



Golf Simulator Products and Services at Carl's Place

Ben Reid: Business Development Manager



Carl's Place is headquartered in Milton, Wisconsin, where we design, manufacture, and ship our products to customers worldwide. We produce golf simulator Impact Screens, Enclosures, and Hitting Mats customized for any space — whether it's a garage, basement, commercial facility, or high-end installation.





Introduction

- My Experience
- The Carl's Place Story





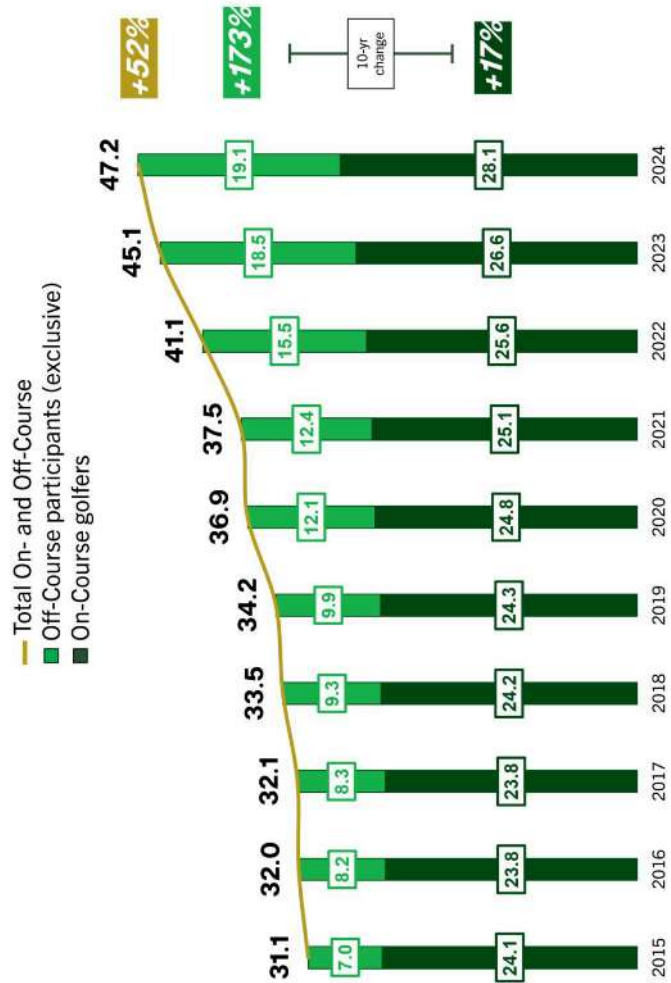
Headquarters in Milton, Wisconsin





Indoor Golf and Green Grass Growth

Total U.S. Golf Participation Millions, Age 6+



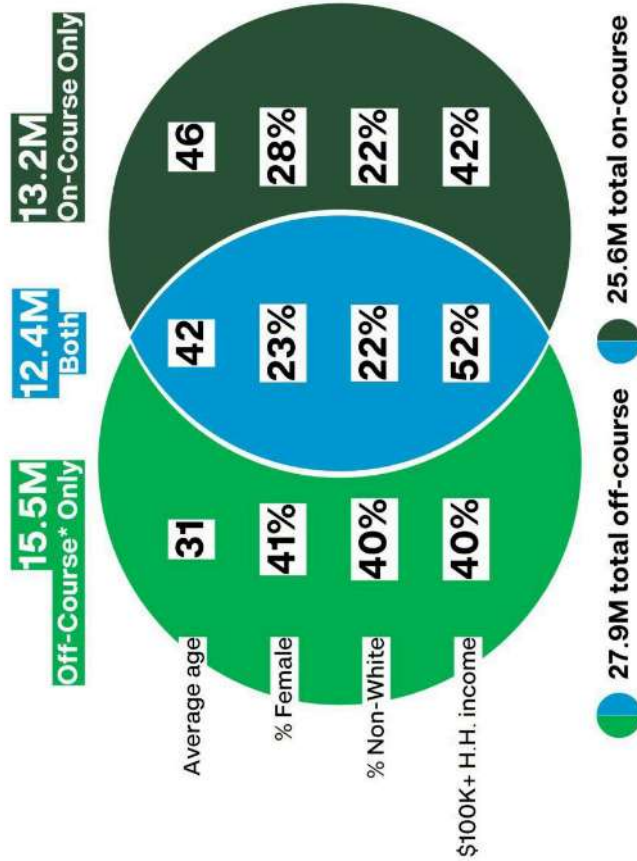
- Green Grass/On Course = The regular golf we all know
- Off Course = golf simulators (in home or commercial facilities and driving ranges like TopGolf)
- 173% Off-Course growth over last 10 years

