

How does Handicap Marketing Benefit the Golf Professional and Facility?

- Submitted by Kim Shafer, Director of Events-Marketing at Golf House Kentucky

As the Director of Events-Marketing it is my goal to provide golf professionals with as many tools as possible to increase rounds and revenue at their facilities. One of the best ways to produce loyal customers at your facility is to expand your golf handicap program. How does increasing your handicap sales benefit you, the golf professional and your facility?

- ***It builds loyal customers.*** Research shows that when a golfer purchases a golf handicap at your facility, that golfer will then view your course as his/her “home” course and will play more frequently.
- ***It generates lesson income.*** Educate your golfer to use the e-golfer stat tracker and tailor your lesson program toward their statistical weaknesses. Use the handicap index as a goal setting guideline for your students and monitor their progress.
- ***It is a revenue producer.*** The handicap fee that is returned to Golf House KY is \$20. If you charge \$30 you can produce instant revenue for your facility. Revenue with no inventory is a great benefit.
- ***It is a player development tool.*** You can access your players’ information. Is their number of rounds up or down for the year? Has their index improved or not? Communicate with the golfer based off the results and discover why their numbers might be up or down.
- ***It is a player recognition program.*** It serves as a way for you to reward your most loyal customers. Offer year end prizes for Most Rounds and Most Improved. Create a fun atmosphere that encourages your golfers to compete for prizes based off their handicap performance and number of rounds.

Increasing the number of golf handicap subscribers at your facility will equal more rounds and revenue for you and your facility!