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THE VARIABLE FOURSOME

There are too many golf courses that cost too much to play, not enough players to fill those empty tee-times, and a continuous trending towards exclusivity. Corporate golf is on the decline and the current economic situation is the biggest problem facing the golf industry today. To capture your almighty green fee, there is the annual game within this game being played at a course near you. A game of coupons, 3 for 1 deals and green fee prices that shift as the sun travels the sky. Where is the consistency? What about integrity? Looking for a different idea? There are solutions that answer some, if not most of those obstacles through a company called Golf Hunter Inc.

Golf Hunter Inc. does two things for the golf industry. They provide a healthy net-new revenue stream for their Home Courses and provide access to the game, for as many as possible, at the most reasonable of prices, FREE. "That is what we need to do. We have to give the game of golf back to those that can't afford a \$54,000 initiation fee," says Sean Manias, owner and creator of Golf Hunter. "That is one of the ways it will really thrive again." Of course there is nothing for free these days, and well, it's obviously not free. But consider this. If you knew of a dry-cleaner in your town that sent his customers golfing at great courses as an appreciation for the business, would you use that dry-cleaner? Of course you would. How about this as a solution?

Sean tells this story like it was the changing of the guard in his own golfing mind. One night, in the middle of a cold Halifax winter night, Manias woke up with the idea of a 'Variable Foursome.' He suggests "If you and your friends aren't going to use that tee-time at 1:17, why can't my friends and I

go instead? As long as the course gets it's due, and is respected by all guests, the name of the player shouldn't matter. Where is that kind of membership? There is a gap here somewhere." He goes on to say, "When you add in the freedom to play at a dozen courses, it gets a lot closer to perfect." At the time, Manias was a Food & Beverage manager at a private club in Glen Harbour Nova Scotia. His job at the time included hosting the LPGA Canadian Open in 2005 and the thousands of guests in attendance. Manias has been on both sides of the bar, if you will; the serve-er and the serve-ee. That, in addition to his 8 years in corporate sales for a large company in Toronto has provided him the business acumen to create his own solution and his own company.

Golf Hunter Corporate Membership

"Here is the simplicity of it. One Foursome, Any four golfers, every day of the week, at any of our home courses, with no restrictions. No initiation fees, no minimums, no hidden fees. Period. This is an open concept to the game for the everyday player. Because we all need to dry-clean something," The Golf Hunter suggests. "The typical multi-course memberships at the high-end courses have become far too expensive, far too exclusive and very prohibitive. Hey, if you can afford it, please continue to spend it. Ontario and Canada have some of the greatest golf courses, and some of the greatest golf course staff in the world. We just think our solution makes more sense for the business owner. Less cost, less time away from the office, (because you nor your staff need to be there) and more access to the game for everyone."

Manias continues, "and the best part is that development of loyal customers and loyal employees has never been more important to the business owner. We help them with that too." This membership also allows business owners to reward employees through Golf Hunter's Employee Reward and Recognition Programs. "If your employees come in on Monday with 10% more productivity in mind because they had a great Saturday, golfing with their friends and family...well, that's priceless," says Sean.

What About The Golf Course?

"We have to maintain the integrity of our course's rules, expectations and price structure. In essence, we are filling unused inventory. Those growing empty tee-times." Courses look to Golf Hunter as an alternative to hiring someone in a sales capacity and the expensive salary that goes with doing that. An expense that many courses are now forced to cut out. Sean is educated in the business of golf and is more than passionate about its future success. His one-to-one marketing and hand delivered packages are the direct approach

course owners are looking for. Golf Hunter offers a distinct differentiation that will get more golfers to their course. And it seems to be working. Corporate sales for some of Sean's courses have risen by 75% in two short years.

Sean humbly rhymes off at least 18 names of people who, he says, have helped in building this company and this dream of his. Some I have heard of, most I have not. "Great people...like my course owners and managers, who have the forethought to look outside this shrinking golf box. Doug Wilson at Diamond in the Ruff, Lana Stoddart at Settlers Ghost, Stuart Brindle at Mill Run, The Moyer Family at Bear Creek, Jonathan Gee at Bigwin Island, Jeff Palmer from The Raven at Lora Bay..." and the list goes on. The truth is this guy must be working hard to keep happy his 10 locations and dozens of new clients because, for the most part, this is a one-man operation. But the system he has in place seems to be doing exactly that. "We satisfy our customers, AND our customers' customers, everyday. That's the coolest part." Golf Hunter is proud to say they have never lost a client, and work to maintain that record.

Golf Hunter is now focused on growth and doubling his 10 locations for 2010. Plans include Kitchener/Waterloo, London, Burlington and Oakville. "We've always thought this should work across the country. Franchising will be in the future, but our core focus right now is doing it right, doing it well."

For pricing details, or to speak with The Golf Hunter directly, call Sean Manias anytime @ 705 252 8880 or email him at sean@thegolhunter.com



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