

# PREMIUM CLUB FITTING EQUALS GUARANTEED IMPROVEMENT

## Satisfied Golfers Share Their Success Stories

By Leonard Finkel

With advances in golf club technology, most golfers could easily hit the ball further and more accurately. Yet a *Golf Magazine* study found that 90% of U.S. golfers may be playing with improperly fit clubs. Club Champion, the country's premier club fitter and retailer of the best brands in golf, is looking to rectify that situation. Their approach is unbiased – where no specific vendor is promoted. The only goal is to find the best combination of components to lower your scores. The company provides a Tour-quality fitting that produces longer, more accurate shots, with a nearly 100% satisfaction rate.

Jim Blickle had been a 6 handicap for a few years. He was fitted for a full set of clubs and said, "The combos I settled on did not just outperform my old clubs on Trackman, they outperformed them on the course. I basically dropped to a 4 handicap immediately and in a matter of a few months, dropped to about a 2 handicap where I have been ever since. There's no doubt the clubs I found are the primary difference in my game."

Ranked among the 100 Best Club Fitters by *Golf Digest* three times in a row, Club Champion has an advanced coupling system that can combine any head and shaft together, so golfers hit the precise combination to be custom built for them.



Most golf stores or club professionals use fitting carts provided by manufacturers with limited options; you are unable to mix and match across different brands. Club Champion offers hundreds of shafts, many of which are not available through other fitters and retailers.

Jake Thurm, PGA pro and Kevin Streelman's swing coach, quickly realized that Club Champion provides access to premium equipment many customers can not find elsewhere. He believes, "Equipment is a large part of the equation. It's always better to have the equipment fit you as opposed to you adjusting to your equipment." He adds, "If

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– Frank D'Angelo, Malvern, PA

you're a golf geek like me, you just want to get in there. They have everything. They order your equipment, build it for you, and ensure what you're using is helping your golf game. If they don't find anything clearly better, they simply tell you."

Frank D'Angelo (6-handicap, Malvern, PA) has been going to Club Champion for four years and among other clubs, was fitted for Mizuno MP 25 irons. "I was a 12 index before I went to Club Champion and now I have shaved about six shots off my handicap. It's a premium store and you get premium service"

While anyone can benefit from premium club fitting, it is meant for golfers who want optimized performance. Club Champion customers felt their fittings made their shot dispersion patterns much tighter. Terry Tompkins (5-handicap, Philadelphia, PA) told me, "I was very happy with my old irons, but after going through the fitting process, I found

that I was playing the wrong shafts. Now, I'm hitting eleven greens a round where last year I averaged around seven."

Terry tracks his statistics and averaged 235 yards with his old driver. He purchased a Callaway Great Big Bertha driver with a Fujikura Pro shaft and has not hit a drive less than 250 yards since. "I went all last year without a driver in my bag because my misses were not acceptable. What's changed? The first par-5 I played this year, I got there in two! Last time out, I hit 13 out of 14 fairways, and about 70% were driver."

Club Champion rises above the competition because they actually build clubs in-house to exacting, unrivaled tolerances. Variables such as swing weight, length, lie and flex definitely alter performance. The experience and know-how in combining these intricate parts together is what separates them from the competition.

Whether you are looking to buy new clubs or fix your current set, premium club fitting is the answer. Fitting prices range from \$80 for wedges to \$350 for an entire bag. The company has studios located in Chicago (3 stores), Los Angeles, Boston, New Jersey/NYC, Philadelphia, Washington, D.C., Atlanta, Orlando, Dallas, Houston, St. Louis, Austin and Seattle.

**For more information go to, [clubchampiongolf.com/golf](http://clubchampiongolf.com/golf) or call (888) 337-6038**

