

THE #1 BEGINNER DEVELOPMENT PROGRAM IN GOLF

OPERATION **36**[®]
by Golf Genius

ONE GOLF PROGRAM. THREE REVENUE STREAMS.

Driving recurring revenue and Member Engagement with Operation 36

Trusted by 825+ clubs across 22 countries as their program of choice.



825+

Clubs Worldwide

22

Countries

200,000+

Golfers on Platform

\$176M

Total Facility Impact

THE OPPORTUNITY

**Your members have plenty of reasons to join.
Op 36 gives them a reason to stay.**

7 out of 10

beginners leave golf. The problem isn't demand, it's the coaching model.

Most clubs still rely on the legacy model of clinics, camps, and private lessons. These introduce people to golf but they don't retain them. Little progression, structure, and reason to come back next month. **It's the same model clubs have run for 30 years.**

95%

of golfers want to improve

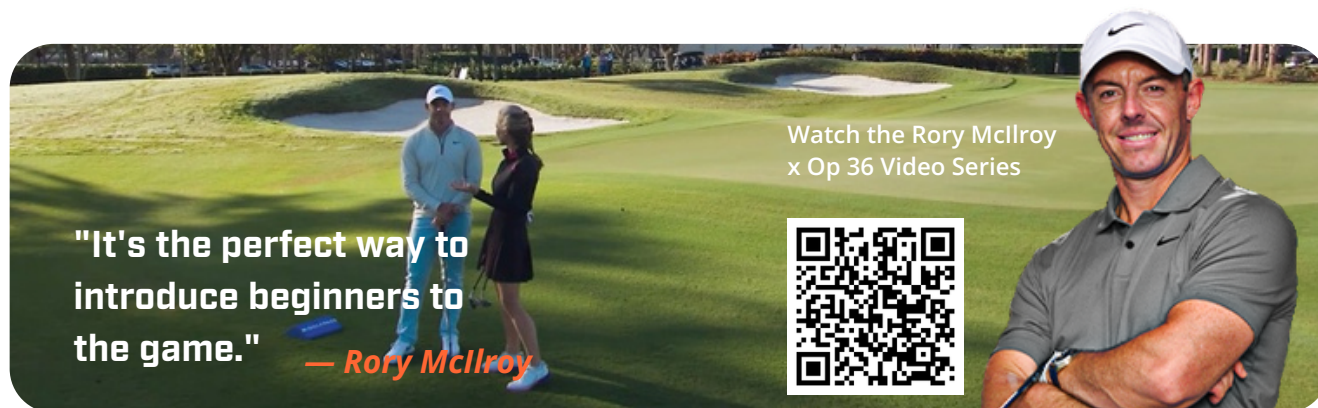
23%

ever take a lesson

NGF Participation Research, Proponent Group

The demand is there. The coaching system to capture it isn't.

Families already spend their nights and weekends at dance, karate, and soccer; sports that offer structured year-round programs kids can progress through. Golf doesn't have that at most clubs. If you don't set it up, families will choose sports that did.



"It's the perfect way to introduce beginners to the game." — **Rory McIlroy**

Watch the Rory McIlroy x Op 36 Video Series



PRIVATE CLUB IMPACT

One Program. Three Ways It Pays Off.

TOTAL VALUE OP 36 ENGAGEMENT TOUCHES ANNUALLY

COACHING REVENUE + PROTECTED MEMBERSHIPS + F&B & SHOP VISITS = TOTAL FACILITY IMPACT

ANNUAL FACILITY IMPACT	MEDIAN	TOP 25%	TOP 10%
Enrollments/yr	~58	~130	~210
Unique Golfers	~47	~89	~122
Coaching Revenue \$349 x enrollments	\$20,000	\$45,000	\$74,000
F&B & Shop Visits Unique golfers x \$500/yr ancillary	\$23,500	\$44,500	\$61,000
Protected Memberships Estimated 95% retention with families enrolled in Op 36 programs	\$352,500	\$667,500	\$915,000
Total Annual Impact	\$396,000	\$757,000	\$1,050,000

Top private club facility tracked over \$300,000 in coaching revenue alone. Proponent Group research shows coached members leave at 25% the rate of non-coached members and spend 78% more facility-wide.

