

EZLinks Solutions

The Information Below Can Help You:

- ✓ Increase Revenue
- ✓ Expand Your Sales Reach
- ✓ Increase Customer Satisfaction



Internet Tee Times—You CAN Get Rack Rate!

Remember the days when golf courses promoted tee times at their retail rate? With a large number of web-based companies now convincing course managers that they must sell online tee times at a discount, many have forgotten that there are a large percentage of golfers willing to book online at the rack rate.

The question is, are you targeting those golfers? If you find yourself promoting *discounted* tee times with more effort than *normal* tee times, then you may want to re-evaluate your marketing strategy. Many EZLinks clients have proven that golfers are willing to reserve regular tee times online, so we should not assume they are only looking for deals. Simply let them know they can book online through your website, and you will eventually see the results.



Below is a summary of the number and approximate greens fee value of REGULAR-PRICED ROUNDS that were sold through web sites linked to the EZLinks Tee Time Network during the first halves of the past two seasons.

	Jan 1—Jun 30 2005	Jan 1—Jun 30 2004
Regular-priced Rounds and Revenue reserved at EZLinks course web sites:	163,938 \$6,881,971	122,069 \$5,169,803
Regular-priced Rounds and Revenue reserved at ezlinks.com:	6,492 \$423,380	3,975 \$225,519
Totals:	170,430 \$7,305,351	126,044 \$5,395,322

More than \$7.3 million in tee time revenue! This reflects actual dollars going into the registers at EZLinks courses. The question is, “are you getting a piece of the pie”? The answer is always at your fingertips. To view the rounds and revenue that your facility has received from Internet sources, print an EZLinks report titled “Rounds Played by Group”.



Some EZLinks courses are receiving 20-30% of their reservations via the web. By including their web address on all advertising, and posting signage in the clubhouse, they have educated their customers about their online capability. The fact that golfers are choosing the web as their preferred reservation method proves that it is a viable and valuable resource for securing business.

In summary, before you compromise your normal price point by aggressively publicizing discounted web rounds, solidify your website as a tool for attracting regular business. Once that is established, consider online discounting as a way to move those specific tee times that you are still unable to fill. However, EZLinks recommends keeping two factors in mind before doing this. First, be wary of companies in your market that may change your perceived rack rate within the community. These companies will probably not make good, long-term partners. Secondly, avoid a consistent, predictable pattern when offering discounts. You don't want your current buyer base to stop paying rack rate in anticipation of a soon-to-be-available reduced rate.

The Scorecard

EZLinks Courses Capture Valuable Email Addresses

During the tee time reservation process, golf course staff and EZLinks Reservation Center agents are able to prompt the caller for his/her email address, at which point a reservation summary is automatically sent to the golfer. Once captured, this address is then deposited into the golf course's database, to be used for future email marketing and other communications.

The facilities below captured the most unique golfer email addresses between January 1 and June 30, 2005. Combined, EZLinks courses secured more than 325,000 email addresses during this period. Congratulations to everyone!

- | | |
|------------------------------------|---------------------------------|
| 1. Sunol Valley GC (CA) | 16. Lakewood GC (AL) |
| 2. PGA West / LaQuinta Resort (CA) | 17. Eisenhower GC (MD) |
| 3. Presidio GC (CA) | 18. Lone Tree GC (AZ) |
| 4. Desert Springs Resort (CA) | 19. University Ridge (WI) |
| 5. Legion Memorial GC (WA) | 20. Sydney R. Marovitz GC (IL) |
| 6. Stone Mountain GC (GA) | 21. Pinehills GC (MA) |
| 7. Wildfire GC (AZ) | 22. Tour 18 Houston (TX) |
| 8. Oxmoor Valley GC (AL) | 23. Lincoln Hills GC (CA) |
| 9. Centennial GC (NY) | 24. Mission Hills Resort (CA) |
| 10. Walter Hall GC (WA) | 25. Highland Woods GC (IL) |
| 11. George Dunne National (IL) | 26. The Pines GC at Marana (AZ) |
| 12. Lyman Orchards GC (CT) | 27. Capitol Hill GC (AL) |
| 13. The Revere GC (NV) | 28. Camelback GC (AZ) |
| 14. Talking Stick GC (AZ) | 29. Cypresswood GC (TX) |
| 15. Troon North GC (AZ) | 30. Kierland GC (AZ) |



