

Inside Line



Making golf club management more effective

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Green fee marketing: things just got a lot better for golf clubs

Every club manager knows that when the first tee is empty, it could be taking green fee visitors to the benefit of his club's bottom line, and its bar, restaurant and Pro Shop sales. Now at last there's a unique offer that will turn your empty tees into nice fat profits, and do so without needing to lift a finger or pay out cash.

With the downturn in the economy hitting membership income and making new memberships increasingly hard to sell, the forward thinking golf club manager has to start promoting other income streams, and the most obvious is green fees. But to do this effectively, you need:

- 1 A system to tell you what times are available and shows these online 24/7
- 2 A marketing partner who knows how to sell those times to a massive database of golfers.

So BRS Golf, developers of the best online booking system in the UK and Ireland, and Teeofftimes.co.uk, the tee marketing channel created by Golfbreaks, Europe's largest golf travel company, have teamed up to provide any golf club with the ideal tools and resources to start selling those spare tee times now.

And if that's not enough, it's free as well...

All the club has to do is find £1,000 of tee times that it wants to sell. In return, your club gets the market leading BRS Golf back office booking module worth £1,000 installed for free, and Teeofftimes.co.uk will start

selling those £1,000 of tee times for 0% commission. When the tee times are all sold, your club's bottom line will be significantly better off, and your tee times are then sold for the normal 20% commission.

This is great news for every golf club and if you aren't selling tee times already, this is the easiest, simplest and least expensive way to do it. You get the power of the two best brands in the market, and that's it – they do all the work and you sit back and watch the bookings come in.

Now there's no excuse – so get on board while this unique offer lasts.

SPECIAL OFFER

BRS GOLF
 Teeofftimes.co.uk
 In association with
Golfbreaks.com
 See pages 4 & 5 for details!