



GOLFTEC

**GOLFTEC**<sup>®</sup>

**2019 Media Guide**

All information as of September 2019

[golftec.com](http://golftec.com)

*OUR MISSION STATEMENT*



*To help people  
play better golf.*

## Welcome to GOLFTEC

Founded in 1995, GOLFTEC is the world leader in golf instruction and one of the fastest growing, most successful companies in the golf industry. Its fact-based approach to improvement benefits golfers of all skill levels, maximizing performance and enjoyment of the game.

With its unique position in golf instruction, GOLFTEC has continued to break records for revenue, profit, students, employees and coaches. This type of growth and influence over the past 24 years is unmatched in golf.

The company continues to evolve to ensure its growth and strength in the marketplace continues unimpeded. Among the new changes are completely updated and modern in-center designs that provide the ideal learning environment for students and an increased emphasis on club fitting via the new TECFIT™ program that will see GOLFTEC become the nation's leading provider of custom fittings.



# COMPANY OVERVIEW

## GOLFTEC Facts

- Leading global provider of golf lessons; more than 9 million lessons given
- More than 200 centers worldwide, including North America, Hong Kong, China and Japan
- No.1 employer of PGA Teaching Professionals
- Responsible for more than 26% of all private golf lessons given to core golfers in the U.S.
- Students drop an average of 7 strokes from their game

## Business Highlights

- 2018 was the single biggest year in GOLFTEC history; eclipsed \$100 million in sales and gave over 1 million golf lessons and club fittings
- Revenue is up 110% since 2010 – outpacing well-known companies inside & outside of golf
- 2017 Inc. 5000 Fastest Growing Private Company List, marking its 8th appearance on the list
- 2017 FAST Company – Most Innovative Companies in Sports
- Celebrating 23rd anniversary in 2018
- More locations than any golf retailer, lesson provider or club fitter
- Continued international growth; currently in Canada, China, Hong Kong, Japan and Singapore
- Introduction of component club fitting program to expand the TECFIT product throughout all Training Centers
- 36 GOLFTEC Training Centers named to Golf Digest's prestigious "100 Best Club Fitters in America" list



## Teaching

- More than 9 million lessons taught since 1995, dramatically more than any other entity in golf
- Largest employer of PGA Teaching Professionals in the world
- Nearly 500,000 students since 1995
- Proven results:
  - Average GOLFTEC student will drop 7 strokes from their score
- All Coaches attend rigorous multi-week certification at GOLFTEC University to master the analysis of golf mechanics, the technology of the GOLFTEC system and the most productive teaching techniques.
- Teaching philosophy focused on fact based diagnosis and instruction

## Technology

- Patented TECSWING™ Training System provides video combined with motion measurement quantifying swing mechanics which aides coaches in our fact-based approach to instruction
- More than 100 million swings captured on video
- 266 million motion data points recorded
- Foresight® launch monitors measure launch angles, spin rates, club speeds and more
- All lessons recorded and available to view through the online GOLFTEC Clubhouse and GOLFTEC app
- New comprehensive club fitting software released in 2018 cross-references launch monitor ball flight characteristics with a database of thousands of clubhead & shaft combinations to recommend the most optimized golf equipment for an individual's unique swing
- New customized hardware and iPad-based putting software system released in 2019 measures putter aim, path and speed to establish baselines and patterns for students to improve putting

