offline payments, manage credits and cancel pending payments[33]. Payment reports show sales, tax and cash-flow status[34].	Coacha provides a <b>virtual cash tin</b> to record offline payments and the ability to record BACS/standing orders[37]. Payments for non-members are accepted and linked to bookings or store purchases[38].
<b>Settlement speed</b>	Card payments via PayPal are settled instantly to the organisation's PayPal account[28]; direct debit funds reach the organisation on day 5 (existing GoCardless mandates) or day 6 (new mandates)[39]; London & Zurich mandates settle in 7–11 working days[28].	Stripe card payments settle into the organisation's bank account typically within two days (Stripe's standard settlement). GoCardless direct debit takes around three working days for existing mandates and five days for new mandates (GoCardless standard). Coacha's pricing page emphasises these quick settlement times but does not charge additional platform fees[7].
<b>Subscription flexibility</b>	LoveAdmin allows automatic weekly, monthly or annual payment collections[40]. Automatic retries and overdue reminders maintain cash flow[41]. Organisations can apply pro-rated pricing through automations[42].	Coacha provides unlimited automated subscriptions and payment plans with pro-rata options[35]. Clubs can configure the number of payment retries and offer family/sibling/group discounts[36]. Coacha's dynamic waiver documents, illness reporting and safeguarding officer cc'd on communications help clubs manage safeguarding and compliance[13].

**Gymnastics relevance:** Gymnastics clubs typically rely on recurring membership fees and event entry fees. Coacha's lower transaction fees and absence of a platform fee may lead to higher margins for clubs, whereas LoveAdmin's 3 % platform fee and longer direct-debit settlement times could impact cash flow. LoveAdmin, however, offers more advanced financial reporting and offline invoice management[33].

## Communication & engagement

- **LoveAdmin** – The communications suite includes a **fully-baked email builder** where organisations can add images, videos, attachments and apply brand colours and logos[43]. There are over **40 automated notifications** for late payers, new sign-ups and trialists[44]. Messages can be targeted using advanced filters and posted to the member's portal; SMS is also supported[45]. The system tracks

delivery status and open/click metrics[46]. Customised email headers/footers and placeholders personalise each message[47].

- **Coacha** – Communication tools include unlimited emails (depending on plan), text messaging via TextLocal (credits purchased separately)[48] and a noticeboard within the member portal[13]. Coacha's communication features are simpler and do not offer a drag-and-drop email builder; reviews note a desire for more branding customisation[49]. However, Coacha automatically cc's the safeguarding officer on broadcasts to minors, which is particularly valuable for gymnastics clubs[13].

## Store & e-commerce and B2B invoicing

- **LoveAdmin** – The platform does not include a built-in online store. Merchandise sales must be handled through external e-commerce tools or manual invoicing. Payment tools allow one-off invoices and offline payment logging[33] but there is no dedicated product catalog or order management.
- **Coacha** – Coacha Custom plan includes a **store & eCommerce feature** that allows unlimited items such as kit, holiday camps, awards and other products[50]. Payments integrate with Stripe/GoCardless, and stock monitoring is provided. In addition, Coacha Custom offers a **B2B invoicing system** enabling clubs to invoice schools or other organisations[51]. LoveAdmin does not currently offer B2B invoicing.

## Reporting & insights

- **LoveAdmin** – Offers detailed financial and operational reports that cover upcoming renewals, sales, outstanding and late payments[52]. It highlights the ability to see session capacity, identify under-performing classes and convert abandoned baskets[53]. Reports support email engagement tracking and allow administrators to issue payment requests or communicate directly from the report[54]. Advanced filters and customisable columns provide flexible analysis[55]. Reports also help with safeguarding by flagging missing consents and tracking attendance history[56].
- **Coacha** – Provides essential and advanced stats in the Premium and Custom plans, including customisable reporting[57]. However, details of Coacha's reporting capabilities are less extensive; reviews highlight that shop export reports lack detail[49]. LoveAdmin's ability to monitor email engagement and track under-performing classes is not currently matched by Coacha.

