

# The Links at Brunello: Fitting Program 2017





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

[steve@thelinksatbrunello.com](mailto:steve@thelinksatbrunello.com)

phone: 902.876.7649

## TABLE OF CONTENTS

<b>L.A.B. PERFORMANCE FITTING</b>	<b>3</b>
<i>L.A.B. Performance Fitting Fundamentals</i>	<b>3</b>
<b>WHY GET FIT?</b>	<b>4</b>
<i>Shaft Launch and Spin Comparisons</i>	<b>4</b>
<i>Lie Angle</i>	<b>5</b>
<i>Distance Gapping</i>	<b>5</b>
<b>TRACKING AND ANALYSIS</b>	<b>6</b>
<i>Trackman</i>	<b>6</b>
<b>DEMO &amp; FITTING SESSIONS</b>	<b>7</b>
<b>DEMO &amp; FITTING DATES</b>	<b>7</b>
<b>RENTAL EQUIPMENT (ADULT)</b>	<b>8</b>
<i>Taylor Made</i>	<b>8</b>
<b>RENTAL EQUIPMENT (JUNIOR)</b>	<b>8</b>
<i>Taylor Made and US Kids</i>	<b>8</b>

## L.A.B. PERFORMANCE FITTING

Perform your best using our multi branded cutting edge fitting solutions.

Our Performance Fitting at The Links at Brunello Academy offer golfers of all skill levels the opportunity to perform their best by utilizing our cutting edge fitting solutions. If you're not using equipment fit to your game – regardless of what your ability is – then you're not getting the most from your equipment.

With our trained fitters, our facility ensures the golfers experience with the art and science of the custom fitting process inspires confidence and knowledge of their swing and equipment. Whether it is one specific club, or a more in depth full-bag fitting analysis, the experts at the Links at Brunello are ready to take your game to the next level.

Club fitting has become a science; a science supported by cutting edge technology that helps take the guess work out of swing analysis and matching equipment to golfers to allow them to get the most out of their game. Why guess, when you can measure!

Complementing the professional staff's knowledge and expertise of the fitting process, The Links at Brunello uses what has become one of the most valuable tools in the club fitter's arsenal – Trackman.



