

## Growing Handicaps & Income at Your Facilities

- 1) **Have a “Play with the Pro” contest on Saturday mornings.** One professional plays golf that morning with a group of golfers. Each golfer can pay \$10 to be in the contest. The golfer will turn in their scorecard to the golf shop after their round. The best ball score of the golfer and the pro will be that player’s score for the day. Award prizes for gross and net best ball winners. Give out gift certificates for golf shop credit. All participants must have a handicap to participate. This is obviously a great way to increase shop sales as well. This is an opportunity to bring in an extra \$400 - \$500 each weekend, so over \$1,600 - \$2,000 per month, plus the golfers loved it! The pros are able to spend quality time with their golfers and establish long term customers.
- 2) **Create an “Old Pal” contest.** Two golfing buddies form a team together. There is a team fee of \$60 to enter into the “Old Pal” contest. You must have a golf handicap to participate. After the registration deadline, all teams are placed into a match play format. You have 4 weeks to play your first match. If you win, then you continue on to the Second Round, etc. until you have your Final match. The Semi-Finalists, Runner Ups and Champions all receive prizes in the form of golf shop credit or gift certificates. Several years ago one facility started this event and it has since grown from about 40 to 128 players.  $64 \text{ teams} \times \$60 = \$3,840$  in golf shop credit. The golfers have fun, the pros profit and the requirement of having a handicap increases awareness of the value of a golf handicap.
- 3) **When establishing your junior golf programs budget for the year, include \$10 per junior for a junior golf handicap subscription.** Get each junior golfer that can play 9 holes to start establishing a handicap. Then give out most improved awards based off handicap improvement at the end of the year. Encourage the kids to play golf with their parents and compete with their golf handicaps. If their parents don’t have a golf handicap then they will most likely get one to compete with their kids.
- 4) **When establishing your budget for all of your beginner clinics, include the golf handicap fee within the clinic fee.** Get each clinic participant signed up for a golf handicap. During the final night of the program, distribute handicap cards to them, show them the GHIN app and how to post scores and educate them on how a handicap works. This can be an integral part of their education for the class.
- 5) **Package the handicap subscription in with a golf lesson package.** Offer 6 lessons for the price of 5 and include a golf handicap with the program. Let your students know that you think it is important that they have a handicap and then use the handicap to set goals for the season.
- 6) **Advertise a free golf lesson for each brand new golf handicap subscription** (someone that has never had a handicap before). The student will feel like they are getting an added value and this will give you a chance to build a relationship with that student and will likely turn into more lessons.
- 7) **Have some leftover merchandise at the end of the year that you are looking to liquidate?** Provide a prize to the Most Improved Golfer at the facility. Provide a prize to the golfer who posted the most rounds of golf at your course. Provide an added value to those golfers that have a golf handicap by giving away a few random prizes to handicap subscribers. Anything that you can do to place an added value to having a handicap will increase the golfer’s interest in having a golf handicap.
- 8) **Signage, signage, signage!** Make sure signs are available in the locker rooms, grill rooms, on the cart sign holders, in the golf shop, etc. that detail the advantages of having a handicap. We can provide you with signs that outline these benefits.