

The Golf Course Manager's Woes

The Average Person is Average: Yogi Berra

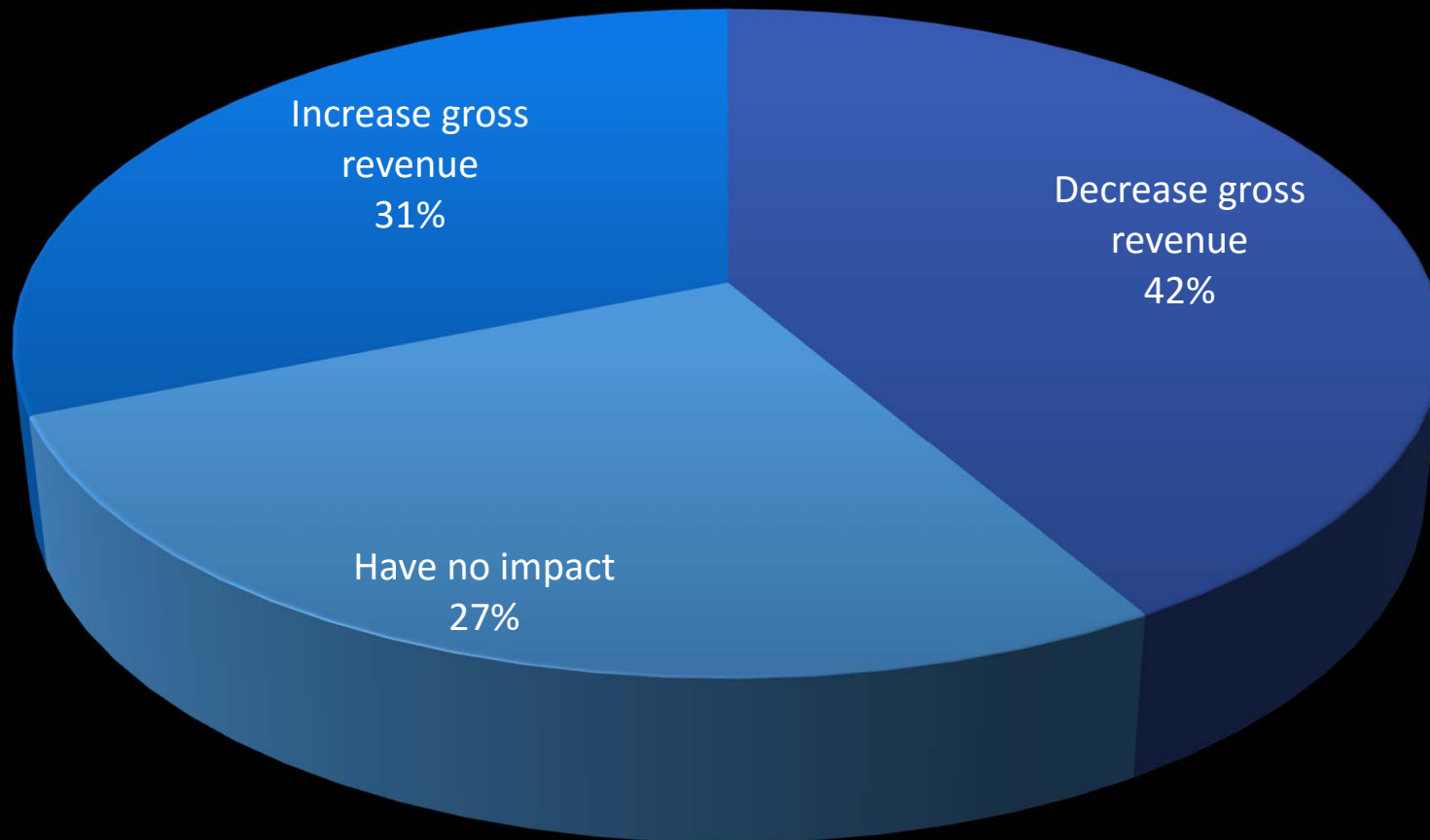




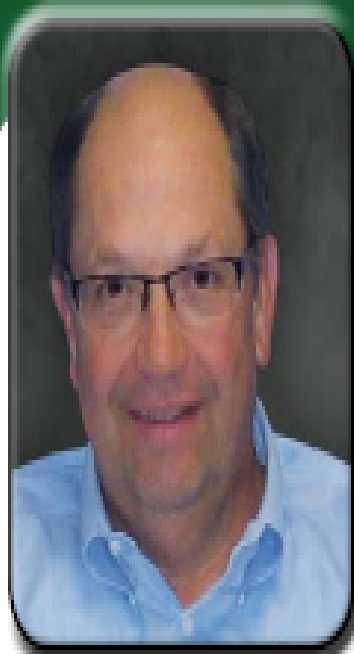
Calculating the Impact of Barter

Number of Courses Participating in Barter	4,000
Estimated Annual Revenue Per Course from Bartered Tee Times Sold	\$20,000
Gross Revenue from Barter	80,000,000
National Golf Industry Revenue	25,000,000,000
Revenue Paid to Third Parties?	0.32%

Impact of Third Party Marketing Companies on Revenue



IMPLEMENTING TECHNOLOGY – From the CEO



Harry Ipema • CEO
and Founder of Fore!
Reservations, Inc.

