



# **GOLFTEC<sup>®</sup>**

## **GOLFTEC Media Guide**

*All information as of March 2021*

***[golftec.com](https://golftec.com)***

## 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 25 years is unmatched in golf.

The company continues to evolve to ensure its growth and strength in the marketplace continues unimpeded.



# COMPANY OVERVIEW

## GOLFTEC Facts

- Leading global provider of golf lessons and club fittings; more than 11 million lessons given all time and averaging over 1 million lessons given per year
- 200+ GOLFTEC Training Centers worldwide, including North America, Hong Kong, China and Japan
- No.1 employer of PGA Teaching Professionals
- GOLFTEC Students improve their game by an average of 7 strokes

## Business Highlights

- Celebrated 25th anniversary in 2020
- NGF Top 100 Companies in Golf
- FAST Company – Most Innovative Companies in Sports
- Ten time recipient of Inc. 5000 Fastest Growing Private Company List
- 50+ Coaches recognized by PGA of America for their accomplishments
- 36 GOLFTEC Training Centers named to Golf Digest's prestigious "100 Best Club Fitters in America" list





GOLFTEC BY THE NUMBERS

11,127,806

Lessons Given Since 1995

1 Million+

GOLFTEC Students

7

Stroke Improvement  
Student Average

#1

Employer of PGA  
Teaching Professionals

6 Countries 37 States 87 Cities

200+

Training Centers Worldwide

700+

Certified Personal Coaches

*\*All information as of March 2021*

# 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 20-Year Anniversary



## 2016

- PGA of America and GOLFTEC form a Strategic Alliance



- GOLFTEC Teaches 6 Millionth Lesson

## 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**

- 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



## 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





## 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.

CONTACT



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

For additional information,  
please contact:

Patrick Hester  
[phester@golftec.com](mailto:phester@golftec.com)

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