## Automations and workflow efficiency

- **LoveAdmin** – The automation engine reduces administrative workload by sending personalised welcome emails, chasing late payers, applying automatic discounts, managing trials and pro-rated pricing[58][59]. It supports automatic payment retries and notifications for each stage of the payment process[60]. Automatic data collection ensures safeguarding information is gathered and updated[61].

Automations also allow exclusive access for loyal customers and reserve spaces for trialists[59].

- **Coacha** – Automations include automated subscription collection, payment retries, dynamic receipts and mass payment management[35]. It also automates trial follow-ups and links classes to payment plans[62]. Compared with LoveAdmin, Coacha's automation appears more payment-focused and does not encompass the same breadth of communication or discount automation.

## Mobile apps & member portals

- **LoveAdmin – JoinIn app** – Members use the **JoinIn** mobile app to book sessions, make payments, receive real-time updates and manage personal info[63]. The app supports push notifications and acts as a portal. LoveAdmin does not provide an offline check-in app.
- **Coacha apps** – Coacha offers free iOS and Android apps for members, staff and parents. Features include booking sessions, paying subscriptions, viewing and updating profiles, downloading receipts and using a noticeboard[64]. A **Front Desk Self Check-in app** runs on a tablet and works without internet connection, allowing fast attendance registers[21]. Coacha's offline check-in is particularly useful for gymnastics venues with limited Wi-Fi.

## Pricing

Plan	LoveAdmin	Coacha
<b>Free / entry level</b>	LoveAdmin does not offer a free tier. Entry pricing starts at <b>£20–£35 per month</b> , depending on the organisation type[30]. A <b>3 % platform fee</b> applies to all transaction revenue[30].	<b>Coacha Lite</b> is free for life for up to 50 members, includes one sign-up form and basic features[65].
<b>Paid plans</b>	<b>Sports Clubs / Membership Organisations</b> – £20 per month; <b>Activity Providers</b> – £35 per month[30]. Payment module bolt-on is included but a 3 % platform fee applies[66].	<b>Coacha Premium</b> – £18 per month (promotional) / £36 regular price. Includes unlimited members, classes, registers, iOS/Android apps, member portal and subscription management. <b>Coacha Custom</b> – £30 per month (promotional) / £60 regular price, adds B2B invoicing and store/eCommerce[67]. Transaction fees apply only when using Stripe/GoCardless/PayPal[7].
<b>Transaction fees</b>	Platform fee of 3 % plus payment provider fees	Transparent fees: 2.4 % + 20p for card payments, 2.2 % + 24p for direct debit, PayPal

Plan	LoveAdmin	Coacha
	(undisclosed; GoCardless, London & Zurich and PayPal fees apply)[66]. London & Zurich direct debit requires a minimum turnover and setup time[28].	2.95 % + 30p[7]. No platform fee.

## Support & business services

- **LoveAdmin** – Provides a premium setup service and a **Business Strategic Service** to identify additional revenue opportunities[4]. The company emphasises award-winning support and growth consultancy (webinars, guides, marketing school).
- **Coacha** – Offers help videos for staff and members, a help centre and support ticket system[68]. There is no explicit consultancy service; the platform focuses on self-serve support.