New EZLinks Clients

- | | |
|---|--|
| <ul style="list-style-type: none"> • Aliso Viejo GC (CA) • Anthem G&CC (AZ) • Badlands GC (NV) • Bent Creek GC (FL) • Bergamont GC (WI) • Birch Hills GC (CA) • Bittersweet GC (IL) • Blackheath GC (MI) • Blue Heron GC (OH) • Brae Loch GC (IL) • Bunker Hill GC (OH) • Countryside GC (IL) • Devil's Ridge GC (MI) • DoubleTree Golf Resort (CA) • Elkhorn GC (ID) • Empire Ranch (CA) • Ocean View GC (VA) • Osgood GC (ND) • Pebble Brook GC (IN) • Pebble Lake GC (MN) • Purgatory GC (IN) • Poplar Creek GC (IL) | <ul style="list-style-type: none"> • Reston National (VA) • Shamrock GC (OH) • Teal Bend GC (CA) • The Clubs at Kingwood (TX) • The Golf Club at Oxford Greens (CT) • The Village GC (TX) • ThunderHawk (IL) • Tree Links GC (OH) • Turkey Creek GC (CA) • Upland Hills GC (CA) • Virginia Oaks GC (VA) • White Mountain GC (IL) |
|---|--|



Purgatory Golf Club
Noblesville, Indiana

In the Spotlight

EZLinks Profile: Meet Linda Effinger!



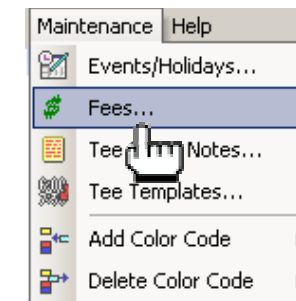
One of the most well-known employees of EZLinks since her arrival in 1999 is Senior Vice President of Client Services, Linda Effinger. Linda oversees the software support staff, the account management team, and the 24-hour tee time reservation center. Ensuring customer satisfaction is always her number one focus.

Linda is a true Big Ten girl, with a History degree from the University of Michigan (where she won the campus beer-chugging competition), and a graduate degree from Northwestern University. Following college, she performed in the musical group “Up With People”. She has been employed by USA Today and the Tribune Company, specializing in database marketing, web site development, call center management, and corporate branding.

Linda is a voracious reader, regularly attends theater performances, serves as a foster family to help rehabilitate rescued dogs, and assists with overseas humanitarian missions. Recently married to a Washington D.C. software executive, whom she met on an airline flight while sharing mango chips, she is now mother to an 11-year old daughter.

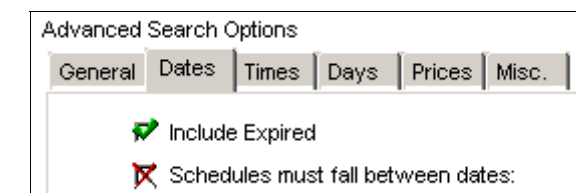
The Software Clinic

Greens Fee Maintenance—Viewing Expired Fees



When in the Fee Maintenance section of your tee sheet software, any amounts with expired schedules are not displayed. However, making them visible again so they can be re-used is easy.

1. Select “Fees” from your Maintenance menu.
2. In the Fee Maintenance screen, click the “Dates” tab under Advanced Search Options at the upper-right corner.



3. Check the box for “Include Expired”, click the FIND button, and you're on your way!



Chipshots

- EZLinks announces the hiring of two account managers: **Jody Decker** and **Beverly Flannery**.