GOLFTEC BY THE NUMBERS

9,714,522

Lessons Given Since 1995

450,000+

Improved Golfers

7

Stroke Improvement  
Student Average

#1

Employer of PGA  
Professionals

6 Countries 37 States 87 Cities

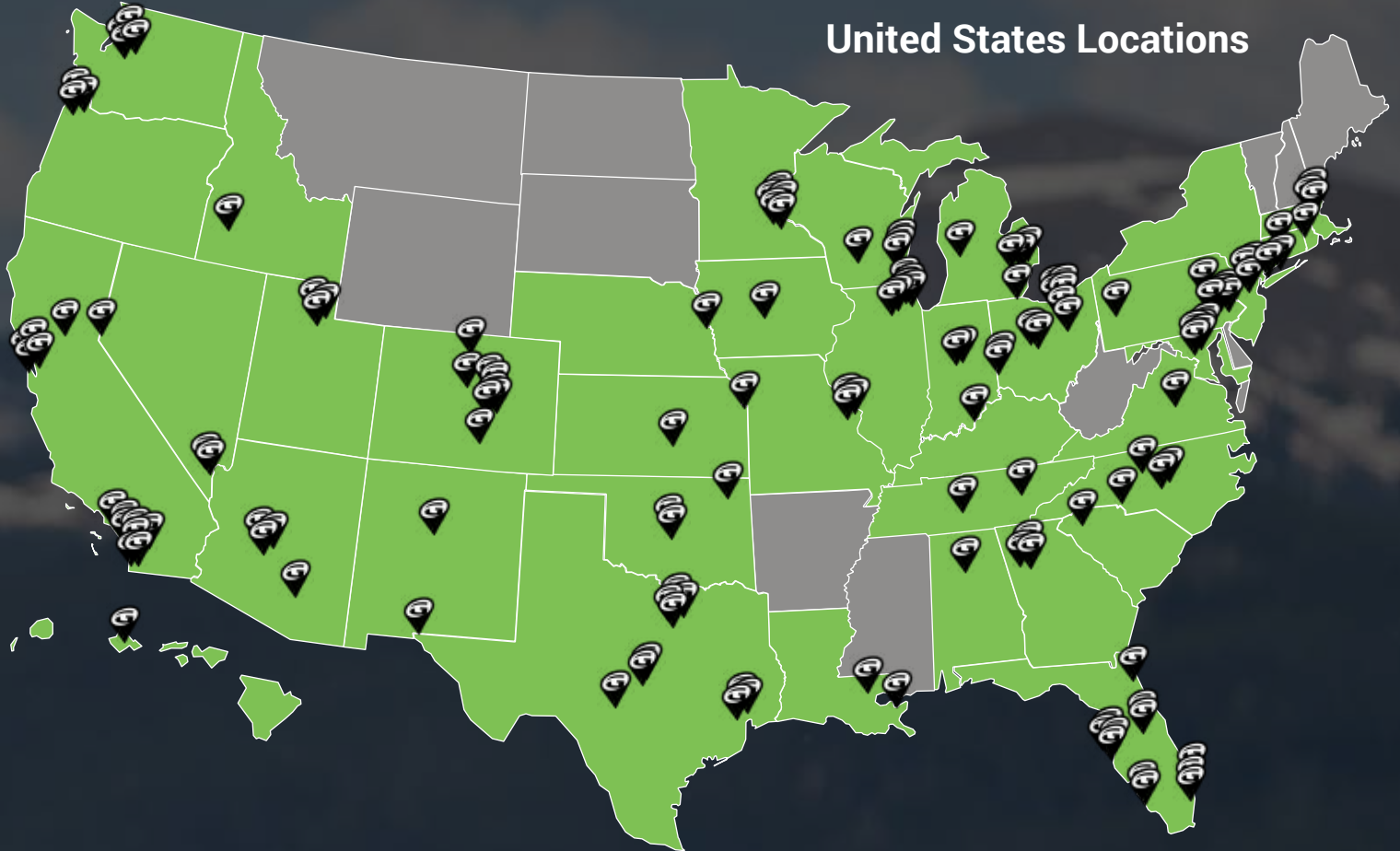
200+

Training Centers Currently Open







650+

Certified Professional Coaches

# GOLFTEC BY THE NUMBERS



## International Markets:

-  United States
-  Canada
-  Japan
-  Hong Kong
-  Singapore
-  China



# COMPANY HISTORY

## 1995

- Company is founded by Clayton Cole under the name Driving Obsession
- Joe Assell is hired as the first teaching professional and manager
- Mike Clinton is hired as a teaching professional
- First location is opened in Denver, CO
- Swing Motion Training (SMT) including Bio Feedback is put in use

