

POINT YOUR CLUB IN THE RIGHT DIRECTION



INTEGRATED BACK OFFICE ACCOUNTING, FOOD & BEVERAGE PRO SHOP AND INTERNET BASED TEE SHEET

The iGolf Club Management System combines a complete administrative information solution with a full back-office accounting system.

The retail POS is touch screen enabled for Pro Shop, Food & Beverage operations and integrates with our Internet Tee time booking system. The accounting system includes accounts receivable and accounts payable modules, general ledger, time management and inventory tracking. Extensive member information management functions like direct email solutions make club/member communication simple.

Not only do operations flow seamlessly between terminals, but iGolf is Internet enabled, so there are many options for viewing, exporting and importing your data. Regardless of how your club operates, iGolf provides a complete management solution for your golf club.

VALUE AND PERFORMANCE

We've worked with dozens of club managers to create a system with the functionality needed by clubs and we've succeeded. Our system is not only easy to learn, easy to use, powerful and flexible, it is also an excellent value. Even more surprising is — unlike many of our major competitors, the iGolf System is very affordable.



We're not the most inexpensive point of sale accounting system out there. There are retail POS systems that are cheaper, but in the club management market you need a Pro Shop POS, restaurant POS, back office accounting system, Internet tee sheet system and a customer relationship management system all rolled into one. That is what the iGolf Club Management System gives you.

Of course, we're not alone in the club management market. There are a number of very good club management systems that provide similar functionality to the iGolf Club Management System but iGolf costs anywhere from five to twenty times less than they do. If you're operating a Golf Club or private club facility you will not find a more complete product for better value than a iGolf Club Management System.



For a demo of the iGolf Club Management System call: 604.850.1221
Or visit our website: at www.igolfsystems.com

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 REASONS TO CHOOSE THE iGOLF SYSTEM — CONTINUED

#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.