

Parmasters swings into action

By Heather MacCormac

BEAVERBANK

Whether it's swing power, increasing distance, consistency and mechanics, improving strength and flexibility – most golfers' aim for it all!

Matt Jeffrey of Atlantic Canadian Area Developer of Parmasters Golf Training Centers, the world's first year round indoor golf training center franchise, understands this concept and he is ready to deliver.

Jeffrey, a Beaverbank resident, owns the rights to open five Parmasters centres throughout the region.

His first Atlantic target is Dartmouth – on Akerley Blvd.

Originating out of Vancouver, Parmasters markets itself as a training center delivering powerful results – literally guaranteed!

The company's aim is to not only help golfers make more birdies, but also free them from the burden and weight of inconsistent results.

"Basically what we are is a health club for golfers," explained Jeffrey during a recent sitdown interview.

"Members will experience Parmasters as a year-round place to improve their golf game with all the privileges and social benefits golfers enjoy – without the country club pricing often out of reach for most people."

As attention to golf has intensified and increased so has Parmasters understanding of affordable solutions and offering non-intimidating alternatives to the traditional and often expensive teaching methods.

The company mandate is to help golfers experience a longer, happier,



Parmasters Dartmouth location

more fulfilled relationship with the game.

The new state-of-the-art 20,000 square foot 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 1,000 square foot golf fitness area focusing on strength, flexibility and balance (male and female locker and shower facilities) and a training and events room suitable for corporate functions and other family social events.

In addition, an on-site Links Golf Café will offer organic gourmet coffees equipped with wireless Internet.

"We're really excited about getting this first centre opened and operating," Jeffrey added.

"It doesn't matter what time of year you start training. If you are taking lessons during the winter season golfers will be ready to go come Atlantic Canada's traditional golf season opening. If you are taking lessons while you're golfing that's just as well – you'll be able to see your improvement right away!"

With flexible hours and

climate-controlled indoor facilities, golfers of all levels will be able to gather and enjoy an ultimate training and practice environment.

Certified golf coaches will help players 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™.

Jeffrey said rather than needlessly complicating the basic physics of a golf swing Parmasters separates training from practice and practice from play.

"The Straight-Line Golf System has delivered a minimum 25 per cent reduction in handicap to thousands of golfers for the past 10 years," said Jeffrey.

If, after completing the eight-hour Straight-Line Golf Clinic and the 24 private session Open Series training program, your handicap is not at least 25 per cent lower (if you have an established handicap), your handicap equivalent is not at least 25 per cent lower (for golfers without an established handicap), or your scores are not at least 20 strokes better than when you began training with Parmasters (if you

are a new golfer), Parmasters will make it right.

"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," emphasized the local developer. "It works."

"The bottom line is we will work with you until you see and feel results or we'll give you your money back. It's your option!"

"Our motto is 'Better Golf. More Fun. Guaranteed.' That's what we plan to deliver!"

Jeffrey has been busy balancing construction duties with membership sales as the countdown to the Centre's late fall opening draws near.

The new Dartmouth facility plans to cap its membership at 1,000 members initially, including their exclusive Charter Memberships (providing members with preferred access to the supreme indoor practice facilities and offering additional perks including some life time benefits not part of their ongoing regular membership packages.

For more information, contact Matt Jeffrey at (902) 468-5151 or visit the web site at www.parmastersgolf.com/halifax-dartmouth