THE TOP 10 REASONS TO CHOOSE THE iGOLF SYSTEM

1. **Fully Integrated:** The iGolf System is a complete system that combines the convenience of Internet tee time booking, web site communication tools and an integrated POS system.

2. **Saves Time:** iGolf allows golfers to complete the many time consuming tasks your Pro Shop currently does.

3. **Convenience:** Provide the ability to book tee times 24 hours a day based on your club's playing restrictions.

4. **Flexibility:** iGolf is completely scalable and flexible. Create unlimited user classes with unlimited restrictions for each class.

5. **Communication:** Website tools increased communication and marketing between the club and members and/or golfers.

6. **Features:** The iGolf System was developed by golf industry professionals, which means you get the features you want.

7. **Details:** The Point of Sale System includes complete back-office administration, Pro Shop and Food & Beverage support.

8. **Advances:** iGolf is Internet connected so remote access and administration is available from any Internet computer.

9. **Value:** Modules can be purchased separately or added later to suit the needs of each club.

10. **Reliability:** iGolf is owned and operated by **Circle Graphics & Design Inc.** who has been in business since 1994. All product employment, training and support is done in house by the iGolf and Circle Graphics support team.

iGolf
s y s t e m s

INTEGRATED
POINT OF SALE
INTERNET
TEE SHEET
WEB SITE
MANAGEMENT
DESIGN
& COMMUNICATIONS

For a personal demo of the iGolf System, Hoolahoop, or any of the Circle Graphics family of products, please contact a sales representative or visit one of our websites for more information.

circlegraphics
& design inc.

iGolf
s y s t e m s

HOOLAHOOP ™
CONTENT MANAGEMENT SYSTEMS

TEL: 604.850.1221 | **FAX:** 604.850.1830

info@igolfsystems.com

www.circlegraphics.ca | www.igolfsystems.com | www.hoolahoop.net

iGolf Systems is a division of Circle Graphics & Design Inc.

PRINTED IN CANADA

VALUABLE PLAYER SERVICES

The **iGolf System** is the most comprehensive Golf course management software package available. Internet based Tee Booking, Website content administration, Event and maintenance communications and Marketing services are all included in our suite of products. **Plus the iGolf System is now integrated with a comprehensive Point of Sale solution.**

EMPOWER YOUR GOLFERS

We know that your members or golfers have demands on and off the golf course. Even though your staff tries to serve them as efficiently as possible, their needs may be neglected. An **iGolf System** empowers your golfers by allowing them to take control of the time consuming tasks that occur at your club. Things like booking tee times, entering balloted tee time draws, viewing and registering for events and receiving up to the minute course conditions can be accomplished quickly and easily using the **iGolf System**.

ADD VALUE AND SERVICE

By allowing golfers to book and cancel their own tee times, enter balloted draws and register for events online, many time consuming tasks can be minimized allowing staff to better serve the member in the clubhouse. For Private and Semi-Private clubs, our points based balloted draw feature allows all members to receive the times they want in a fair and equitable manner. Say goodbye to hours of shuffling and reworking tee times—say hello to the **iGolf System**.

THE FEATURES YOU NEED!

The **iGolf System** has been built, developed and tested solely on information we have gathered from experienced golf professionals and managers. This invaluable input has allowed iGolf to implement features based on your needs. This is why iGolf has received so many rave reviews.

If your club is looking for new ways to become more efficient in handling the needs of members, *VISIT OUR WEB SITE AT:* *IGOLFSYSTEMS.COM* *or contact us for an online demo today!*

SAMPLE WEB SITE

SAMPLE TEE SHEET

SAMPLE ADMIN TEE SHEET

INTEGRATED SOLUTIONS

INTEGRATED POINT OF SALE

→ Touch Screen Compliant

ACCOUNT MANAGEMENT
→ Complete back office accounting.
→ Members account management.
→ All processes automatically flow through all terminals.

PRO SHOP FEATURES
→ Fully-integrates with tee sheet payment processing.
→ Tracks both stock and non-stock items. *(ie: golf balls & green fees)*
→ Bar code ready: automatically prints price tags and bar codes.
→ Support for credit card, debit, cash & member charge.
→ Gift certificates, discount card, green fee passes & rain checks.
→ Sales & account ledger tracking Full tax processing and reporting.

FOOD AND BEVERAGE
→ Ability to define an unlimited number of servers.
→ Transfer checks from server to server in real time.
→ Import and export data from/to other systems.
→ Extensive custom reporting: Print, import, export to Internet, send reports by fax, e-mail and more.
→ Total data control — what is collected, how it is reported, and who can see it.