### ***L.A.B. Performance Fitting Fundamentals***

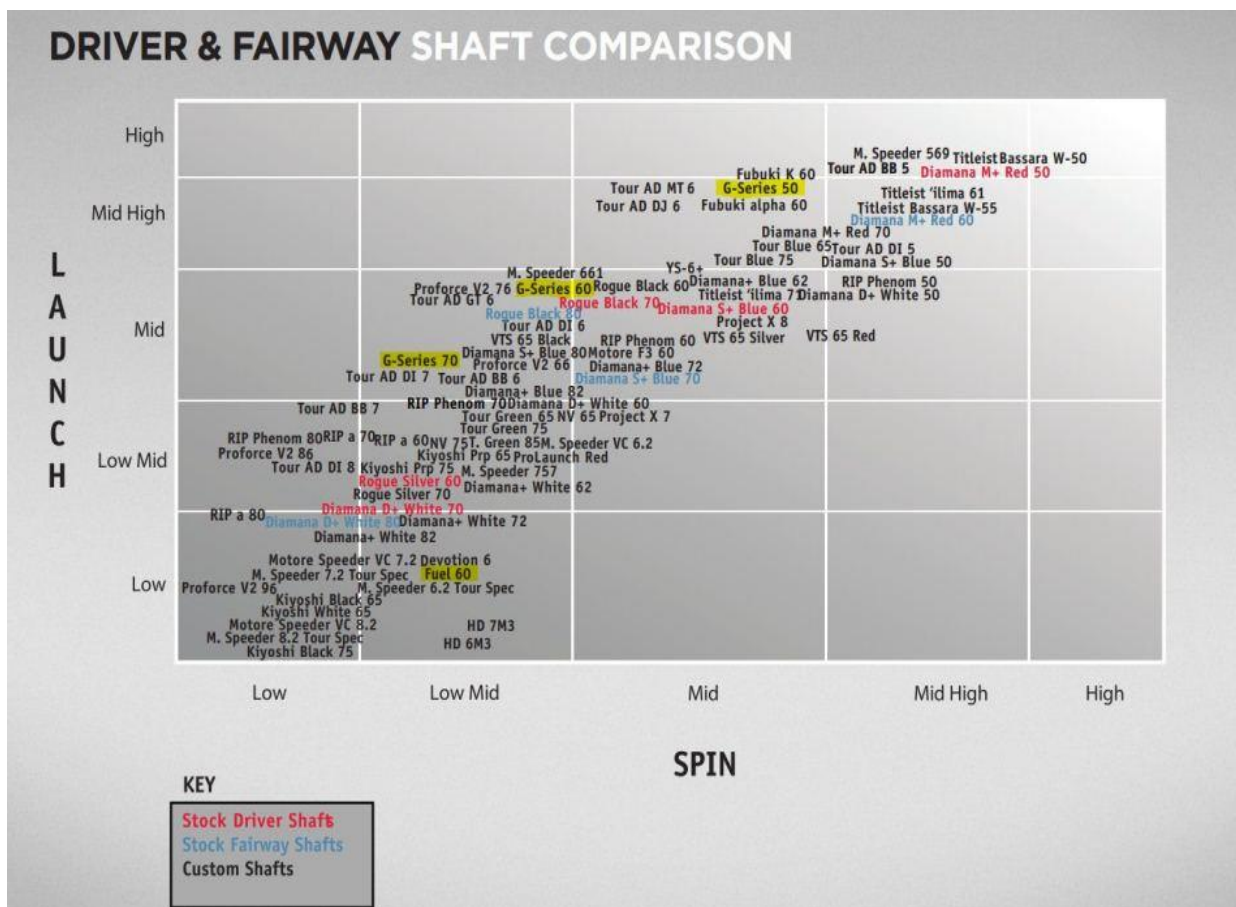
- Static – Golfer's size
- Dynamic – Golfer's swing characteristics
- Ball Flight – Always evaluate by the success of the shot
- Technique – Gear equipment to help a golfer succeed
- Technology – State of art fitting equipment to give our golfers every opportunity to succeed
- Input – Listen to the golfer

## WHY GET FIT?

Fitting is an investment. And akin to instruction, there is no one way solution for every golfer. Golf equipment off the rack does not fit each individual. Clubs are made to be fit and checked or retrofit each year. The Links at Brunello Golf Academy excels in insuring our clients have equipment that is properly fit to maximize their golfing enjoyment and reach their individual goals. Clubs need to fit golfers of any handicap, having them recognize the benefits, just as much as an elite tour player does. Following are some examples of how fitting can help you.

### Shaft Launch and Spin Comparisons

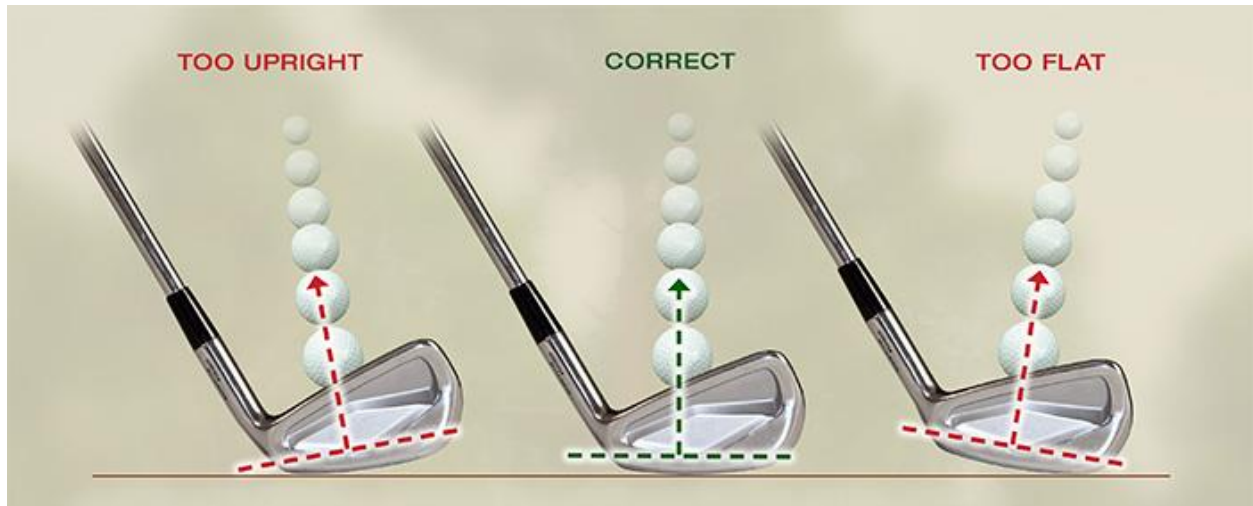
- ✓ Golf shafts are more than just different flexes. There are many brands and models to provide a variety of launches, spins, weights, torques and materials. Our professional staff can evaluate a golfer using our Trackman system to help add distance and improved accuracy to their strikes, often with alarming results.



