

# Mako CRM Launches All-in-One Gym CRM Software Designed for Independent Gym Owners

Mako CRM launches an all-in-one gym CRM platform with real-time P&L, churn tracking, and scheduling built for independent gym owners.



**New York City, New York Apr 20, 2026 (IssueWire.com)** - Mako CRM, a software company focused on independent fitness businesses, has announced the general availability of its gym CRM platform. The product combines customer relationship management, class scheduling, membership tracking, financial reporting, and payment processing in a single tool built for independently owned gyms.

The platform was developed in response to a gap in the gym software market. Most CRM tools available to gym owners were originally built for multi-location fitness chains and franchise networks, then scaled down for smaller operators. According to Bogdan Patynski, founder of Mako CRM, this approach has left independent gym owners underserved.

"The gym owner running a 3,000-square-foot facility with two coaches and 200 members has fundamentally different needs than a franchise with 40 locations and a corporate IT team," Patynski said. "We built Mako around the independent operator's actual workflow, not a stripped-down version of an enterprise product."

## Financial Reporting as a Core Function

Mako CRM differs from existing gym software in how it treats financial data. The platform opens to a real-time dashboard displaying profit-and-loss statements, cash flow, revenue by membership tier, and per-class profitability. Gym owners can see which services generate margin, which membership categories are underperforming, and which members are at risk of cancellation.

The company reports that most competing platforms position financial reporting as a secondary feature, often requiring gym owners to export data to spreadsheets or third-party accounting software to understand basic business performance. Mako was designed to surface these metrics without additional tools or manual data handling.

"Independent gym owners frequently tell us they don't know whether a specific class or membership tier is profitable until they sit down with a spreadsheet at the end of the month," Patynski said. "By then, the decision window has passed. We wanted to eliminate that delay entirely."

## Platform Capabilities

The Mako CRM platform includes the following functions in a single subscription:

Online booking and class scheduling with an embeddable website widget. Membership management with automated renewals and churn risk identification. A customer pipeline with full activity history and messaging. Real-time financial dashboards covering profit-and-loss, cash flow, unit economics, and revenue KPIs. Automated income and expense tracking with budget forecasting. One-tap invoicing and integrated online payment processing. Team management with role-based permissions, availability scheduling, timesheets, and commission tracking. Kiosk check-in for front desk operations. An AI-powered receptionist that handles calls and captures messages around the clock. Digital waivers. Inventory management with usage tracking. Payroll integration and employee onboarding tools.

## Market Context

The gym and fitness studio software market has historically been dominated by platforms designed for large-scale operators. Independent gym owners, who often manage front desk operations, coaching, billing, and facility maintenance themselves, have had limited options that address their operational reality without enterprise-level complexity or long-term contracts.

Mako CRM requires no implementation fee and no long-term contract. The company states that initial setup takes approximately five minutes. A self-serve product demo is available at <https://app.makocrm.so/demo>, allowing gym owners to evaluate the platform without a sales consultation.

## About Mako CRM

Mako CRM is a software platform for independent fitness and wellness studios. The company provides CRM, scheduling, payments, team management, and financial analytics in one product. Mako CRM is headquartered online at <https://makocrm.so>.

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