INTERNET BASED TEE SHEET

→ Support for private, public and resort facilities.
→ Secure password protected system.
→ Book tee times 24 hours a day.
→ Extremely easy to use *(Even for novice computer users)*.
→ Pro Shop maintains full control over all tee times.
→ Tee time blocking and extensive user/guest/class restrictions.
→ Customizable "points based" balloted draw for fair tee times.
→ Support for 9,18, 27, 36 and 54 hole facilities.
→ Supports multiple shotgun and cross over starts (with draw).
→ Bag reports for Pro Shop staff. Detailed reporting and ballot
→ points tracking.
→ Mobile phone ready (responsive).

QUALITY WEBSITE DESIGN

circlegraphics
& design inc.

→ The iGolf team of designers are experts in creating award winning web sites. We know what it takes to ensure your golf course's online presence will be presented in a beautiful and professional manner with easy to use navigation.

COMMUNICATION TOOLS

HOOLAHOOP ™
CONTENT MANAGEMENT SYSTEMS

CONTENT MANAGEMENT
→ **The Hoolahoop CMS** gives you total control of your web site. Build your web site's navigation, add/edit or delete text images and manage documents quickly and easily all from within your Internet browser.

FEATURES INCLUDE:
→ The ability to build separate sites for member & non-member sites.
→ Multi-level administration allows limited or full editing abilities.
→ Rich text editor *(similar to MS Word)* allows you to control font styles, colors, links, images and files.
→ File manager allows you to upload and categorize multiple file types then input these into your website as needed. Great for Newsletters, PDF, JPG, GIF, XLS and DOC files!
→ Event Calendar allows you to add events and display in various weekly or monthly views.
→ Post weather conditions and add current course conditions.
→ Pro Shop online e-commerce store.
→ Blogging Features
→ Social Media Integration

TESTIMONIALS

→ The iGolf System is simple, equitable and it works **very** well.

The back-up service and support from iGolf staff is first class. They know computer systems and how they relate to the golf industry.

Derek Thornley
CPGA Head Golf Professional
Richmond Country Club

We are now seeing nearly 90% of our members booking and managing their tee times and ballots online. The amount of time and effort the iGolf System has saved us has been invaluable.

Randy Smith
CPGA Head Golf Professional
Vancouver Golf Club

TESTIMONIALS

The iGolf System has been greatly beneficial to our operation. The system has decreased the manual and phone work in our Pro Shop while offering better service to the members of our club. This has meant that Pro Shop staff now have more time to focus on service and sales and, most certainly, this has been a contributing factor in our increased sales revenue.

After having had the system in place for one year we conducted an extensive survey of our members. The results were resoundingly in favor of the change in booking procedures and provided evidence that the members truly appreciated the convenience of having the ability to book times from their home or office workstation at any time of the day or night.

The iGolf team has been a pleasure to work with and have always been readily available for support. We are most pleased that our club features a state-of-the-art system that provides members the services they deserve.

Rob Cummings
Director of Golf
CPGA Executive Professional
Chilliwack Golf & Country Club

2 REASONS TO CHOOSE THE iGOLF CLUB MANAGEMENT SYSTEM

There are two serious reasons for choosing a new iGolf computerized club management system.

#1. You may be losing money.

#2. You're working harder than you need to.

#1. YOU MAY BE LOSING MONEY

Simply put... if you're using older technology, you are losing it. In fact, you could be giving away your product without even being aware of it.

For golf clubs, your primary product is access to the golf course, but if you're like most clubs, you have different terms and conditions for access to the course— you have weekday, weekend, twilight, non-member and members green fees. If you have customers who get charged the wrong amount, or not charged at all, you're losing money, and the sums can be very substantial.

For example, a golf club recently implemented our system a couple of months after the start of the golf season. Before the system was implemented, memberships were being purchased at the accounting office. Members were to "theoretically" present their membership card to Pro Shop staff whenever they arrived to play golf. After our system was installed, club management was surprised to find that a large number of people were claiming to have membership status when they didn't have an active membership. The iGolf system won't allow a member's round to be issued unless the member is identified at the POS. This makes it impossible for Pro Shop staff to simply take the golfer's word for his status.

The office then began to verify and correct many golfer's status in the database. The net result? The office found that over 80 people were claiming membership status who actually didn't have it. **Within the first month of the system being live membership revenues increased by over $70,000.**

UNAUTHORIZED DISCOUNTS

Staff can also incur lost income do to the temptation of giving "soft favors" to friends and acquaintances. A discount here and a free green fee there may not seem like much on the surface, but in time can add up to be huge losses.

It's a fact of life that a lot of people bend the rules when it comes to friends and sometimes even acquaintances. If you have a system in place that controls the administration of the rules, they are a lot harder to bend.

For example, when the iGolf System is in place, the POS system can be set up so buttons for twilight green fees aren't even enabled prior to, say, 3pm. Buttons for member green fees aren't enabled when a five-day member is selected and it's a Saturday or Sunday, and the member green fees buttons aren't ever enabled until a member in good standing is selected from the database. If your system makes it difficult or impossible to bend the rules, they get enforced, and you will see the additional revenue.

