

How to Approach Golf Courses

Generally speaking, we recommend a “partnership” approach where ebikes will ADD golfers and revenue to golf courses. What we don’t want to do is become adversarial. So I always try to accept any objections with something like, “I understand that, and I think the answer will add revenue for you.”

Also, we don’t recommend asking for permanent approval for anyone wanting to bring an ebike to their golf course. We recommend starting with a simple request to ride today. Anything that sounds like a request for long term approval often has to be discussed in meetings which can get bogged down, especially if it is a city-owned golf course.

First Choice is to take your ebike to the golf course without trying to set an appointment. If you try to set an appointment, you end up having to describe what you want to accomplish over the phone. That isn’t nearly as powerful as their first impression being able to see, touch, and ride a bike.

Ride your bike up to the clubhouse. Go inside and approach the pro or manager with something like, *“You have probably seen the golf industry encouragement toward single-rider options to help speed up the game. I have one outside I would like to show you.”*

You can then demo how the bag carrier becomes the kick stand, point out that it has fat tires which are easier on the course than conventional 4-wheel carts, and offer to let them ride it around the parking lot or out on the grass. They will often start asking questions and all you have to do is answer them. This sheet has some bullet points that you can include. But don’t try to read them off...let it be natural.

At some point in the conversation and demo ride, you can ask, *“Is it OK if I ride my bike here today?”*

Second Choice is if you don’t have an ebike. It is not nearly as effective, but it can help give you an idea of how they will respond if you purchase an ebike. It starts out with the same sentence, but ends with, “I would like to show you a 30 second video of the coolest new option.” Then, using your phone or other mobile device, show them <https://www.youtube.com/watch?v=kKIU2EfPNPY>. We will be making better videos as soon as the weather gets warmer. But this little 30 second video captures the idea quite well.

After the video, you can say something like, *“There are already over 1 million ebikes in America with that number expected to double this year alone...many of them right here in this area. I just wanted to make sure it is OK for us to use our ebikes here at your golf course so we can promote it in all the ebike groups in the area? I think we can get quite a few new golfers coming here generating revenue for you.”*

The following are great points to include in a discussion. There are almost too many of them, and they are all fantastic. Be a little careful not to “dump the whole load” all at once.

- Speeds up the game = more players = more revenue
- Ride straight to your ball and play true “ready-golf”
- Faster rounds appeals to younger golfers
- Faster rounds = more rounds per day = revenue
- Pedal-assist lets you get as much exercise as you want, or use the throttle
- Exercise is appealing to young people = revenue
- It is also appealing to older golfers who will continue playing longer if they are healthier = more revenue
- Ebikes will bring new golfers to the course...new more revenue
- No capital cost to golf courses...golfers will purchase their own ebike
- Ebikes are similar to allowing electric push carts...just faster = more golfers = more revenue
- Courses can get ebikes and rent them to golfers = more revenue

The positive approach focuses on the fact that allowing ebikes will bring more revenue to their course by speeding up the game and attracting more golfers. The negative approach is that if they don’t allow us to use our ebikes, we will take our money to other courses. We hope they figure that out on their own.

We are developing a **searchable database of golf courses** that have ebikes to rent and/or allow golfer-owned ebikes. It will include if they charge just a walking fee, or if they charge an additional “trail fee”. So all golf courses will know how they compare in terms of being appealing to ebike golfers.

We will encourage golf courses to conduct **“Ebike Golf Events”** where everyone with ebikes will be welcomed. Ebike manufacturers and sellers will sponsor these events, along with local bike shops.

We will soon start a **Facebook Group for “Golfers with Ebikes”** that will include discussions about courses and how welcoming they are to ebikes. We will encourage similar groups for local areas where they can discuss among themselves specific courses and ebike golf events.

One of the questions that might come up is about liability. We address that in our FAQ’s where we link to a 1-page liability waiver. If you are going to a new golf course and are not sure if they welcome ebikes, we suggest you print and sign it so you can hand it to them if the liability question comes up.