Source: [National Golf Foundation](#)



Indoor Golf and Green Grass Growth

41.1 Million Total Participants



- Off-Course participation eclipsed On-Course for the first time
- Younger golfers are driving this growth

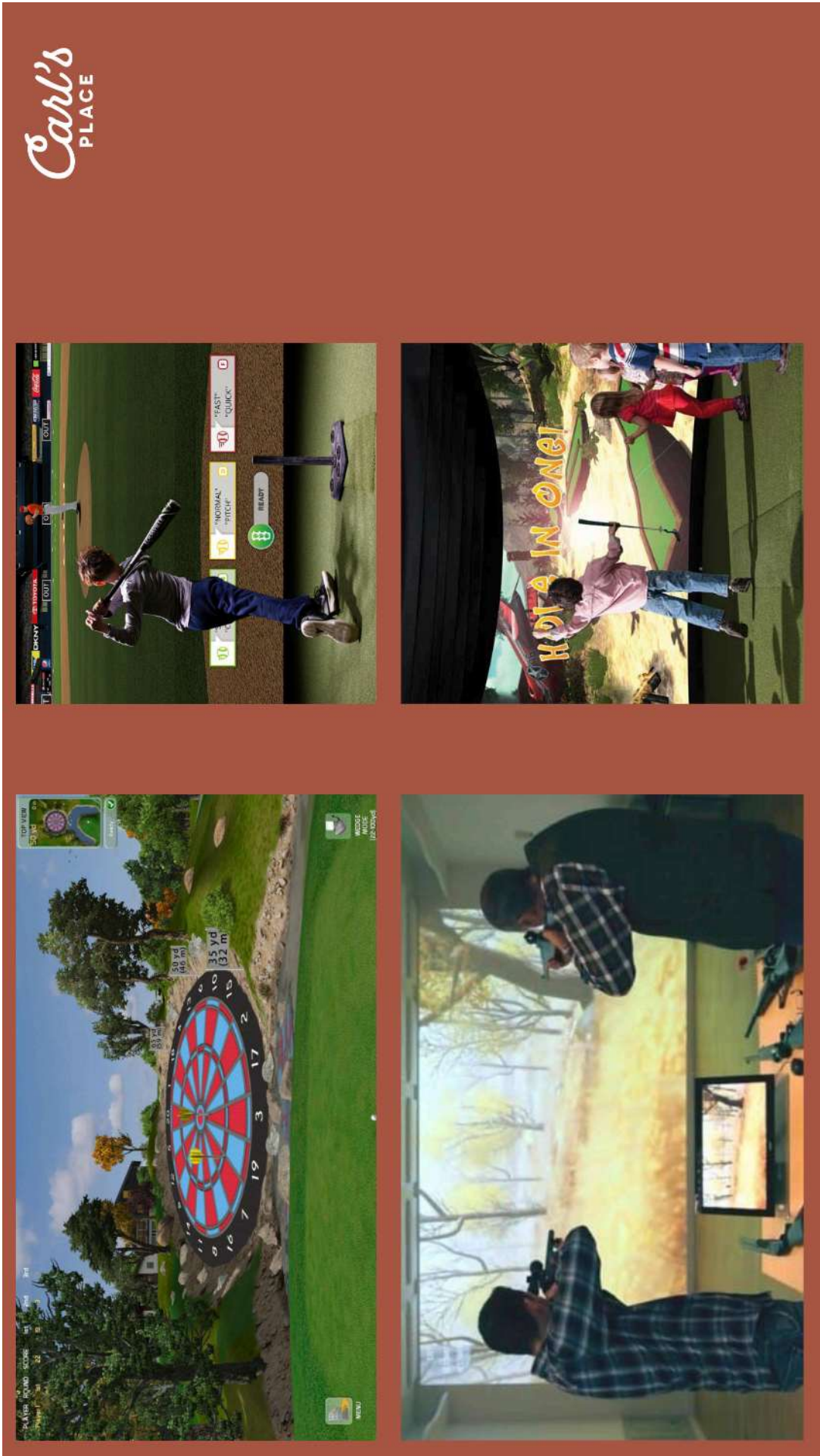
Source: [National Golf Foundation](#)



Revenue Generation Opportunities

- Winter Golf League
- Simulator Rental (individual or group)
- Lessons
- Club Fitting
- Jr. Golf Programs
- Inclement Weather







Space Requirements

Get out your clubs and test your space. Start with a SLOW swing in the potential location. Use a driver for this test.