LIFETIME VALUE OF 1 NEW PARTICIPANT

\$26,000+

Per golfer who completes the full Level 1 to Level 5 journey

Coaching (6 enrollments x \$349)	\$2,094
Protected dues (3 yrs x \$7,500)	\$22,500
F&B and ancillary (3 yrs x \$500)	\$1,500

Top 25% stay 3.6+ years. Longest journeys approach 7 years.



FROM SOCIAL MEMBER TO GOLF MEMBER

6 Facts GMs Should Know About Op 36

Industry research and data from 825+ Op 36 facilities show what happens when recurring developmental coaching programs become part of your facility's strategy.



74% of Op 36 Adults Are Women

Women are the fastest-growing segment in golf. Facilities with structured coaching programs are the ones capturing them. Op 36 gives yours that program.

Op 36 platform data



Coaching Drives Spend Everywhere

Members in coaching programs spend 78% more at their facility. Not just on lessons, on F&B, the shop, guest fees. Recurring visits and seeing improvement drives it all.

Proponent Group, BVGI



Stop Pace of Play Issues

Beginners are getting on your course with or without a program. Op 36 trains them to play at pace from day one, starting at 25 yards where rounds are fast. Just 2-5 off-peak tee times per month.

Op 36 program design



Coaching Reduces Member Attrition

Members who are improving, connected, and progressing don't leave. Industry research shows coached members quit at half the rate. Op 36 builds that engagement loop into your facility year-round.

Proponent Group | BVGI



A Coaching Model That Scales

Median facility generates \$20,000/yr in coaching revenue. Top 25%: \$45,000. Top 10%: \$74,000+. Top facility tracked over \$300,000.

Op 36 platform data year end 2025



Retention That Accelerates

Once a golfer re-enrolls, they keep going. Over half continue to a third program, then 59% to a fourth, 63% to a fifth. The longer they're in, the more likely they are to stay. Year-round by design, not a one-week camp.

Op 36 platform data



Want to see the research behind some of these numbers? Proponent Group's Business Value of Golf Instruction report is the industry's most comprehensive study on how coaching programs drive facility revenue, retention, and ancillary spend.

[Click here to download the full report.](#)

START WITH 1 CLASS A WEEK. GROW GRADUALLY. RUN ALL SEASON

How the Program Works

1

Golfers Attend Weekly Classes

Each week, golfers show up for a 1-hour group class. Your pro teaches from a proven curriculum built by a network of Golf Professionals, with room to make it their own. The structure is there from day one, so they can focus on coaching, not content development.

2

Golfers Play 9 Holes. The Goal: Shoot 36 and Level Up.

Once or twice a month, golfers play a real 9-hole round from their current level. At Level 1 that's 25 yards out, so rounds are fast and fit alongside normal play. Scores are logged by pros into the app, and when they shoot 36 or better, they level up.

3

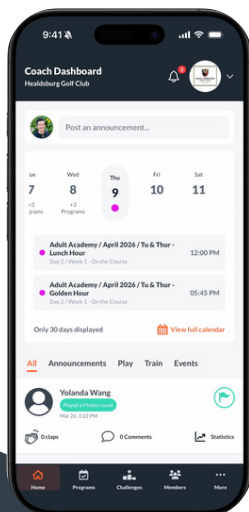
The Technology Handles the Rest

Progress tracking, automated achievements, family dashboards, push notifications, RSVP, pairings, scorecards, GPS scoring. All built in. Your pro runs the program; the platform runs the admin.

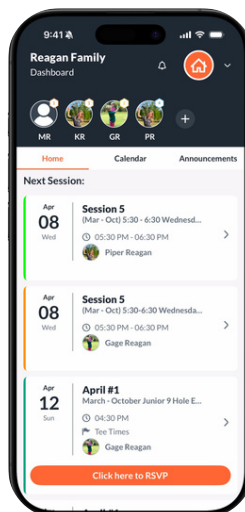
Runs all season — a standard 8 Week Program averages \$360 per golfer.

A typical program includes 8 classes + 4 play days over 8 weeks. When a session ends, open the next one. Spring through fall, or year-round. Adjust play day volume as it fits.

