

Get Golf Ready Initiative **Bringing the Swing Back to Toll Golf**

August 2010, Toll Brothers' Country Club and Golf Division proudly announced that all nine of their actively managed clubs are now offering the golf industry's very popular *Get Golf Ready in 5 Days* program. The *Get Golf Ready* program is a nationally recognized initiative that was uniquely designed by the World Golf Foundation in November 2008, to increase the golf industry's customer base.

While the nation's recession may negatively affect many lifetime recreational sports, the prestigious game of golf is proving to be a surprising exception when pulling in new markets. The *Get Golf Ready in 5 Days* program is a package of 5 PGA certified golf lessons in a small group environment for a fixed price of \$99. The lessons go beyond basic skills instruction and teach the participants golf etiquette, scoring, values and rules. To simply describe the program, the term "Bang for your Buck" is right on the money.

The Toll Golf Division first introduced the program to a select number of clubs in March 2009. Belmont Country Club (VA), Brier Creek Country Club (NC), Dominion Valley Country Club (VA) and Jupiter Country Club (FL) were the pioneers to test the program in their communities, offering it not only to members of their club community, but to prospects and non-members alike.

Confirming the *GGR* initiative's goal, the program was a huge success; increasing membership sales, upgrades to membership, driving golf rounds, and pushing golf shop merchandise. For SVP David Richey and VP Mitchell Laskowitz of Toll Golf's Division, the next step was a no-brainer. In October the division introduced the program to the remaining clubs; Frenchman's Reserve Country Club (FL), Hampton Hall Club (SC) and Mountain View Country Club (CA).

Visit www.getgolfready.com to learn more about *Get Golf Ready in 5 Days* or to find a facility offering the program.

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