



BRS Connect

Introduction

Over the last six years BRS Golf, through our partners, has built the largest Tee Time Distribution Network of any company in the market. This distribution network is fully integrated with BRS Golf and can be managed very easily through BRS Connect. This means no management overhead and no double bookings.

BRS Connect, allows golf clubs to work in real-time with 3rd party tee time distribution partners, giving their unused tee times exposure to over 500,000 emails being sent weekly, and hundreds of thousands of visitors through the affiliate network. This can complement bookings directly from the club website.

It firmly puts the club in control of what is available to the 3rd parties and allows you to respond swiftly to changing market circumstances. By responding rapidly to changes in demand and by using 3rd party channels, you can increase tee time utilisation without impacting on member's use of the course.

Statistics

In 2010 £3.6 million pounds of tee times were booked online through BRS. 82% of these tee times were booked through club websites. 12.5% of these tee times were booked directly through marketing channels and a further 5.5% of these tee times were booked through affiliates.

3rd party marketing channels are definitely a good option with which to augment revenue, especially with the emergence of companies like c. Bookings through these companies have grown 2-3 times over the last year and this growth is predicted to continue in the coming year.

To request your online demo visit www.brsgolf.com

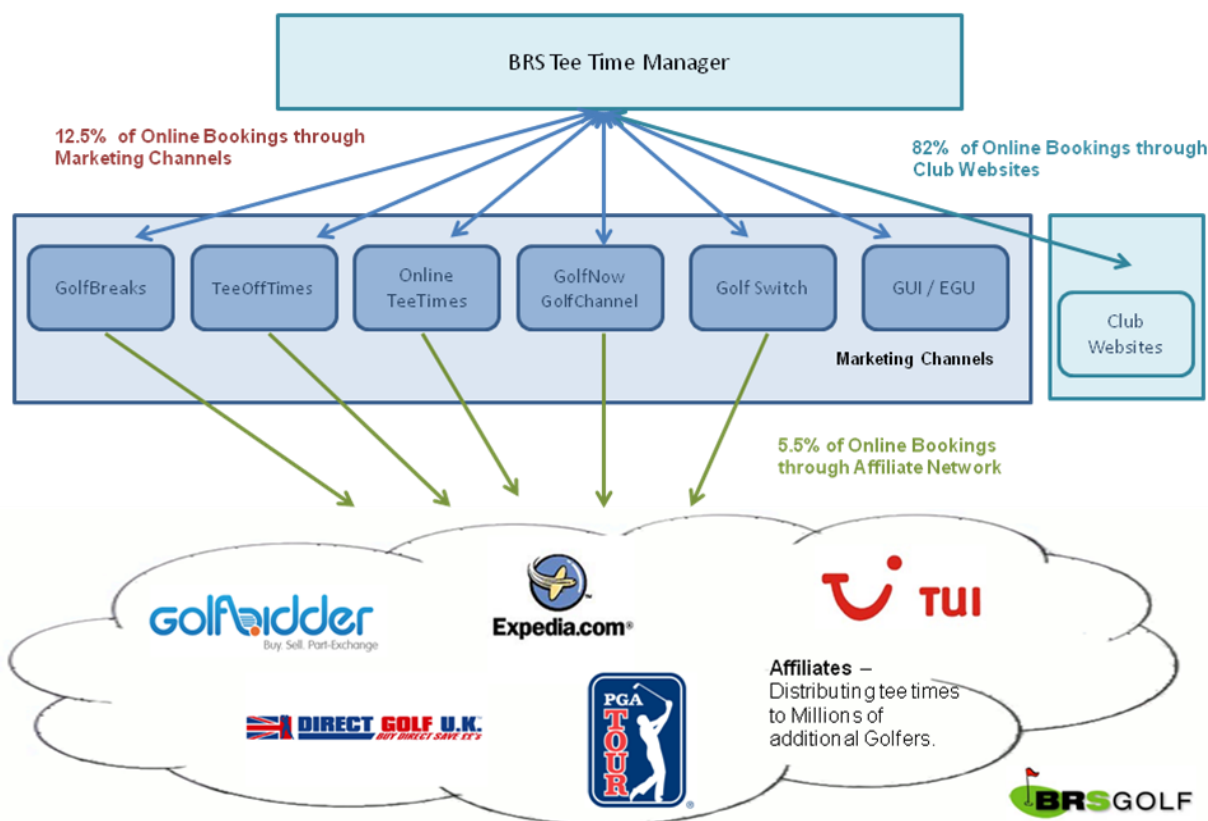
Key Benefits

- **Generate additional revenue** through 3rd party distribution channels. (on average £3,000 per year)
- Expose your unused tee times to **over 500,000 emails** being sent weekly, and hundreds of thousands of visitors through the affiliate network
- **Access the largest Distribution Network on the market. BRS Connects** is integrated with all the leading 3rd party tee time distribution channels available today.
- **No management overhead and no double bookings**, BRS Connect is fully integrated into the BRS (Diary) Administration Module cutting out any management overhead and there is no chance of double bookings.
- **Easily maintain rates and availability** on all channels saving hours per day in effort and reducing workload.
- **Rate parity** made easy, it is finally possible as all partners get updated simultaneously without delays.
- **Build your marketing database** from contacts details passed through from the 3rd parties.
- **You choose** which 3rd parties you want to work with
- **Full reporting** on bookings from each 3rd party.
- **FREE to all customers** that have the BRS Visitor Booking Module.

Key Features

- **Fully integrated** into the BRS (Diary) Administration Module
- **You decide which channels you want to work with.**
- **All contact details are passed through** to the timesheet from the 3rd Parties.
- **Booking details are passed through to the BRS timesheet** from the 3rd parties including: Number of players, Greenfee rates, Payment details and outstanding balances.
- **Financial reports are kept up to date.**
- **Reports on revenue generated from each 3rd party.**
- **Complete control** – You can configure the system to control which tee times are available for 3rd parties to booking.
- **Supports most course configurations including 9, 18, 27, 36.**

The Tee Time Distribution Network



Customer Quotes:

"We are delighted with the increased visitor business through BRS Connect, over the last twelve months. The great thing is that this extra business can be controlled through the BRS system so that visitors don't get in the way of the members times. The bookings come in directly on to the timesheet automatically and there is no chance of double bookings. This is definitely the way forward." **Richard Arnold, Reigate Heath Golf Club.**

Related Modules for Consideration

The following modules are recommended please visit our website www.brsgolf.com for further information:

- Visitor Booking Module (Required for this Module)
- Administration Module
- Merchant Account Module
- SMS (texting) Module

Other Modules for Consideration

- Members Booking Module
- Room / Facility Booking Module
- Clubhouse PC Module
- Competition Purse
- Waiting List Module

About BRS Golf

BRS Systems Ltd was founded in 2002 by Rory Smith and Brian Smith, both very keen golfers. The market leading BRS Tee Time Manager was launched in January 2004. The product was quickly established in Ireland where it holds almost 50% market share and 90% of clubs having online bookings. The BRS Tee Time Manager was launched in the UK in September 2005.

After Sales Support

BRS Golf prides itself in offering customers the best technical support on the market. The company has invested in a state of the art phone system and a first class support team. During 2010 95% of calls to the support team were answered immediately. The 5% of calls that were missed were called back that day.

Support is available 7 days a week 365 days a year.

Training

BRS Golf can provide customer with either onsite or remote training on all its modules, from our dedicated training team. Training videos are also available which can help new staff or existing staff learn each module quickly. We recommend that all our customer take adequate training so that they can make the most of the BRS system.

If you would like further information contact:

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