FORE! RESERVATIONS
15 Year Industry Leader

*1 Installed Software in the
Golf Industry

I have served the golf industry for 15 years, and am passionate about the overall financial health and success of every golf course. I want to see this industry thrive in the months and years to come, and operators profit from serving and growing this great game. I encourage every operator to maximize your software utilization, leverage your customer database, enact best marketing practices and implement technology that helps your business increase rounds and revenue.

In a golf economy where price erosion is spiraling out of control, it's critical that courses discount less and stop bartering tee times with third-party resellers that operate on a barter-for-resale model. When the Internet consumer is trained to go away from the golf course's website to find a better tee time price, the course loses. Barter is essentially creating additional competition for courses, and with an industry challenged by excess supply, increasing competition is not the right solution. Instead, I believe our industry should adopt a "commission-based" model and pay third-parties based on results of rack-rate tee times sold.

Fore! Reservations elects not to engage in barter as we firmly believe the best place to sell your tee times is on your website by offering the lowest price guarantee. We also believe in providing our customers with profitable solutions through a feature-rich system that incorporates innovative tools, revenue-generating features and automated technology. The Five Pillars Fore! Success identified in this brochure represent elements of the Fore! Reservations system that when implemented are proven to turn your software into a "money making machine" and help your business succeed.



GOLF CHANNEL®
THE NBC SPORTS GROUP

Technology Platform

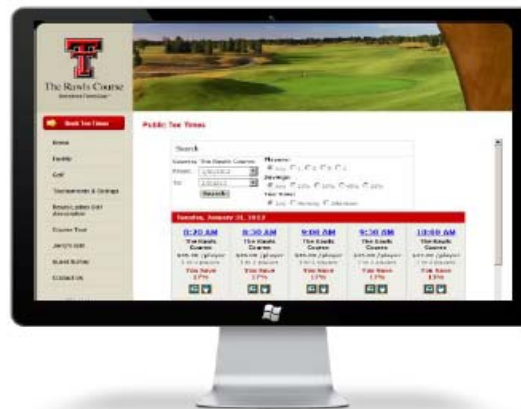
GOLFNOW®
Go. Play.

Technology for today's golf industry



Smartphone APPs

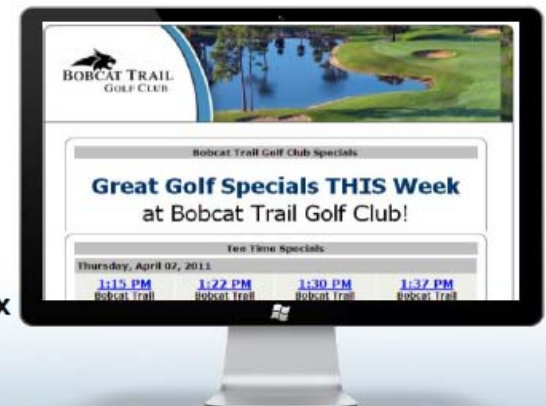
Mobile Websites



Tee Time Booking Engine



Desktop Websites



Email Toolbox

- All technology builds and maintenance supported by a local GolfNow employee team

GOLFNOW Distribution


GOLFNOW Technology


GOLFNOW Marketing


Golfnow/
Golf Channel
Golf Times


Verizon 12:24 PM


Search Tee Times

 **Location**
AZ - NE PHX - Scottsdale

 **Course**
Any

 **Date**
Monday, Mar 11, 2013

 **Players**
Any 1 2 3 4

 **Savings**
Any 25% 35% 45% 55%

Search

Search History Help

Play 18
By Quick
18

Verizon 12:23 PM

Prev Day **Tee Times** Next Day

Resort Guest **Filter**

Monday, March 11, 2013

2:18PM	\$69.00	1 player
Sedona Golf Resort		
2:36PM	\$45.00	1 player
Sedona Golf Resort		
2:45PM	\$45.00	2 to 4 players
Sedona Golf Resort		
3:06PM	\$45.00	1 player
Sedona Golf Resort		
3:15PM	\$39.00	1 or 2 players
Sedona Golf Resort		
3:24PM	\$39.00	3 or 4 players
Sedona Golf Resort		
3:33PM	\$39.00	1 player
Sedona Golf Resort		

Back Tee Times Course Info Deals Me