THEFT

While a lot of managers believe that their staff people are completely honest, there is always a temptation to steal when relatively large amounts of cash are handled, and unfortunately some people will succumb to temptation.

For clubs that use cash registers, there is very little that forces an employee to ring in non-stock items like green fees.

With an iGolf System, you can optionally print green fee tags each time a golfer goes out on the course. Tags are color-coded for each day and are attached to the golfer's bag so they are highly visible. Both members and non-members are issued tags, so everyone on the course must have a green fee tag regardless of membership status. Of course, the only place that the golfer can get a green fee tag is from the iGolf System, so staff is forced to record the sale to get a tag.

You get three immediate benefits:

1. Clerks are strongly encouraged to stay honest.

2. Course utilization figures are always accurate.

3. Every golfer must display a green fee tag which also means that all walk-on golfers can be identified and steps can be taken to eliminate a problem.

LOSING TO THE COMPETITION

If you're not providing the best possible customer service there's a good chance you are losing customers without ever realizing it. The best pro shops can have golfers checked in, process their payments, and get them on their way in a matter of seconds. Golfers, like everyone else, expect efficiency. If you don't have a modern POS system, you're making a significant percentage of your golfers wait, guaranteed.

Undoubtedly you've had a situation where a customer has selected an item for purchase, you've rung in the items, then the customer pauses, perhaps to look at another item. In any event, if you've got a cash register, that uncompleted purchase effectively locks up the system. With iGolf, you can suspend an open transaction and start a new transaction in seconds by touching the monitor twice. It couldn't be simpler, it couldn't be faster, and it couldn't provide better customer service.

#2. YOU'RE WORKING HARDER THAN YOU NEED TO

Computers really are great labor-saving devices, especially when they are used effectively. However, the effective use of computers is almost completely dependant on software running on the computer.

The larger your operation, the more time a modern POS system will save.

This doesn't mean that small to medium size operations don't benefit from the labor-saving characteristic of POS/accounting systems. In fact, proportionally, the smaller operator gets more labor savings than the larger operator because the smaller operator has fewer people to share the workload, so more work tends to flow up the organization chart to the club manager. The more the manager can automate day-to-day tasks facing him or her, the more time there is for the higher value tasks of the effective manager.

This does mean that if your POS/accounting system automatically handles posting sales from the Pro Shop, lounge, restaurant and any other areas you have in your operation to your back office accounting system, that's good. If it can also generate things like contact lists, member cards and specialty reports, that's better. If it can help you market the club, run promotions, maintain and extend contact with your customers - members and non-members alike, that's great.

The more complex the business processes involved in running the business, the more time it will save.

If you have a cash-only public course, that's one thing. If you have a semi-private club where you have a mix of members and cash customers, that adds to the complexity of your operation. If your members have charge privileges at your bar and restaurant, the complexity grows further. If you have all that and you also implement green fee passbooks, cart rental discount cards, driving range discounts and multiple membership classes with different terms and conditions the information you have to manage becomes enormous. The only effective way to manage this information is with a computer and a modern POS/accounting system.

The more integrated the system, the more time it will save.

A cash register lives in isolation. All the information generated from a cash register doesn't go anywhere until someone physically takes that information (in the form of a sales tape and/or individual sales receipts) to the back office system where it has to be manually entered.

Stand-alone POS systems are better — but they still don't move the information from your pro shop or restaurant until someone initiates a transfer.

Integrated systems which have the POS system as a front-end to a complete back office accounting system and tee sheet are better yet. If there is no transfer process, no one can forget to do it. If there is no manual entry of sales figures, there is no error.

Integrated systems that also have communications capabilities to allow you to get information from anywhere and send it to anywhere are the state of the art. For multi-site operations, these kinds of capabilities are now considered essential.

This is the iGolf Club Management System.

SUMMARY OF FEATURES:

ACCOUNT MANAGEMENT
:: Full support back office accounting.
:: Member account management, account settlements and payment on account.
:: Integrates member contact management and direct e-mail program systems.
:: All processes automatically flow through all terminals.

PRO SHOP FEATURES
:: Fully-integrates with tee sheet payment processing.
:: Tracks both stock and non-stock items.
:: Bar code ready: automatically prints price tags and bar codes.
:: Support for credit card, debit, cash and member account charge.
:: Gift certificates, discount card, green fee passes and rain checks.
:: Customizable touch screen buttons for non-stock items.
:: Custom sales and account ledger tracking.
:: Full tax processing and up-to-date reporting.
:: Extensive security: by terminal and user.
:: End-of-day reporting with previews prior to update.

FOOD AND BEVERAGE
:: Allows unlimited numbers of servers to be defined.
:: Transfer checks from server to server in real time
:: Import and export data from other systems, monitor and respond to serial port data, Internet packets and more.
:: Extensive custom reporting: Print, import, export to Internet, send reports by fax, e-mail and much, much more.
:: You have total control over your data - what is collected, how it is reported, and who can see it.