## Key gaps and differentiators

Area	LoveAdmin advantages	Coacha advantages
<b>Advanced communications &amp; marketing</b>	Powerful email builder with images, attachments, templates and branding; targeted SMS and portal postings[69]. Tracks open and click rates and automates over 40 notifications[70].	Communications are simpler; unlimited emails but no advanced email builder. Users praise ease of use but request more branding options[49].
<b>Financial reporting &amp; insight</b>	Detailed reporting on renewals, sales, session capacity and email engagement; ability to identify under-performing classes, track abandoned carts and issue payment requests directly from reports[71].	Offers essential and advanced stats but less detail; shop export reports lack granularity[49].
<b>Gymnastics-specific features</b>	Focus on general activity providers; lacks built-in skill/grade progression tracking.	Includes skill, grades and progression tracking and safeguarding features (illness reporting, safeguarding officer cc'd on communications, dynamic waivers)[13].
<b>Class &amp; resource</b>	Provides activity calendar, wait lists,	Adds coach/staff

Area	LoveAdmin advantages	Coacha advantages
<b>scheduling</b>	trial management and capacity control[72], but does not include coach timesheets or venue booking.	timeslot management and timesheets, venue item booking and self check-in app[24].
<b>E-commerce &amp; B2B invoicing</b>	No built-in store; relies on manual invoicing or external tools.	Store & eCommerce feature and B2B invoicing are included in Coacha Custom plan[50][51].
<b>Pricing &amp; fees</b>	Higher subscription cost and 3 % platform fee; slower direct-debit settlement due to reliance on London & Zurich/GoCardless[28].	Free tier and lower paid plan; transparent transaction fees; quick settlements via Stripe/GoCardless[7].
<b>Business support</b>	Provides growth consultancy and marketing resources (Step2Success), which may assist clubs in marketing and scaling.	Emphasises affordability and unlimited use; less focused on business consultancy.
<b>Security &amp; infrastructure</b>	Hosted on AWS and emphasises the AWS Well-Architected Framework[26].	Highlights secure infrastructure and GDPR compliance; includes safeguarding officer notifications[13].

## Gymnastics-focused evaluation

- **Progression and safeguarding:** Coacha has built-in skill and grade tracking, illness reporting and automatic cc'ing of the safeguarding officer on communications[13]. These functions align closely with gymnastics clubs that need to monitor athlete progress, maintain safeguarding records and ensure parents receive essential information. LoveAdmin captures medical information and consents[9] and allows coaches to track attendance but does not provide formal progression tracking, which could be a gap for gymnastics clubs.
- **Class & competition management:** LoveAdmin's event management module supports tournaments, camps and competitions with flexible billing, capacity control and wait lists[73]. It also allows payment to be collected only after admin approval for events with uncertain attendance[23]. Coacha supports similar functionality and adds coach/staff scheduling, booking venue items and offline self check-in[24].
- **Parent and athlete engagement:** LoveAdmin's JoinIn app integrates bookings, payments and communication but lacks an offline check-in tool. Coacha's free apps and self check-in improve convenience for parents and athletes, while its

safeguarding features reassure parents. LoveAdmin's advanced email builder and personalised communications may enhance engagement with parents and supporters[43].

- **Cost considerations:** For gymnastics clubs operating on tight budgets, Coacha's free tier and lower transaction fees could be attractive. LoveAdmin's platform fee and slower direct-debit settlements might require careful cash-flow management.

## Battle cards

### Battle card – Positioning LoveAdmin against Coacha (for sales & marketing)

Category	Coacha strengths	Potential objections to raise	LoveAdmin positioning / counter-strategy
<b>Pricing &amp; fees</b>	Transparent transaction fees (2.4 % + 20p for card, 2.2 % + 24p for direct debit) and no platform fee[7]. Free plan for small clubs.	Lower price may look appealing; prospects may question why LoveAdmin charges a platform fee.	Emphasise that LoveAdmin includes professional setup, growth consultancy and award-winning support. Highlight advanced reporting and marketing tools that help clubs increase revenue, offsetting the platform fee.
<b>Gymnastics-specific features</b>	Skill & grades tracking, safeguarding officer cc'd on minors' broadcasts, illness reporting[13]. Offline self check-in and coach timesheets[24].	Prospects might assume LoveAdmin lacks progression tracking.	Demonstrate how LoveAdmin's flexible forms capture medical and skill information and how its activity calendar and reporting can be tailored for gymnastics assessments. Note that development tracking is on the product roadmap (if appropriate).
<b>E-commerce &amp; invoicing</b>	Store & eCommerce module and B2B invoicing for selling kit and invoicing schools[50][51].	Clubs wanting to sell merchandise may view this as a key	Position LoveAdmin as a specialist in class/event management; highlight integrations with

