



# THE PACESETTERS

## WHY PRIVATE GOLF CLUBS SET THE PACE TO INCREASE

### MEMBER SATISFACTION

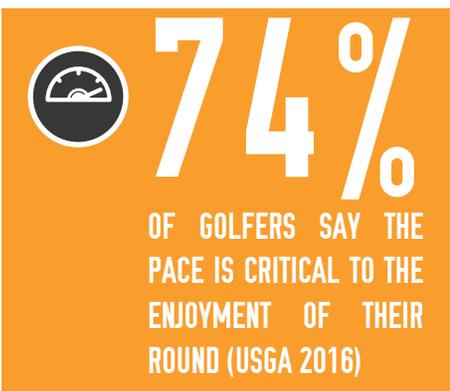
It is widely accepted that pace of play is a major experience amplifier, good and bad. And it is not a case of judging the pace at a course by number of complaints received, not at all, great operators in any industry look at consistent improvement and generally do so from a level that is already reasonable.

In other words, courses don't have a pace problem, but rather they stay ahead by optimizing a strength, and making it exceptional. Member expectations, from an experience and pace of play perspective, are certainly at an all-time high.

To the vast majority of players, this means that pace is the difference that literally makes or breaks a great experience, enabling your course conditioning, member service and golf program efforts to shine.

Coupled with improved efficiencies, a positive pace, is the one dial that if tweaked a bit, is a significant differentiator for your course versus competitors who may be using similar marketing or providing a similar offering.

As an operator, you know, if you want to create happy members, you have to inspire them. You have to rise above the general standards and you need to show to your members and guests that you care about their experience and most importantly, value their time. Their time is precious, and once you go the extra mile with constructive, accurate management and consistent, measurable results, you will truly stand out and continue to earn their loyalty.



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CASE STUDIES: PRIVATE COURSE RESULTS - PACE BY THE NUMBERS

'As a private club, our goal is to make the day as enjoyable as possible for our membership. By bringing Tagmarshal on board, we have accomplished this feat by effectively reducing our pace of play in a non-confrontational, professional way. We have also reduced our daily marshaling hours which has kept the Tagmarshal system budget neutral. The numerous reports the system provides on a daily, weekly and monthly basis are invaluable when addressing a golf or finance committee.'

David Weiss, PGA Head Pro  
Forest Glen of Naples

### AVERAGE ROUND TIME VS ACTUAL PACE EXPERIENCE

Average round times, while a useful indicator, only tell part of the pace story.

The below course data shows a course with a 4.00h goal time that was running 4.06h on average - all was well one might think. A deeper look at the data however revealed that 73% of play was slow, key intelligence that guided measurable improvement opportunities for a much enhanced member experience.

Tagmarshal's proprietary algorithms uncover a course's pace data, by providing beyond 100% visibility for pre-emptive support for slow or delayed groups and assist with actionable strategies to improve.