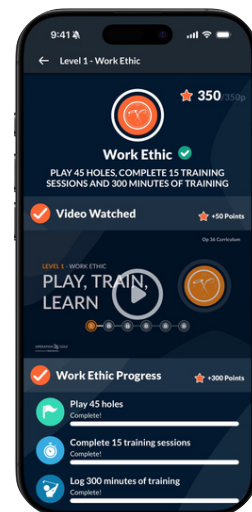
COACH DASHBOARD



FAMILY DASHBOARD



GOLFER TOOLS



1

225 yards
(25 yard holes)

2

450 yards
(50 yard holes)

3

900 yards
(100 yard holes)

4

1350 yards
(150 yard holes)

5

1800 yards
(200 yard holes)

6

1801+ yards
(Full Tee Box)

FINALLY ONE PROGRAM FOR ADULTS AND KIDS

Who the Program Is For?

Op 36 is the only developmental program in golf where juniors, adults, and families all participate together. Parents enroll in their own classes alongside their kids or caddy in the play days. Couples join together. It becomes your family's pathway to golf.

 **52%**
JUNIORS

Median age: 11
Serving ages 6–18
916K tracked facility visits

 **48%**
ADULTS

Women - Fastest growing segment
74% of adult enrollments are women
30–49 age group grew 425%

Based on all golfers on platform & 2025 enrollment data - 825+ facilities worldwide.



BEYOND COACHING REVENUE

One Program. Every Department Wins.



"The Operation 36 program has been a tremendous addition to our facility. We have seen such growth in our juniors and now with our ladies program. The constant communication we have with our students and the ability to track their progress has played a key role in our success."

Erica Britt - Private Club

The Country Club at Wakefield Plantation, NC

MEMBERSHIP DIRECTORS

The ultimate closing tool for new members.

Showing prospective members a structured developmental golf program signals long-term value and family commitment. Proponent Group research shows members in structured programs stay longer and spend 78% more at the facility.

GOLF PROFESSIONALS

Make your pro's job easier — and more sustainable.

The built-in curriculum eliminates lesson planning. The technology handles scheduling, attendance, scoring, and family communication. Your pro delivers a premier experience with less prep and earns consistent, recurring revenue.

F&B & SHOP MANAGER

Golfers on the weekly schedule.

When families come to the club every week for class and again for play days they eat, they shop, they bring guests. A weekly structure creates a weekly habit that compounds across F&B, the golf shop, and every revenue center.



"Operation 36 has altered the way I teach, the way I structure my lessons, and the way I interact with Member families. It has helped me stay organized and I can't thank OP36 for the numerous resources offered to their coaches. Operation 36 has been and will continue to be the gold standard for growing the game of golf."

Joey Sachs, PGA | Top 50 Op 36 Coach

RETURN ON INVESTMENT

How Does My Club Make Its Money Back?

The license pays for itself in your first session. Here's the math.

"What's the payback on the \$2,900 license?"

Your first 8-week class of 6 golfers generates **\$2,160** in coaching revenue. Run two classes on one day and you've made **\$4,320** — the license is covered before the first session ends.

1
**SESSION TO
BREAK EVEN**

COACHING REVENUE BY VOLUME

CLASSES / WEEK	REVENUE / MONTH	6-MONTH SEASON	PLAY DAY TEE TIMES
2 classes One coaching day	\$2,000	\$12,000	3, every other week
4 classes Two coaching days	\$4,000	\$24,000	6, every other week
6 classes Three coaching days	\$6,000	\$36,000	9, every other week

Each class = 6 golfers at \$360 per 8-week session. Play days use off-peak tee times only. Median facility generates \$20,000+/yr.



Tip: Add a \$50 program fee per golfer (like dance, karate, and gymnastics charge). 47 golfers/year (platform median) = **\$2,350** — **that alone covers the license** before coaching revenue even counts.

THE FACILITY ROI GOES BEYOND COACHING REVENUE

NEW MEMBERSHIPS + PROTECTED MEMBERSHIPS + F&B & SHOP VISITS.

TOP QUESTIONS ASKED BY GM'S

Quick Answers to Your Next Questions

Will beginners slow down play?

No. Golfers start at 25 yards where rounds take 90 minutes. Op 36 trains pace of play from day one. The most common GM feedback: "Op 36 helps pace of play, not slows it down." Just 2-5 off-peak tee times per month to have a large facility impact.

How much of my pro's time does this take?

