EZLinks Solutions

The Information Below Can Help You:

✓ *Increase Revenue*
✓ *Reduce Labor*
✓ *Improve Communication*

Tap Into Local Third Parties for Extra Business

One of the benefits of being a member of the EZLinks Tee Time Network is that you can provide outside groups with access to your tee sheet. Currently, there are more than 270 "third parties" using the EZLinks tee time software. These groups include local hotels, golf retail stores, concierge desks, and travel agencies.

If there is a group that frequently contacts your golf shop to check on tee time availability, then you may consider having us install EZLinks at their office. By providing them with this convenience, they are more likely to send their golfers to *your* course, rather than calling around to multiple courses to locate a tee time. Also, this eliminates the need for your staff to spend time assisting them with reservations over the phone.

Once EZLinks has set them up with a login and password, they will be able to book tee times directly to your golf course tee sheet following guidelines which you define. These parameters can include:

- How far in advance can the group book tee times?
- Are they required to enter a credit card to hold the tee time?
- What is the maximum # of golfers allowed for a reservation?
- What is the maximum # of golfers allowed for a given day?
- Can they view names on your tee sheet, or only the openings?

As a security measure, third parties are not able to cancel or edit tee times that they did not initiate. This means they cannot accidentally cancel your other reservations or events. Reports allow you to track their reservations.

If there is a third party in your area that you would like to receive direct tee times reservations from, please contact your EZLinks account manager.

EZLinks Hits The Road

Meet EZLinks Representatives at Industry Events

EZLinks recently attended both the PGA Expo (Las Vegas) and the National Recreation and Park Association Show (San Antonio), meeting with current clients and prospective customers.

Upcoming participation includes both the PGA Merchandise Show (Orlando, Jan 26-29) and the Golf Industry Show (Atlanta, Feb 9-11). Regional shows will include PGA section events in Indianapolis and Charlotte.

If you plan to attend any of these exhibits, and wish to discuss your use of EZLinks with a representative, contact your account manager to schedule a meeting. It will be time well spent, and should be useful and informative.

The Scorecard

EZLinks Reservation Center—The Rounds Keep Flowing

The strength and backbone of EZLinks has always been the reservation center. Whether a course sends all tee time calls to EZLinks, forwards calls when they are not answered in the golf shop after a few rings, or forwards calls only when the shop is closed, the end result is capturing rounds and revenue (as well as golfer data) that otherwise might be missed. Additionally, the reservation center adds a layer of customer service that golfers appreciate. Does the golf course up the street have someone answering their calls 24-hours a day? Probably not.

The facilities below utilized the EZLinks Reservation Center to the greatest extent between October 1, 2004 and September 30, 2005. In total, EZLinks agents reserved more than 586,000 rounds of golf during this period, at an estimated green fee value exceeding $21,800,000!

Most Rounds Booked By EZLinks Agents	Most Revenue Booked By EZLinks Agents
1. Sunol Valley GC (CA)	1. Sunol Valley GC (CA)
2. Desert Mountain (AZ)	2. Presidio GC (CA)
3. Legion Memorial GC (WA)	3. The Pines GC at Marana (AZ)
4. Indian Boundary GC (IL)	4. George Dunne National GC (IL)
5. Highland Woods GC (IL)	5. Legion Memorial GC (WA)
6. George Dunne National GC (IL)	6. Centennial GC (NY)
7. The Pines GC at Marana (AZ)	7. Reston National GC (VA)
8. Birch Hills GC (CA)	8. Wintonbury Hills GC (CT)
9. Walter Hall GC (WA)	9. Walter Hall GC (WA)
10. Chomonix GC (MN)	10. Desert Springs Resort (CA)
11. Sumner Meadows GC (WA)	11. Pinehills GC (MA)
12. Lone Tree (AZ)	12. Highland Woods GC (IL)
13. Chick Evans GC (IL)	13. Lone Tree (AZ)
14. Sydney Marovitz GC (IL)	14. Compass Pointe (MD)
15. Presidio GC (CA)	15. Chalet Hills (IL)
16. Lyman Orchards (CT)	16. Lyman Orchards (CT)
17. Compass Pointe (MD)	17. Lincoln Hills GC (CA)
18. Countryside GC (IL)	18. Indian Boundary GC (IL)