- ✓ Club head speed, angle of attack, club path and shaft angle...etc. should all be addressed and evaluated when considering their effects on consistency, and the proper fitting of clubs.

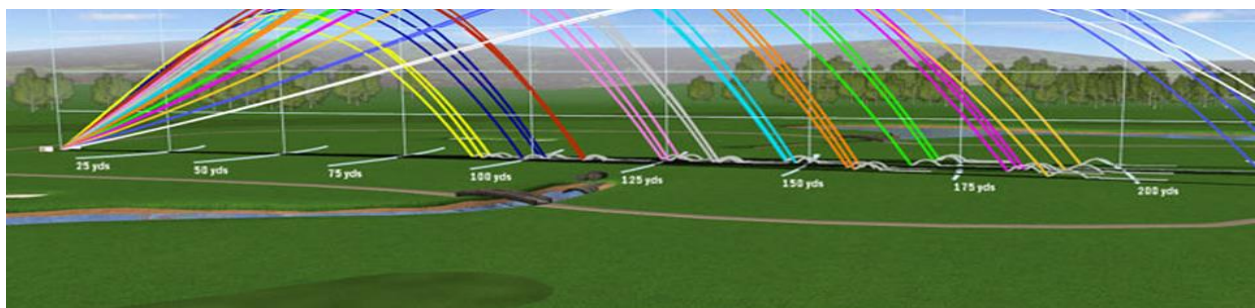
## Lie Angle

- ✓ The lie angle of your irons is one factor of club fitting that will directly affect your ball flight and direction. With the proper angle, you will hit straighter shots and swing without compensation. An improper lie angle may lead to swing compensations in your technique or golf shots that are off-line. 1 degree too upright or flat with a 9 iron may lead to up to 30 feet of misdirection.



## Distance Gapping

- ✓ Distance gapping is beneficial with all clubs, in the bag. There are increasingly more club options available, especially when considering hybrids & wedges. When considering wedges specifically, substantial options exist with regards to their loft, bounce & grind. Our ability to track exact ball flight and follow the club head with our Trackman's Doppler radar, allows us to precisely recommend the proper loft gapping and understand the golfer's swing in order to adjust for proper bounce angles.

