

Save time and grow
your business with

Plus

The most powerful
performance platform in golf



GOLFNOW[®] BUSINESS

2017 Edition



The tools and the expertise to maximize your course's business

“ Plus gives me more time to manage my business ... and that's what I need. ”



- *Ginny Lee,*
Trails of Frisco Golf Club, Frisco, TX

There's much more to running a golf operation than hanging a "We're Open" sign on the front door. From maximizing revenue with dynamic pricing, to tracking golfer satisfaction through social media and online reviews, GolfNow's Plus program combines professional service with powerful tools to help manage your course in a competitive market.

The Plus basics

1

Pricing strategies that match supply with demand

2

Frequent and targeted communications to new and best customers

3

Monitoring and responding to ratings and reviews while keeping an eye on the competition

4

Social media management that helps turn "follows" and "likes" into bookings

Plus is just one of many solutions we deliver to course partners.

Learn more at business.GolfNow.com.

Plus service improves course performance and saves you time



Let the combined knowledge of our experts optimize your business' performance so you and your staff can focus on the front line of your customer experience. From dynamic pricing and tee sheet management to brand reputation and social media management, our team is dedicated to ensuring your golfers are satisfied and your prospects know what sets your course apart.

Featured Options: Full Service

One size doesn't fit all. Choose the professional service assistance you need, and put the power of Plus to work at your course.



Inventory

If your pricing needs close monitoring, our Inventory Specialist will deliver personal service using our industry exclusive Autopricing tool, adjusting your tee time rates with the help of sophisticated custom algorithms.



Brand

Perhaps you have a firm grip on pricing, but you require assistance managing your course's reputation and marketing. Our Plus Specialist will manage your brand, communications and your social media.



Team support

If you don't think you need to have a specific Inventory or Brand Specialist on your speed dial, Plus also offers team coverage for your business. Members of our Cares team are available when you need assistance.



Full service

A dedicated Inventory Specialist, a dedicated Brand Specialist — both working in concert to deliver the best Plus has to offer for your golf course. Performance and tracking, done professionally.



Choose the Plus program that fits your course and the way you do business

Features	Plus Toolkit		Plus Service		
		Inventory only	Brand only	Team service	Full service
Inventory Specialist		✓			✓
Brand Specialist			✓		✓
Custom autopricing technology	✓	✓	✓	✓	✓
Daily brand alerts	✓	✓	✓	✓	✓
Reputation technology	✓	✓	✓	✓	✓
Social media monitoring	✓	✓	✓	✓	✓
Communication center	✓	✓	✓		✓
Cares partner support	✓	✓	✓	✓	✓

Introducing the Plus Toolkit

Powerful tools to enhance performance at your course

Perhaps you just want better tools to maximize business performance at your course. The Plus Toolkit puts the same professional tools our experts use into your hands, and for many the results have been dramatic.



“ The Plus Toolkit is awesome. We immediately increased rounds and average rate. ”



– Mark Knowles,
Gold Mountain Golf Club, Bremerton, WA

Professional tools to help you manage your business

One size doesn't fit all. Choose the professional service assistance you need, and put the power of Plus to work at your course.



Autopricing

Set the rules and let our autopricing tool monitor your tee sheet, adjusting your rates to match demand.



Communication center

Performance dashboards and reports, team communication and more in one easy-to-use Salesforce platform.



Brand management

Manage your online reviews, keep tabs on the competition and track what golfers are saying about your course.



Social media

Turn your “follows” and “likes” into bookings with social management from the leading media monitor in its class.

Choose full service or go your own way with the Plus Toolkit. Ask your GolfNow representative to tell you about Plus and how our performance system can help your business.



Find Your Solution

Plus is just one of the many business solutions we offer course partners. GolfNow helps businesses like yours build lasting relationships with golfers by providing innovative technologies, professional services and dependable support, 24/7/365.



(844) 800-GOLF

Cares is our promise to help resolve any challenge you face as quickly as possible, 24/7/365.

All GolfNow products, programs and services are supported by GolfNow Cares. Call or email cares@golfnow.com anytime.

GolfNow is a technology company specializing in golf-related products and services with the most powerful tee time marketplace in the world.



GolfNow is a division of Golf Channel and the NBC Sports Group.