Category	Coacha strengths	Potential objections to raise	LoveAdmin positioning / counter-strategy
		advantage.	e-commerce providers or manual invoicing plus the ability to issue one-off invoices[33].
<b>Payment processing</b>	Quick settlements via Stripe/GoCardless and lower transaction fees; configurable retry attempts and family discounts[35].	Prospects may worry about LoveAdmin's settlement times and fees.	Explain that LoveAdmin offers multiple payment providers (PayPal, GoCardless, London & Zurich) so organisations can choose the best fit[74]. Emphasise instant settlement for card payments and robust payment management features (refunds, credits, offline payment logging).
<b>Reporting &amp; analytics</b>	Basic to advanced stats; some user feedback highlights limitations in shop export reports[49].	Prospects might not realise Coacha's reporting limitations.	Show live demos of LoveAdmin's reports on renewals, class performance and email engagement[71]. Explain how these insights help clubs fill classes and reduce churn.
<b>Communication tools</b>	Unlimited emails and SMS; noticeboard and simple messaging.	Less customisation and limited email builder; some users desire more branding options[49].	Demonstrate LoveAdmin's advanced email builder, targeted messaging and over 40 automated notifications[75]. Highlight personalised placeholders and email engagement tracking[46].
<b>Support &amp; growth</b>	Self-service support; no formal	Clubs may value low cost over	Emphasise LoveAdmin's Business

Category	Coacha strengths	Potential objections to raise	LoveAdmin positioning / counter-strategy
	consultancy.	support.	Strategic Service and award-winning support. Provide references from clubs that grew revenue after adopting LoveAdmin.

## Battle card – Positioning Coacha against LoveAdmin (for product & competitor analysis)

Category	LoveAdmin strengths	Coacha gaps to exploit	Notes for product development
<b>Advanced marketing &amp; automation</b>	Sophisticated email builder, targeted messaging, 40+ automated notifications and comprehensive automation engine[75][76].	Coacha lacks drag-and-drop email builder and has limited branding options[49]. Automation is mostly payment-focused.	LoveAdmin should continue expanding marketing automation to maintain differentiation and consider adding push notifications in the mobile app.
<b>Financial reporting &amp; insight</b>	Detailed reporting on financials, engagement and class performance[71].	Coacha's reporting features are less comprehensive; shop exports lack detail[49].	Continue to enhance reporting (e.g., benchmarking, predictive analytics) to widen the gap.
<b>E-commerce</b>	Currently no built-in store; manual processes for merchandise.	Coacha offers integrated store and B2B invoicing[50][51].	Consider developing a simple e-commerce add-on or partnership to reduce this gap.
<b>Progression &amp; safeguarding</b>	Captures medical info and consents; does not include skill progression tracking[9].	Coacha tracks skills, grades and progression and automatically cc's safeguarding officer[13].	Evaluate adding a progression tracking module and safeguarding officer notifications.
<b>Mobile &amp; offline capability</b>	JoinIn app covers bookings and payments; no offline check-in.	Coacha offers offline front-desk self check-in[21].	Investigate offline check-in functionality or integration with hardware to improve event sign-in.

Category	LoveAdmin strengths	Coacha gaps to exploit	Notes for product development
<b>Pricing</b>	Platform fee and higher subscription cost may deter smaller clubs[30].	Coacha's pricing is competitive with a free tier[7].	Review pricing strategies or introduce entry-level tiers to capture budget-conscious clubs.