New EZLinks Clients

- **Aguila GC** *(AZ)*
- **Arizona Golf Resort** *(AZ)*
- **Arizona State Univ. GC** *(AZ)*
- **Cave Creek GC** *(AZ)*
- **Desert Canyon** *(AZ)*
- **Encanto GC** *(AZ)*
- **Encanto 9-Hole GC** *(AZ)*
- **Maryvale GC** *(AZ)*
- **Moon Valley GC** *(AZ)*
- **Papago GC** *(AZ)*
- **Palo Verde GC** *(AZ)*
- **Tubac GC** *(AZ)*
- **Desert Falls** *(CA)*
- **Indian Wells CC** *(CA)*
- **Jess Ranch GC** *(CA)*
- **Mission Hills CC** *(CA)*
- **Hillcrest GC** *(FL)*
- **Marriott's Seaview Resort** *(MD)*
- **Ocean Resorts GC** *(MD)*
- **Country Club of Hilton Head** *(SC)*
- **Golden Bear GC at Indigo Run** *(SC)*

Marriott's Seaview Resort & Spa
Atlantic City, New Jersey

Country Club of Hilton Head
Hilton Head, South Carolina

In the Spotlight

EZLinks Customer Service—Who To Contact

With the variety of software and services offered by EZLinks, it is good to know who to contact to receive the quickest response to your questions.

Client Services - 1.888.77.LINKS / clientservices@ezlinks.com
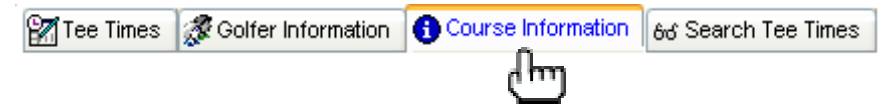Software assistance and programming, account questions, consulting

Technical Support - 1.888.99.LINKS / techsupport@ezlinks.com
Tee sheet or point-of-sale issues, printing, EZLinks hardware support

Tee Time Exchange Program - 1.888.621.8675 / specials@ezlinks.com
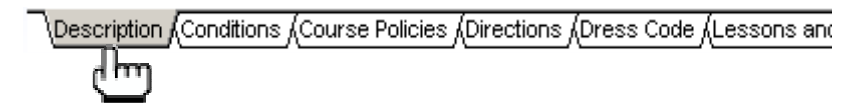Adjustments or questions regarding "EZPrepaid" groups

The Software Clinic

Update Your Course Information Regularly

The text appearing in the Course Information tab of your tee sheet software should be checked regularly for accuracy. This data is referenced by the EZLinks Reservation Center when a caller is requesting information about your facility, so details such as rental club prices, driving directions, dress code, specials/coupons, etc. should always be kept up-to-date.

Tee Times | Golfer Information | Course Information | Search Tee Times

To edit Course Information, open the tab (shown above), select a sub-tab to update (shown below), and then right-click in the middle of the window.

Description | Conditions | Course Policies | Directions | Dress Code | Lessons and

An EDIT button will appear. Click it and enter your supervisor password (if prompted). Make the desired changes, and click OK to save. This information will now be instantly updated in the EZLinks database, visible to any network users who have access to your tee sheet.

Chipshots

- EZLinks has completed integrations with property management systems **Fidelio** and **SoftBrands**. If your facility uses one of these and you wish to have it interface with your EZLinks point of sale, then contact your EZLinks Account Manager for details.

- EZLinks has completed an integration with **Paymentech**, a credit card processing service used by numerous courses. If your facility uses this service and the EZLinks Point-Of-Sale software, contact us for details.

- The EZLinks **Tournament Management System** now offers a Match Play scoring format for individual and team events. Import players into an event, seed and pair them using various options, and print brackets and scorecards. A scoring grid allows you to input winners for each match.

