

# Guaranteed results at

You don't have to be a golfer to appreciate the significance of a golf teaching system that guarantees a 25 per cent reduction in handicap. Parmasters Golf Training Centers, the world's first indoor golf practice and training centre franchise, is opening on Akerley Boulevard later this year to offer just that.

Beaverbank local Matt Jeffrey, who owns the rights to open at least five Parmasters in Nova Scotia, Newfoundland and Labrador, Prince Edward Island and New Brunswick, is busy arranging construction – which commences in June – and charter membership sales as the countdown to the scheduled winter opening closes-in.

Parmasters focuses on the explosive growth in golf with an affordable, non-intimidating alternative to the traditional, typically expensive teaching methods. Rather than needlessly complicating the basic physics of a golf swing, it separates training from practice and practice from play. Certified golf coaches develop each part of the swing from impact backwards, teaching and imprinting the fundamentals of the golf swing using Accelerated Learning Techniques™ and the proven sports technology Straight-Line Golf™.

Flexible hours and climate-controlled, indoor facilities allow golfers of all levels to gather at Parmasters to enjoy the ultimate training and practice center. Charter memberships are also available, which provide members with preferred access to the unparalleled indoor practice facilities and centre amenities, as well as additional membership benefits such as special discounts and other member perks.

Once construction is complete, the 20,000 sq ft. Parmasters Dartmouth location will include short game areas, complete with undulating putting greens and sand traps; long game practice bays with a unique ball-return system; golf simulators featuring world-class courses; a retail shop for equipment and golf apparel; a golf fitness area that focuses on strength, flexibility and balance; and a training and events room that can be rented for corporate functions or family birthday parties. And the on-site Links Golf Café, offering gourmet organic coffee and clubhouse fare, as well as wireless Internet, will be convenient for Parmasters' members, as well as local walk-in customers and businesses.

"We're really excited about getting this first centre open and operating," Jeffrey says. "The initial response to our charter memberships is very strong. Our new members will see Parmasters as a year-round, fun place to improve their golf swing without the 'country club pricing' that's out of reach for most people. It's an affordable golf community with all the privileges and social benefits golfers enjoy."

For more information, contact Matt Jeffrey at (902) 240-0200, or email him at [matt\\_jeffrey@parmastersgolf.com](mailto:matt_jeffrey@parmastersgolf.com).

**Parmasters can't get in to start renovations till June, but that didn't stop it from erecting a sign to let avid golfers its coming soon.**

# new golf training centre

