

## Golf Center and Club Fitter

### Novogolf

William Cho

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

Novogolf is the only 300+ yard outdoor fitting center in the tri-state area (New York, New Jersey and Connecticut). Its New Jersey location is one of the largest outdoor golf centers in the United States with 120 covered (double-decked) bays and approximately 40 grass tees on 25 acres.

Novogolf owner William Cho and his shops boast more than 16 successful years in the business. The stores are among the Top 25 Pro Shops in America, Top 100 Golf Centers in America (both locations) and have on staff Top 50 PGA Instructors.

The company's fitting program and custom clubs have been featured in the Wall Street Journal, Wall Street Journal Online, CNBC, Bloomberg TV and Golf Range Magazine. With televised segments, company commercials and the stores' brochure all featuring TrackMan™ prominently in them. TrackMan™ is an integral component in Novogolf's marketing.

Both Novogolf facilities are fully equipped with advanced custom fitting systems for Bridgestone, Tour Edge, Nakashima, Miura, Scratch Golf and Fourteen Golf and hold certifications from Callaway, Cleveland, Cobra, Macgregor, Mizuno, Nike, Ping, Srixon, TaylorMade, Titleist and Wishon Golf.

### Why choose TrackMan™

Novogolf owner William Cho has worked with many of the leading launch monitors over the years. While he had reservations about having to once again buy a new system, after seeing what TrackMan™ could do, he said enthusiastically, "I had no problems making the investment. I was ready to buy."

Adding, "We had had lots of problems with previous systems, second guessing data. With TrackMan™ we were blown away at how easy it was. It was an eye-opener for us."

Novogolf's New York location will soon undergo a major renovation, which will include a state-of-the-art custom fitting center, complete with indoor ball and putter fittings and outdoor fittings for all other clubs, fully equipped with LCD Monitors, and more TrackMan™ launch monitors.

### Bringing value and results

Cho credits TrackMan™ for a significant increase in store sales. Saying, "Due to all the press TrackMan™ has received and our shops too, we are getting customers from everywhere."



On the range at Novogolf

What they've seen or read makes them want to come to us, and as a result, we can see that sales are 100%, absolutely up. For us, TrackMan™ has literally paid for itself multiple times over."

He continues, "There's no question that TrackMan™ has improved our position in the marketplace, with equipment vendors also in a very positive way. Because of it, we are pumping out more equipment and more shafts. We are selling more fairway woods with custom shafts, full custom built irons and component type clubs from top OEMS with our own shafts."

As for our customers, they are extremely happy about it. We have had no complaints despite charging a fee to use TrackMan™ that is not applied to their club purchase. We have in fact, a two week wait until our next available session with TrackMan™."

Cho is also considering other ways to take advantage of the system and is thinking about renting it out to customers for long drive and closest to the pin competitions.

### Using TrackMan™

As mentioned, Cho has worked with many monitors but for him, TrackMan™ was: "an eye-opener, especially being able to use measurements like attack angle, angle of descent and to follow the club's movement and face at attack. With it, we can illustrate to the customer why they get their shot results in relation to for example, landing angle. The 3d graphics really help us out."

Adding, "Because we fit outside and use real balls, players are in their element and it's natural for them to just get up and hit the ball. In fact, for the most part, they don't even know TrackMan™ is there. It's great then to be able to hand them the easy to understand reports. Our customers are very pleased with the results."