

Golf Course, Retail Outlet And Instruction

Haggin Oaks Golf Complex

Tom Morton, PGA Director of Player Performance

www.HagginOaks.com



Morton is the director of player performance at Haggin Oaks Golf Course. He has spent nearly his entire life at the course where, before him, his father Tom Sr. was in charge.

He has had an illustrious amateur career and is now recognized as one of the Top 50 instructors for kids in the USA. On top of this, his store is consistently named a USA Golf Top 100 retail outlet.

A certified club fitter for the major OEMs, Morton has sought to expand Haggin Oaks club fitting services by including TrackMan™ in the golf complex's new Player Performance Studio.

Why choose TrackMan™

"TrackMan™ is our centerpiece for our brand new Player Performance Studio, which we consider to be the best club fitting experience in the West. The system has separated us from any other facility that does not utilize this remarkable technology," says Morton.

Bringing value and results

While TrackMan™ has helped improve club fitting sales for Haggin Oaks, it has also justified, in Morton's mind, the added cost to club fitting. Like many club fitters that TrackMan™ has spoken with, the technology and expertise the system brings to the fitting experience not only has customers raving, but it also has management raving, as they realize the solid return on investment.

"We can now feel really great about the value associated with our fitting fees and the experience given to our customers. They are blown away by what they learn and experience while being fit on TrackMan™," says Morton.

Adding, "We have more than quadrupled the number of technology related fittings we now do each month.

TrackMan™ gives us something to advertise and something to demonstrate that we are the best in the business."



Haggin Oaks Player Performance Studio.

Using TrackMan™

Haggin Oaks originally purchased TrackMan™ for its fitting applications. But after working with it, the staff has begun using it with lessons.

"We are beginning to give golf lessons on it, based on the incredible information given about what the club does through impact. There really is not anything related to teaching and club fitting that TrackMan™ cannot help us with," Morton says.

Adding, "we utilize it to help customers find the best golf clubs through all of its different statistical information - ball speed, gap fitting, land angle, or more. Our team loves to utilize every application."