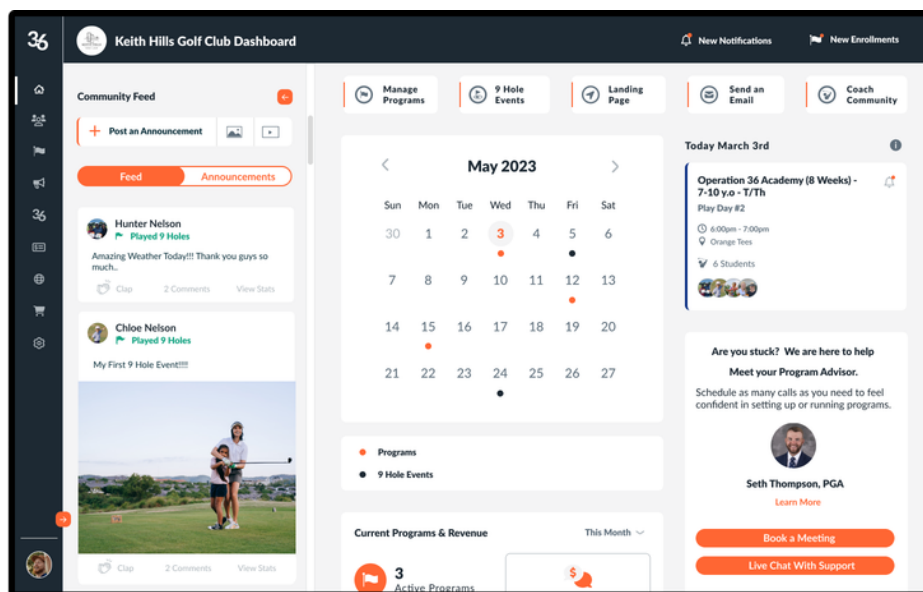
2 hours per week to start. Two back-to-back 1-hour classes. The platform gives tools to handle marketing, lesson plans, scheduling, scoring, and family communication. Your pro shows up and coaches and handles communication.

What happens if my pro leaves?

All program data, golfer progress, and level history stays in the platform. Nothing walks out the door. Your team has a full time PGA Program Advisor at Op 36 HQ. We train the next pro and get them running within weeks.

Is this just for Juniors?

No. The program is nearly 50/50 adults and juniors. 74% of adult enrollments are women. Families enroll together. It's a club-wide member development program.



You're not buying software. You're getting a turn-key coaching program - a **development model**, a **curriculum**, a **technology platform**, and a **support team** built to help your club succeed.

JOIN THE NETWORK TODAY. ONE GOLF PROGRAM. THREE REVENUE STREAMS.

Everything your staff needs to build a sustainable beginner coaching program.

WHAT'S INCLUDED



THE TECHNOLOGY

- Full platform for coaches: registration, billing, lesson plans, 9 hole event manager, reporting
- Full app for golfers: GPS scoring, training tools, curriculum, achievements, family dashboard
- GPS tee boxes in app. No physical tee box installation required
- 9 Hole Event Manager handles scheduling, scoring, and leaderboards



THE CURRICULUM

- 6-level development pathway with ready-to-go lesson plans
- Bite-sized skills and coaching activities at every level
- Consistent framework so quality doesn't depend on one person
- Program stays stable even when staff transitions
- Gamified curriculum videos for students to complete in app



TRAINING & SUPPORT

- Dedicated PGA Program Advisor (not a call center)
- Launch planning and marketing templates
- Free onboarding anytime a new coach joins
- Community of 2,500+ coaches sharing best practices
- Listed on the Op 36 global map so families find your club

\$2,900/YEAR

All included. No per-golfer fees.
Ask about discounts for Golf Genius customers.

MOST SUCCESSFUL LOCATIONS START SMALL AND GROW

PILOT

Start with 1-2 classes

Run an 8-week session to see the mechanics and get your first golfers enrolled.

FULL LAUNCH

Think annually

Plan your season, open classes for juniors and adults, and build the weekly habit.

MEASURE MEMBERS

Track the impact

Tag enrolled members in your club system and watch the increase in spend and activity.



- 1 Scan to schedule a call
- 2 Our team will build your Op 36 portal
- 3 Launch registration & Get your first golfer