## Conclusion

Both LoveAdmin and Coacha provide comprehensive membership-management solutions, yet their approaches differ. LoveAdmin emphasises a premium, branded experience with deep automation, marketing tools and robust financial reporting. Coacha focuses on affordability, unlimited usage and built-in features such as progression tracking, offline check-in, e-commerce and B2B invoicing. For gymnastics organisations, Coacha currently offers more tailored features around safeguarding and athlete progression. LoveAdmin's strengths lie in advanced communications, automation and business insight. Addressing gaps around progression tracking, e-commerce and offline check-in—while continuing to highlight its consultancy and reporting capabilities—will help LoveAdmin stay competitive.

Section	LoveAdmin	Coacha
Members & CRM	Reducing expenses processing: skills, grades exp	Engages event-management, progress tracking, time and features, attendance offce.
Classes & Attendance registers	Scheduling classes/ovs/events attendance	Automates class, video recording, Scarce-ender-mulations, email check app, schedule
Payment & Subscription Management	Attendance registers, mail tos, or attendance management, pravise, periods, help via eachers	Email, self-fights, automail, follow-up, invoicings, fee-finck-im app, da app
Communication & Engagement	Communication engagement, evarosed email-building, integrated reporting & effect	Self check image, and offline access, government communications, far-safecard
Store & Commerce	Financial requantation, Check in information, scourse	Faster card payment self-offline access, management, SafeGuarding arer
Reporting & Business Insights	Data collection, mabsund, click reports databior	Integrated safeguarding officer CC on youth communications
Automations & Workflow	Automations & workflow, acirations di. Sectors and managing norme fadios	Family-friendly, features like group assistants, elding trnls, and fam.
Mobile Apps & Member-Portal	Security & compliance, 52x00S privacy paugextu \$208	Faster card payment self-ment umas, es, retret communications
Pricing	\$200 per month	Up to \$1000 es allow or Canaba vs. Coacha
Support & Bustices Support	LoveAdmin: support Coacha <ul style="list-style-type: none"> <li>• MroAiaer</li> <li>• Pledgeln consultancy guidates Liérldring datis salting'</li> <li>• Advanced business reports sysvus, bellis in diaclans enhanments</li> </ul>	Coachay Coacha <ul style="list-style-type: none"> <li>• LoveAdmin, mafnec.an, lay-a,</li> <li>• Emehasr's sugensiona product management program/rigrögirg astentation</li> <li>• Exports &amp; Business suppales support</li> </ul>

## Evaluation

Key differentiators, prosessem for LoveAdmin's intercation, & Competitor analysis, available for LoveAdmin, and identification in features.

### Key Differentiators

- LoveAdmin v a skill! and grade consultancy & business support
- Rouost everu management options, customer care, promotions and automated engagement
- Evnpaciera & integration:-s

### Competitor analysis for Coacha

- Skills and grade tracking, guint, endurader store and B2B invoicing.
- Limited advanced business reports
- Lack of robust automations like automated discount management

## Key Gaps

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	Competitor analysis	LoveAdmin vs Coacha
Pricing	\$225 mon.	\$25/- per nt
Unique features	<ul style="list-style-type: none"> <li>Minimum of custon (summ, i DK)</li> <li>Flosis &amp; lectures</li> <li>Frops iemeggers, fuliroction, or lard H lim</li> <li>Dynamic wavy /ocumen/lett</li> </ul>	<ul style="list-style-type: none"> <li>No tsasimodelup to foes</li> <li>More sapenote, es cuiqaviss treadding</li> <li>Integrated store, and B2B invloing</li> <li>Customisitiv (steen Aoccu chLiu) support provission</li> <li>Advanced delivered apye</li> </ul>
Typical objections	<ul style="list-style-type: none"> <li>Aifor aed attskmuives.</li> <li>Setur støgea (strandig tiaful hes</li> </ul>	<ul style="list-style-type: none"> <li>Læfse: Advanced S, lower with rip, sequento, jvpocte aie</li> </ul>

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