

## Club Fitter

### Cool Clubs Golf

Mark Timms, Founder

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



Mark Timms, the long-time custom club provider to an elite clientele including a roster of leading golf tour professionals, joined with a group of private investors in July 2007 to create Cool Clubs Golf. The company's 10,000 square foot facility in Scottsdale, Arizona boasts the industry's most advanced diagnostic and analytical technology, private fitting bays and cutting-edge golf club construction services.

Having a state of the art facility like Cool Clubs made buying TrackMan™ essential for Timms. His clients as well as club manufacturers count on him to have top equipment and provide ultimate service.

### Why choose TrackMan™

Says Timms: "The OEMs and customers expect me to have the best. We charge a lot, so we try to have the best of everything, and that certainly includes TrackMan™."

When you compare it to the rest of the (expensive) stuff Cool Clubs has, it's not that bad. When you see the results from having TrackMan™, which are huge, it's pretty easy to justify the expense.

We know that having TrackMan™ has given us a competitive advantage in the marketplace. We have had people sent in to us because of it, and TrackMan™ has certainly helped us to get referrals."

### Bringing value and results

He continues: "Most of the different types of services we offer are done using TrackMan™. For example, when we gap fit, it's a hard workout. You probably should be under a ten handicap because you are going to hit a lot of balls. No other monitor is accurate enough to this."

Customers trust the data from TrackMan™. They know all the big OEMs are using it. The professionals know their own numbers so when they see the data from TrackMan™ they know that it is exactly correct.

Being located in Scottsdale, we have very specific weather conditions. TrackMan™'s ability to change or simulate climate conditions is an extremely important feature, as we have customers



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coming from around the USA for fittings. To be able to tailor the TrackMan™ setting to their home location or climate has been very beneficial to us.

For example, we had a tour pro come in to try out his 8 iron. He knew that he hit it exactly 175 yards. When he tested it on TrackMan™ it kept coming up at 168. When we changed the setting to Scottsdale on the TrackMan™, all of a sudden he hit it 175. That's how exact and flexible the system is.

I think an important benefit is that if TrackMan™ does lose a shot, no reading comes up. The other monitors give a false reading. TrackMan™ just gives a blank. When we're looking at an average of a player's shots, we have absolutely no need for a false reading that can throw the results off. With TrackMan™ we get precisely what is hit and the numbers are right on."

### Using TrackMan™

Says Timms: "Most of our staff has used alternative measurement technologies. So for us, it has been relatively easy to work with. However, the more you learn about TrackMan™, the more intricate it gets. The deeper we get into the applications the more stats we want to use. Specifically, applications like finding shot averages. Having the customer knock out shots and then being able to average them and replay them is very slick. All the new club data like attack angles have been very useful for us.

The customers we work with don't even notice that TrackMan™ is there. Compared to other monitors it doesn't flash or make noise, basically they don't even know that it's on. It's much less intrusive to work with."