



THIRD PARTY TEE TIME PROVIDERS

It can suit some clubs to use a third party provider for tee times, with higher exposure to a larger customer base, to help generate sales. They will then process payment and your tee sheet will be populated through the automatic link. There is a higher commission to pay for them doing this for you, typically around 25%-30%, and you should consider if this is right for your business. They can generate good levels of income, and help to fill lower demand tee times, and you are able to set the price you wish to charge, as well as the availability.



For clubs with a smaller database strong partnerships like this can offer a strong source of income. Other clubs who have a comprehensive database sell direct to the customer through their own website, which means they only have to pay the processing fee on the online transaction rather than pay an additional commission fee. It is worth taking some time to consider which option is right for you, and if you could start with one model and incorporate a shift to being more self sufficient, including a data capture, initiative over a strategic period of time.

For those interested in working with third party providers, you may find the following links useful to contact:

<https://www.golfnow.co.uk/>



Other clubs have systems such as BRS, which was originally a tee sheet with online capabilities, and linked to club management software. They are now owned by NBC and linked with GolfNow, so can provide their own club management package, or you can link to golf genius directly for running member competitions.

You can use App providers to link products should you not have a fully integrated option, where members can log in and access their account, tee sheet, and even whs. One provider who can do this for you is Coursemate, a GCMA partner and their product can provide a number of additional benefits.

Some recommendations via the GCMA Partnership network are provided below:

<https://www.intelligentgolf.co.uk/>

<https://brsgolf.com/web/>

[CourseMate • The Essential Golf Club App](#)

[\(coursemateapp.co.uk\)](https://coursemateapp.co.uk/)

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 BRSGOLF

 CourseMate