



# The McDonalds of Golf?

## It's Probable For This Emerging Franchise that Guarantees a 25% Handicap Reduction

How many people do you know who would love to get paid to do what they love? How many people do you know who love golf? As North Americans go crazy for golf, what kind of potential does a business have that will serve up golf training skills like McDonalds serves up french fries? Based on their feedback since launching in May of this year at the International Franchise Expo, pretty darn good.

Parmasters Golf Training Centers is the world's first year-round, indoor golf training center franchise. Their systems of golf training are so good they actually guarantee a 25% handicap reduction. And now they are seeking a Canadian Master Franchisee. Sound promising? Read on.

Systems and consistency are what has made franchises like McDonalds such a huge success. Tom Matzen, Co-founder and president of Parmasters, is a systems and franchise specialist with over 15 years of experience in franchising and systematizing businesses. He says that any golf lover across North America who learns this system, will be able to literally transform their game. And their business life. "The key to a successful business is to create a system that produces consistent, predictable results, every single time. And that comes from well-documented systems, and a process for continually improving these systems. We are very proud of both of those components at Parmasters."

And by creating a system so predictable that they can literally guarantee results, Parmasters have raised the bar in golf training. "This is a first for this sport, because traditionally golf participation has been very limited by status and money. Now with golf becoming much more mainstream, this is a great business opportunity for people who have always wanted to run their own business, and of course, for people who are passionate about golf," says Tom.

So just what makes Parmasters different in the sport training world, and in the world of golf training specifically? It comes down to five key advantages.

First, something they call Accelerated Learning Techniques. Their exclusive Accelerated Learning System uses End Point Visualization (EPV) and Backward Shaping teaching methods combined with positive reinforcement and detailed one-on-one session plans. This fosters better, faster results in golfers of all skill levels.

Second, they build Club Member confidence. Parmasters takes on the "mental" aspects of golf with a training system that builds confidence. This includes comprehensive one-on-one session plans, "pump-up" calls the night before each session, pre-session motivational videos, post-session practice tips, Success Journals, and a complete Club Membership program including a monthly newsletter. With their exclusive Straight-Line Golf system, Club Members learn how accuracy and power improves their game to make strokes disappear. Through positive reinforcement in our non-intimidating training environment, Club Members learn physical and mental techniques that produce immediate results.

Third, their effective target marketing strategies. Because the purpose of a business is to create a client, the business has two and only two functions:

marketing and innovation.

Marketing and innovation produce results, all the rest are costs.

Parmasters entire marketing system works on four main areas: getting new clients,

keeping existing clients,

getting existing clients to spend more, and getting existing clients to come back more often.

Their thirty plus targeted marketing strategies represent the very best proven methods to generate clients.

These street-tested methods have produced results in literally hundreds of businesses over the last ten years and are now available to franchise owners in Parmasters. This will make getting new clients a science instead of a guessing game.

Fourth, their ethical franchise system. In order to reduce and eliminate abuses often made by other Franchisors, they have implemented several key elements to the way their franchise system operates. These include more than a dozen unique policies including the following: saving you money with group buying power by having all products sold to our golf training centers at a pre-determined mark-up based solely on the cost to warehouse with no hidden volume rebates, or mark-ups allowed; totally exclusive, protected territories so you control when to expand, not them; flexible construction processes and open bidding policies so you save significant money on store construction; and very fair renewal provisions avoiding predatory practices.

And fifth, a sustainable business philosophy. Parmasters management believe that for a business to be truly successful, its livelihood and growth must also support the long-term sustainability of their team, our community and the planet.

Will Parmasters become the McDonald's of golf? It is too soon to tell. But for this rapidly growing emerging franchise, in a very hot industry, the sky is the limit.

