

# Case Study

## Carus Green Golf Club



Powering open and member events through a fully-integrated tee sheet and Tournament management solution.

### A 'Crawl, Walk, Run' Approach

Guided by their account representative, Carus Green made the implementation of Golf Genius hugely successful by working at their own speed: "We set up trial competitions and inputted spoof results, in order to learn more about the system."

The management team and committee identified a transition period in the off-season to set-up all the competitions as non-qualifying rounds and test the system before the season started. "We also guided our members through the process of using BRS & Golf Genius through regular comms. Most got it first time but for those that didn't, we gave extra support to guide them through the process."

### Delivering Best-in-Class Events

Aside from their weekly member roll-ups, medals and stableford events, the club also run a lot of opens, including their Festival Week - an annual occasion that attracts hundreds of golfers from the local area and further afield.

"We used Tournament Management to run the entire week and the results throughout the week were instantaneous...we just had a quick check to make sure: "was this right?", "could it be this simple?" Yes, it was. If we had tried to run the week manually, we would have probably still been working it all out, and would have needed two or three more people to go through everything, rather than just myself."



Events powered by  
BRS & Golf Genius



Rounds powered by  
BRS & Golf Genius

### Creating Longevity Through Success

Through a calculated approach, Carus Green have been able to experience the full benefit of Tournament Management in a sensible and cautious manner. In 2024, the club will upgrade its subscription to premium, allowing them to take full advantage of the features on offer: "This will make our lives even easier and it will improve the member's experience even more."

***"My advice for other golf clubs and their committee members who are thinking of adopting Golf Genius is: don't be afraid of change. The only way things are ever going to get better is by changing. It will make the transition to Golf Genius as smooth as possible and enable you to get the most out of the system."***

**Colin Millar**  
Competitions Secretary  
Carus Green Golf Club

