playbooks™
FOR GOLF

RELEASE: CONDITIONS APP BETA

In 2017, Playbooks for Golf announced the initial development of a revolutionary software platform called Conditions. For the past 18 months they have tested the product through a Beta program with leading clubs in the nation. After fantastic feedback from superintendents and golfers alike, the platform is in the final stages of Beta and is scheduled to be released in January of 2019.

As part of this Beta program, Playbooks worked closely with ezLocator to integrate daily hole locations from that platform, for both ezLocator and ezPins clients. This allows golfers to only need one app for both Pins and course conditioning information. It also works with clubhouse F&B apps as well, streamlining the user experience further at top clubs. This is the final feature to be released to clients before coming out of Beta this winter. ezLocator will also be a certified vendor partner of the Conditions platform, and is a natural add-on to its patented platform.

Starting October 15 and running to December 31, Playbooks is offering an Introductory Loyalty Program to existing Playbooks or ezLocator customers. This program allows these clients to join the Conditions App platform at the significantly discounted Beta pricing. The program is limited in both clients and time, you can contact Playbooks or ezLocator for the latest information, availability and pricing.

ABOUT CONDITIONS APP

The product is intended for golf course superintendents to communicate with golfers like never before via Push Notifications and updating the app with new content. Conditions provides everything needed to instantly communicate with golfers in real-time about the daily status of the golf course, and ensures they are actually getting the notes.

Playbooks built the unique platform knowing superintendents need something easy to use, not another complicated piece of software. Using Conditions is as simple as writing a blog post or tweet. It's the culmination of the last 20 years for those seeking better communications, and now it's here.

Playbooks for Golf co-owner,Matt Leverich, says: "The reason we developed this simple and very-easy-to-use platform is because we have seen over and over again a lack of communication between golfers and the maintenance of the golf course. First came postings in the locker room, then email blasts which transformed into blogs and twitter feeds. The problem with all of them is that they require the golfer to visit them on their own. In particular, maintenance blogs and Twitter have become more of a sharing environment between turf professionals, and golfers get left behind or not engaged. With Conditions, we take the critical course information straight to golfers' phones where they can easily see the entire operation, even hole by hole, in a great app format."

HOW DOES IT WORK?

Conditions provides a free app for golfers via the App Store or Google Play. Once installed, the app can "alert" them via push notifications about important course notes for the day from the Superintendent and they can browse other areas of the course as well, including daily hole locations delivered by the ezLocator / ezPins platform.

Further details about Conditions by Playbooks for Golf are available at goplaybooks.com/conditions. You can schedule an online demo of the platform at your leisure.

ABOUT PLAYBOOKS FOR GOLF

Playbooks for Golf is a communications and technology company serving the golf and turfgrass industries. We service hundreds of clubs and companies through our main platforms: Coverage System (chem/fert software), ezPins/ezLocator (hole location software), Playbooks Maps and now Conditions.