Jody returns to EZLinks after spending the past few years running a golf retail store and practice center in Valparaiso, Indiana. He will be assisting clients in the Western United States and Asia-Pacific region. Beverly, a native Texan, comes to us with a strong background in technology, training, and customer service. She will be working with customers in the Central United States and Latin America

- EZLinks will be attending the **PGA Fall Expo** in Las Vegas, NV and the **Crittenden Golf Inc. Conference** in Pinehurst, NC. If you wish to schedule a demo or account review, please contact clientservices@ezlinks.com.

Visit EZLinks!

An Open Invitation to Golf Course Owners and Managers

EZLinks cordially invites anyone traveling through Chicago to stop by the corporate office for a visit. Whether it be a casual pop-in to say hello, or an intensive multi-day training session, we are always happy to spend time with clients, and make their visit both informative and enjoyable.

Bob Tamblyn, Golf Event Coordinator at Marriott's Desert Springs Resort in California, recently visited EZLinks, and had this to say:



"Sitting in California and having a call center in Chicago handle our tee times was at first a real scare. However, getting a tour and meeting their employees and how they operate put all our worries behind us. Learning how the system works and how all parties can benefit from it was wonderful, and being able to meet key associates at EZLinks was very positive."

Seeing the direction of the company and learning the goals of EZLinks was very helpful. I have a firmer understanding of how to utilize the email marketing tools. Also, we now use the EZLinks printable reports to help better manage our courses here at Desert Springs."

To coordinate a visit contact your EZLinks Account Manager, Regional Sales Representative, or Client Services. Let them know what you are interested in accomplishing, and they will ensure that the proper staff is available to assist you during your stay.

Is Your Software Up To Date?

How to Check Your EZLinks Tee Sheet Version

The most recent version of the EZLinks tee sheet software was released in June 2005. While the convenient auto-update feature allowed most computers to download the file, those behind certain restrictive firewalls may have experienced difficulty.

We recommend logging onto EZLinks on your computer to see what version it is using. To do so, follow these steps:

1. Click "Help" on the top menu.
2. Choose "About the EZLinks Tee Time Network"
3. A window will appear with a version number. If the final number in the sequence is **.216 or higher**, then you are using a current version.

EZLinks Tee Time Network

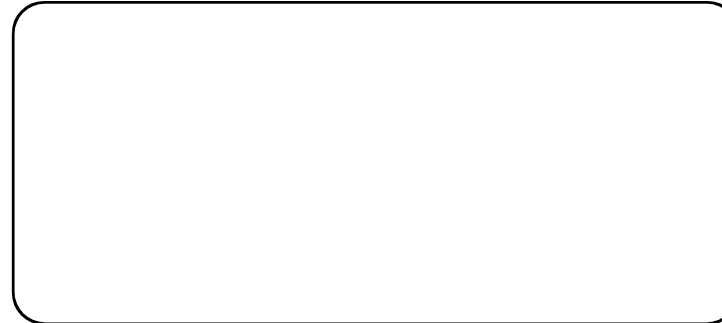
Version 5.0.0.217

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If the number is *lower than* .216, please contact techsupport@ezlinks.com or 1.888.99.LINKS for assistance with downloading the newest file*.

* If your course has its own dedicated technology manager, then we recommend that you defer to them for assistance.

EZLinks Golf, Inc. - The easiest way to get a round.



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Chicago, Illinois 60605

The Quarterly Newsletter for EZLinks Members & Partners

ezlinks.com

Tee Time Management • Reservation Services
Internet Tee Times • Handicap Network • Point Of Sale
Marketing Services • Tournament Software

The Tee Times

The Quarterly Newsletter for
EZLinks Members and Partners

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NOW ON THE TEE...

- Selling Online Tee Times at Rack Rate
- EZLinks Courses Capturing Email Addresses
- EZLinks Profile: Linda Effinger
- Accessing Your Expired Greens Fees
- Visit the EZLinks Corporate Office

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