

Over 400 golf clubs are now using BRS Golf's online booking system



Image 1: Kings Lynn GC clubhouse



Image 2: Kings Lynn GC course

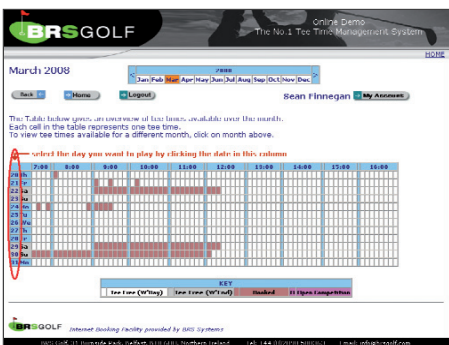


Image 3: Online Booking System

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BRS Golf, the market leader for online booking systems, is now working with over 400 golf clubs in the UK and Ireland, and the rate at which clubs are investing in this revenue-generating technology is growing year on year. King's Lynn GC is the 400th customer to install the BRS Golf system, and is very pleased to have done so.

John Reynolds is the King's Lynn Club Professional: *"From the moment we saw the online demo I knew we were on to a winner with BRS. With growing membership pressure on keeping the subscriptions down, attracting green fee business is the obvious route to increasing the club's income significantly. So we asked other clubs with the BRS Golf system and their feedback was very positive. Our's has just gone live, and by accommodating the members' preferences for roll ups on certain days, we will soon get a much clearer picture of the actual course usage trends at peak and off peak times. This in turn will enable us to see when we can make tee times available to visitors, and with the system's e-mail capture feature, the club will soon be in a much better position to do its own marketing at a green fee rate that we will determine and control."*

"The system is clear, easy to use and every function you need is there at your fingertips. Membership feedback is very good indeed. The admin side that I deal with is simple and will give us a true picture of what is going on in our business. Training and support has all been first rate and we look forward to a long happy, prosperous relationship with BRS."

Matthew Bowman is the Club Secretary at King's Lynn: *"The Committee had been looking at ways of maximizing the potential use of our biggest asset, the course, but with no hard facts on the number of rounds played, or at what times they were all playing, a proper evaluation*

was impossible. With the introduction of the BRS Golf tee booking system these facts will soon enable the club to understand how best it can achieve increased revenue from visitors without impacting on the members too much. The majority of them are beginning to see the potential benefits of the system, and with some easy training, the simple interface and clear instructions they find the BRS system is surprisingly easy to use."

The BRS Golf success story continues Since their inception five years ago, well over 400 golf clubs have now bought and installed the BRS Golf system and Director Brian Smith thinks many more clubs are keen to exploit their online revenue generating opportunities: *"The recession has made the UK and Ireland's golf clubs focus on what's really important, and an online booking system is an essential tool for dealing with the 21st century lifestyles of both their members and visitors."*

"For club managers and back offices, the booking system is an exceptional form of Club Diary that the whole team can see, share and update online. BRS Golf customers find it much easier to set up and coordinate bookings with the BRS system than with old fashioned paper-based systems, and to build marketing databases and increase the club's revenues online."

"Over the last 12-18 months, more and more club managers see the BRS Golf system as a far more efficient way of managing their courses, maximizing tee time yield, increasing revenue by going online, and building and using a truly effective marketing database. Clubs wanting to increase their membership value can enable members to book their golf in ways that completely suit their busy lifestyles. Switching to BRS Golf is an easy step to make and great investment decision."

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King's Lynn GC's 21st century management tool:

'... I knew we were on to a winner with BRS.'