- EZLinks will be in Booth 7813 at the **PGA Merchandise Show** in Orlando, January 26-29, 2006. To schedule a software demo or account review, contact clientservices@ezlinks.com or your EZLinks Account Manager.

EZLinks Information Request Form

* Back by popular demand! *

Please check any topics that you would like to learn more about,
and fax this section to EZLinks for more information.

"I would like to speak with someone about…"

EZLinks Services

☐ 24-hour tee time reservation center
☐ Email marketing services

EZLinks Software

☐ EZLinks Point-Of-Sale
☐ Interfaces between the EZLinks tee sheet and non-EZLinks point-of-sale
☐ Web site tee times (for rack rate and/or "last minute specials")
☐ EZLinks Tournament Management System
☐ EZLinks Database Marketing Assistant
☐ Cart signs
☐ Frequency or loyalty rewards program
☐ Printed player or membership cards
☐ Photo identification
☐ EZLinks Lottery program
☐ Printable receipt codes for e-range ball dispensers
☐ Other software-related questions

Technical

☐ Accessing our tee sheet from a corporate office or remote computer
☐ Setting up cross-course booking between affiliated golf courses
☐ Providing online tee sheet access to a nearby hotel or other third party
☐ Troubleshooting a printing issue
☐ Troubleshooting an issue with the speed of your system or data line
☐ Other technical concerns or questions

Miscellaneous

☐ Updating fees, tee templates, email confirmations, or course information
☐ Are we utilizing EZLinks to its potential at our facility?
☐ Paying for EZLinks products or services with tee times instead of cash
☐ I am a new manager/owner here, and would like an overview of EZLinks.
☐ Coordinating additional software training (in person or remotely)
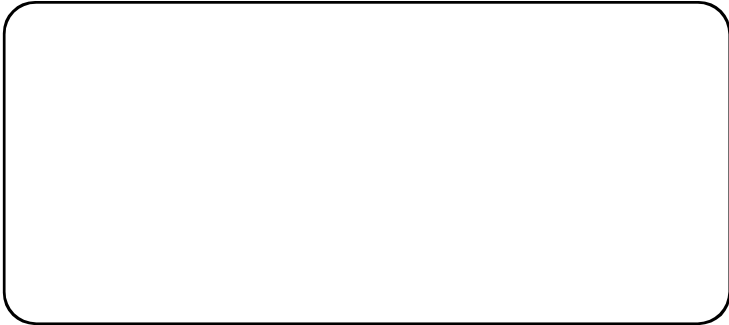☐ Other:

Your Name: _____

Facility Name: _____

Phone Number: _____

Email Address: _____

FAX TO 800-505-7095 (within U.S.) or **1-312-913-6970**

EZLinks Golf, Inc. – The easiest way to get a round.

EZLinks Golf, Inc.
401 South LaSalle Street, Suite 500
Chicago, Illinois 60605

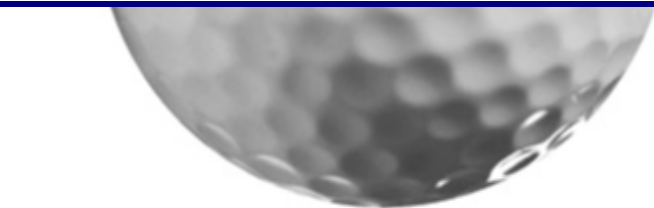**The Quarterly Newsletter for EZLinks Members & Partners**

ezlinks.com

Tee Time Management • Reservation Services
Internet Tee Times • Handicap Network • Point Of Sale
Marketing Services • Tournament Software

The Tee Times

*The Quarterly Newsletter for
EZLinks Members and Partners*

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NOW ON THE TEE…

- Getting Tee Times From Third Parties
- Golf Shows & Expos
- EZLinks Reservation Center Results
- Contact Information
- How to Update Your Course Details
- EZLinks Information Request Form

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