## 1996

- Second Location Opens in Chicago, IL

## 1997

- Clayton Cole, Joe Assell and Mike Clinton become joint owners of the company
- The company is renamed GOLFTEC (Technique, Equipment, Conditioning)



- GOLFTEC opens third location in Chicago, IL

## 1998

- GOLFTEC opens two locations – Atlanta, GA and Dallas, TX (5 TOTAL)
- GOLFTEC reaches its first million in total sales for one year

## 1999

- GOLFTEC opens one location in Denver, CO (6 TOTAL)

## 2000

- GOLFTEC builds its own proprietary data support system named CaddyMaster
- GOLFTEC opens third location in Chicago, IL (7 TOTAL)

## 2001

- GOLFTEC partners with Gart Capital Partners
- The testing of Video Analysis combined with Motion Measurement named SEVA (Swing, Element, Video, Analyzer) is started

- The Button Box for Video-Based Practice is rolled out
- First Player Performance Center (PPC) which includes online lessons (WebLesson) is available for students to view for the first time

## 2002

- GOLFTEC opens three more locations – Dallas, Denver and Houston
- GOLFTEC receives patent for SEVA (Swing, Element, Video, Analyzer) technology

## 2003

- SEVA (Swing, Element, Video, Analyzer) is installed system wide
- \$4 million in total sales for the year
- First franchise location sold in Phoenix
- GOLFTEC hires its 50th Coach



# COMPANY HISTORY

## 2004

- First two franchises open in Phoenix and Irvine, CA
- GOLFTEC opens 12 locations (22 TOTAL)
- GOLFTEC hires its 100th Coach
- GOLFTEC does \$1 million in sales in one month (August, 2004)
- \$6 million in total sales for the year

## 2005

- GOLFTEC opens 16 locations (38 TOTAL)
- \$10 million in total sales  
GOLFTEC hires its 200th Coach

## 2006

- \$16 million in total sales for the year
- GOLFTEC opens 24 locations (62 TOTAL - INCLUDING THE 50TH CENTER)
- GOLFTEC opens 50th location in North Richland Hills, TX

## 2007

- Denver Business Journal ranks GOLFTEC #24 "Top Colorado-Based Franchisers"
- \$25 million in total sales for the year
- GOLFTEC hires its 300th Coach
- GOLFTEC teaches its 1 millionth lesson
- GOLFTEC opens 38 locations (100 TOTAL)
- GOLFTEC opens 100th location in Las Vegas, NV

## 2008

- SEVA undergoes major upgrade and the name is changed to g-Swing
- Joe & Mike win award for Ernst & Young Entrepreneur of the Year
- \$29 million in total sales for the year

## 2009

- GOLFTEC partners with Sports Illustrated Golf Group



- \$32 million in total sales for the year
- GOLFTEC hires its 400th Coach

## 2010

- GOLFTEC named to Franchise Times "Fast 55"
- GOLFTEC named to the Inc 500 list of "Fastest-Growing Private Companies"



- GOLFTEC opens in Canada
- \$37 million in total sales for the year
- GOLFTEC teaches 2 millionth lesson

# COMPANY HISTORY

## 2011

- \$46 million in total sales
- \$1 million in sales in one day (August 25, 2011)
- 3 millionth lesson taught

## 2012

- GOLFTEC opens in Japan
- GOLFTEC releases upgrade to g-SWING technology
- GOLFTEC hires its 500th Coach

## 2013

- GOLFTEC rolls out My Pro To Go (online golf lessons app) with Sports Illustrated



- GOLFTEC teaches 4 Millionth Lesson

## 2014

- 610 Total Coaches
- GOLFTEC teaches 5 Millionth lesson
- GOLFTEC to Go mobile app is rolled out
- 196 Total Centers

## 2015

- Coaches iPad teaching software is tested, named TECswing GO
- GOLFTEC reveals SwingTRU Motion Study