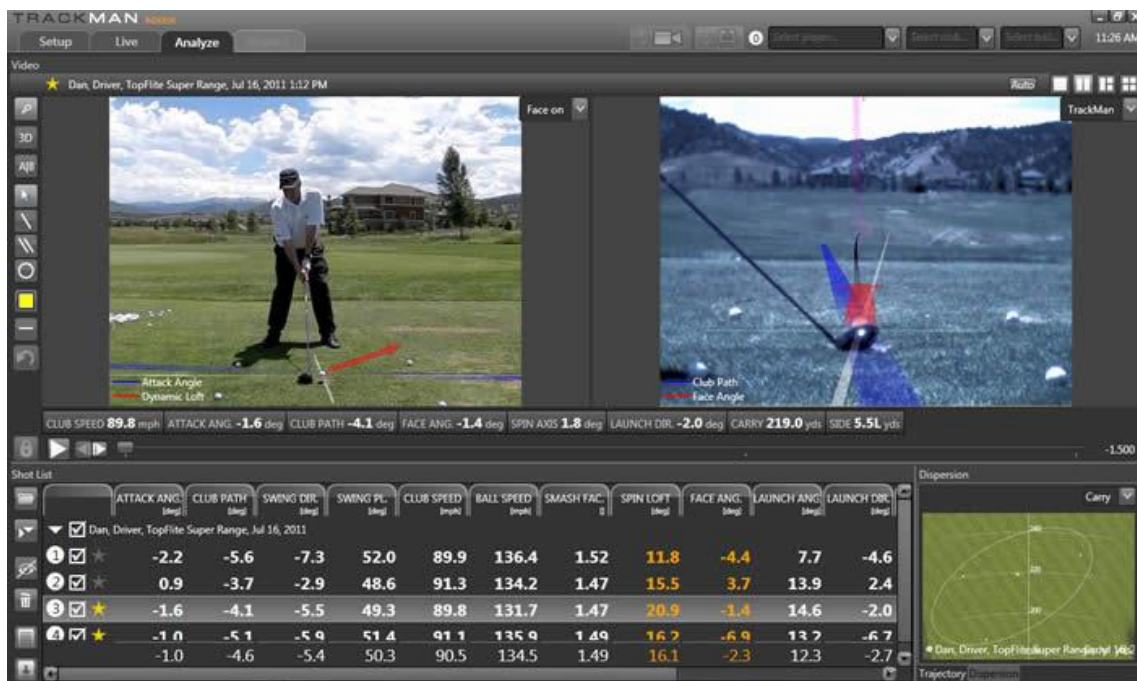


## TRACKING AND ANALYSIS



### Trackman

The Links at Brunello's fitting process uses the radar technology of Trackman. Empirical data produced from following the club and ball allows our staff to work with the golfer to find the best fitting shaft, head, lie, loft, length and weight combination. Our staff is dedicated to your success and uses state of the art equipment, like Trackman to help you reach your goals.



*\*Granted, a lot of club fitting is about specs and details, but the ultimate goal of a fitting is to help educate the golfer, improve their performance, and allow them to celebrate every success.*



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

[steve@thelinksatbrunello.com](mailto:steve@thelinksatbrunello.com)

phone: 902.876.7649



## Demo & Fitting Sessions

Fittings:	Duration:	Price:
Full Fitting	2 hours +	\$175
Wood Fitting	1 hour	\$50
Iron Fitting	1 hour	\$50
Wedge Fitting	1 hour	\$50

**Custom club fitting fees are credited towards equipment purchases at time of fitting or at a later date.** For example, a \$50 fit fee is paid by a golfer for a session, that golfer orders a \$400 driver the next day, the golfer will then pay the balance of \$350 for said driver.

## Demo & Fitting Dates

There will be a number of Demo & Fitting dates throughout the season at The Links at Brunello that will showcase and be supported by some of golf's leading equipment manufacturers. Stay tuned for further dates, scheduling and promotions of dates to be announced. If you are interested in receiving communication of information regarding these fitting sessions, please feel free to contact us at the golf shop, check the website, and look for emails in your inbox, so that we may keep you up to date on the coming events.



## Rental Equipment (Adult)

### Taylor Made

- Right hand and Left hand, 2017 editions, of the Taylor Made family including the M1 series and M2 series of Metalwoods, hybrids and irons, complimented with Taylor Made wedges and putters.

## Rental Equipment (Junior)

### Taylor Made and US Kids

- A selection of Junior equipment including the Phenom line of Taylor Made junior clubs and also, US Kids- which is color coded based on height to fit Junior golfers of any size.
- All ages with Right and Left hand available
- Since 1997, 'Ultralight' has been the industry standard for junior golf equipment. Young players can easily develop faster club head speeds because Ultralight clubs are 10 to 30 percent lighter than adult clubs. Shaft flexes are built for the specific club lengths and grips are made to fit in young players' hands. The result of all this engineering is a line of clubs that will encourage better swings, more fun, and a lifetime on the golf course.