- GOLFTEC celebrates 2-Year Anniversary



## 2016

- PGA of America and GOLFTEC form a Strategic Alliance



- GOLFTEC Teaches 6 Millionth Lesson

- \$84 million in total sales for the year
- GOLFTEC opens 200th location in Scottsdale, AZ

## 2017

- GOLFTEC moves into their new World Headquarters in Denver, CO
- GOLFTEC deploys an enhanced club fitting experience in several markets
- GOLFTEC goes through a major rebranding project
- GOLFTEC rolls out a new logo and a new center design



- GOLFTEC installs TECSWING, their new proprietary teaching system
- GOLFTEC develops state-of-the-art custom designed cameras
- GOLFTEC hires its 650th Coach

## 2019

- Fast Company highlights GOLFTEC as one of its most innovative companies in sports

**FAST COMPANY**

## 2018

- Enhanced club fitting experience deploys in 120 Training Centers
- GOLFTEC rolls out proprietary club fitting software, TECFIT
- Golf Channel partnership sets record levels of media exposure through increased television spots and original content integrations



- Golf Digest Online (GDO-Japan) expands partnership with GOLFTEC, acquiring majority interest



- Continued international and domestic growth, including first GOLFTEC Training Center to open in China
- New customized hardware and iPad-based putting software system powered by BioMech measures putter aim, path and speed to establish baselines and patterns to help students improve their putting
- 36 GOLFTEC Training Centers named to Golf Digest's prestigious "100 Best Club Fitters in America" list

# COMPANY IMAGES



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## EXECUTIVE BIOS



### **Joseph Assell**

#### ***President, CEO & Co-Founder***

Since the company's inception, Joe Assell has provided the leadership and skill necessary to grow GOLFTEC into the leading provider of golf lessons in the world. His guidance has helped take the company from a one-employee operation recording \$90,000 in sales in 1995 to employing more than 750 individuals globally, including over 400 PGA Members and Apprentices, with annual sales exceeding \$110 million. Since 2010, the company has increased annual revenue by 110%. As CEO, Assell oversees strategy

as well as multiple divisions within the company including finance, legal, sales, technology, and marketing. He leads a ten-person senior management team in executing the strategic development and growth behind GOLFTEC.

In addition, Assell serves on the National PGA Marketing and Member Benefits Committee as well and the National PGA Golf 2.0 Get Golf Ready Committee. Locally, he is on the Finance Committee of the Colorado PGA and the Associate Board of the Boys and Girls Clubs of Metro Denver. A cum laude graduate with a B.B.A. in Marketing from the PGA Golf Management program at Mississippi State University, Assell won the school's Young Alumni of the Year award in 2002.



### **Jeremy Beck**

#### ***Chief Operations Officer***

Jeremy Beck earned his B.S. in Business from the PGA Golf Management Program at Ferris State University in 1999. As a GOLFTEC instructor, he has given over 10,000 lessons and was named GOLFTEC 2001 Coach of the Year. In 2005, Jeremy was named Manager of the Year and subsequently joined the GOLFTEC executive

team as the VP of operations. In that role, he has utilized his front-line best practices to create the systems to allow GOLFTEC to successfully scale up and manage its growth.

In 2014 he was named GOLFTEC Headquarters Veteran of the Year. He currently oversees Instruction Quality, Coach Training, Corporate Center Operations and Facilities. A PGA member since 2001, Beck continues his involvement with Ferris State University by serving on the Executive Committee for its PGA Golf Management alumni association.

# FREQUENTLY ASKED QUESTIONS

## What is TECSWING®?

TECSWING is our advanced analysis and feedback tool for teaching golf. The powerful proprietary software combines video analysis and motion measurement in real time.

The combination of video and motion measurement allows GOLFTEC coaches the ability to quickly diagnose swing flaws and provide factual feedback to students. TECSWING uses audible beeps to provide an instantaneous platform to train the proper movements and alert the student when the movement is wrong.

For example, if a student turns their hips too far in the backswing, the coach can set a beep to sound when the hip measurement goes beyond a specified movement. That immediate feedback—turn the hips too far and you hear a beep—is very effective in changing movement patterns.

## How is TECSWING different?

Other systems use video and coaching together but TECSWING is unique because it combines video with advanced motion measurement technology. The ability to correlate motion data with video gives GOLFTEC the unique opportunity to illustrate changes better than any other instruction company.

## How does TECSWING benefit GOLFTEC students?

The ability to see your swing on video and measure the range of motion of key swing elements allows the GOLFTEC coach to see, understand and analyze the swing like never before.

It allows GOLFTEC Coaches to quickly diagnose problems so they can clearly illustrate the issue to the student and build a plan to fix the problem.

## Can you use TECSWING outdoors?

The TECSWING software integrates with the TECSWING GO mobile app, giving coaches more knowledge and insight into the student's swing outside on the course. It gives them the best tools in the golf industry to teach the facts about the swing regardless of location.

## What is SwingTRU™?

In 2016, GOLFTEC launched the SwingTRU Motion Study, the most comprehensive motion study of the golf swing ever conducted. It includes detailed analysis of more than 35,000 golfers' swings, from PGA Tour players to beginners, pinpointing specific positions throughout the swing that directly correlate to success.

# FREQUENTLY ASKED QUESTIONS

## How does SwingTRU™ benefit GOLFTEC students?

The data is used in most GOLFTEC lessons to help students understand how their body movements compare to the best players in the world, and how these numbers can lead to improved performance on the course.

## What is GOLFTEC Club Fitting?

Led by launch monitor data and a selection of thousands of clubhead/shaft options, GOLFTEC's custom club fitting solution matches the optimal clubs to a golfer's swing. In 2018, 75% of golfers that went through a driver fitting at GOLFTEC gained an average of 25 yards on their tee shots.

## Who conducts a club fitting at GOLFTEC?

At GOLFTEC, club fittings are conducted by coaches who are certified both in fitting and instruction. This is incredibly important because the person fitting must understand the relationship between the clubs and the student's swing. Whether they take lessons or not, it is more effective to get fit by someone who understands this.

## Why is Club Fitting Important?

There is a direct correlation between the way we swing and the effectiveness of the clubs we play. If a player uses poorly matched clubs for their swing, it will force them to make adjustments. That means even good swings can yield poor results. Precision-matched clubs, on the other hand, reward good swings with good results and often improve contact, distance and consistency.

For example, if your golf club is too upright or flat for your swing, it alters where the clubface is aimed and that has an effect on the direction of your shots. This could mean that you could tend to miss your irons left and your woods right just because there is a variance in lie angle.

The bottom line is that off-the-rack clubs miss on the ideal specs for most golfers. Components like lie, loft, length and shaft flex can be an issue with stock clubs and all of those factors affect your performance. That's why we highly recommend that all golfers, no matter skill level, should go through a custom fitting conducted by a highly-trained expert.



## What makes Club Fitting at GOLFTEC unique?

Our fact-based, unbiased process creates a precision match for each golfer, which means there is very little chance you will be unhappy with the results. Other fittings are often done quickly; you hit a few shots, the fitter asks how it feels and that's about it. Where are the facts? Where's the data? How do you know he or she is not trying to push you to a particular brand? We don't work like that. GOLFTEC club fittings are extremely thorough. We take a full 90 minutes to gather the data, generate recommendations and let every golfer make the final decision.

It all starts with the coach talking with you to learn what you want to achieve. This goes hand in hand with the coach knowing your game, but non-students also benefit greatly from the coach learning about ball flight, physical limitations, brand preferences, your tendencies and expectations, and so on.

We then take measurements to determine optimal specs like length, lie, shaft flex and grip size, before you hit shots using launch monitor technology that captures key swing data points such as launch angle, spin rates and ball speed. We plot every shot to see how they cluster, measuring characteristics like distance, dispersion and overall shot patterns. Ultimately, every golfer's unique swing characteristics are matched the most optimally fitted golf clubs for their needs.

CONTACT



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