Ideal = Indoor golfers are most comfortable in a room 14' wide, 18' deep, with 10' ceilings

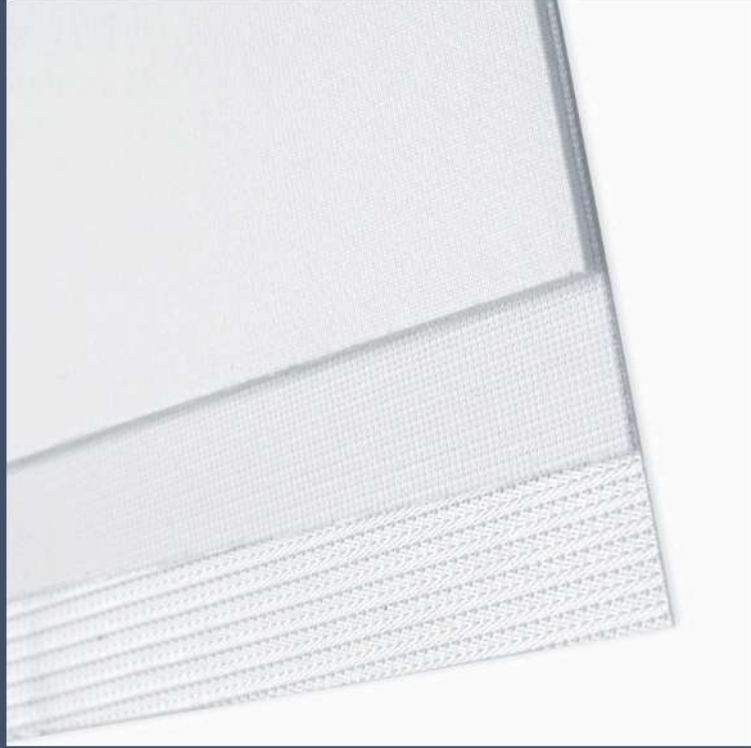
Minimum Recommendation = 9' ceiling is possible but taller golfers over 6' tall may have an issue with a driver, 9'-10' wide is possible for off center hitting

Here is a helpful and [video](#) and [article](#) on considering enclosure sizes for your space.



Simulator Components

Component	Basic	High End
<u>Launch Monitor</u>	\$5,000	\$22,000
PC	\$2,000	\$3,500
<u>Sim Software Subscription (Yearly)</u>	\$200	\$1,000
<u>Projector</u>	\$800	\$4,800
<u>Screen and Enclosure</u>	\$2,000	\$6,000
<u>Hitting Mats + Turf</u>	\$700	\$2,000
Total	\$10,700	\$39,300



Impact Screens

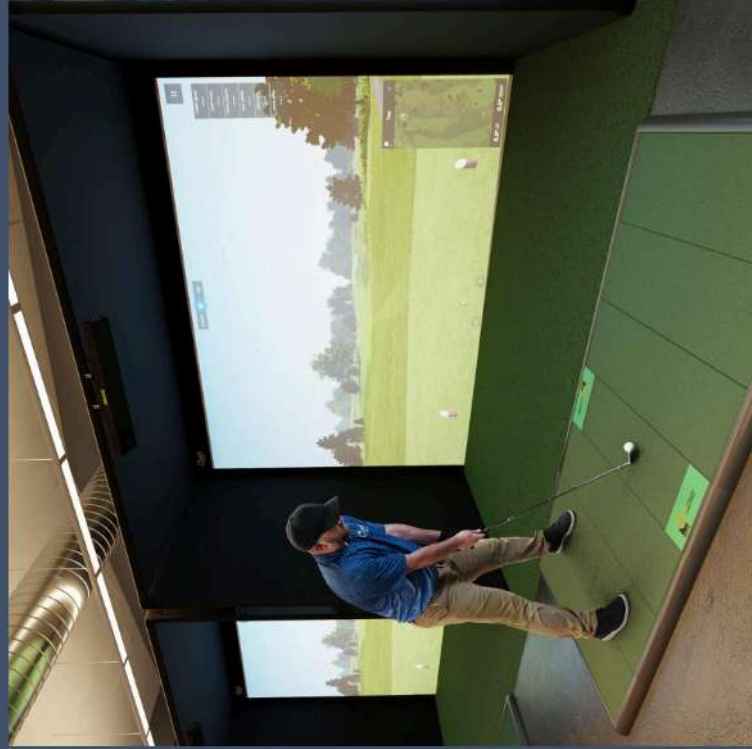
- Custom Sizes
- Custom Finishing Options
- Three Screen Material Options
 - Standard
 - Preferred
 - Premium

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DIY Enclosure

- Quick to set up
- Budget Friendly
- Good option for temporary or seasonal use
- Works great with floor mounted / ground based launch monitors

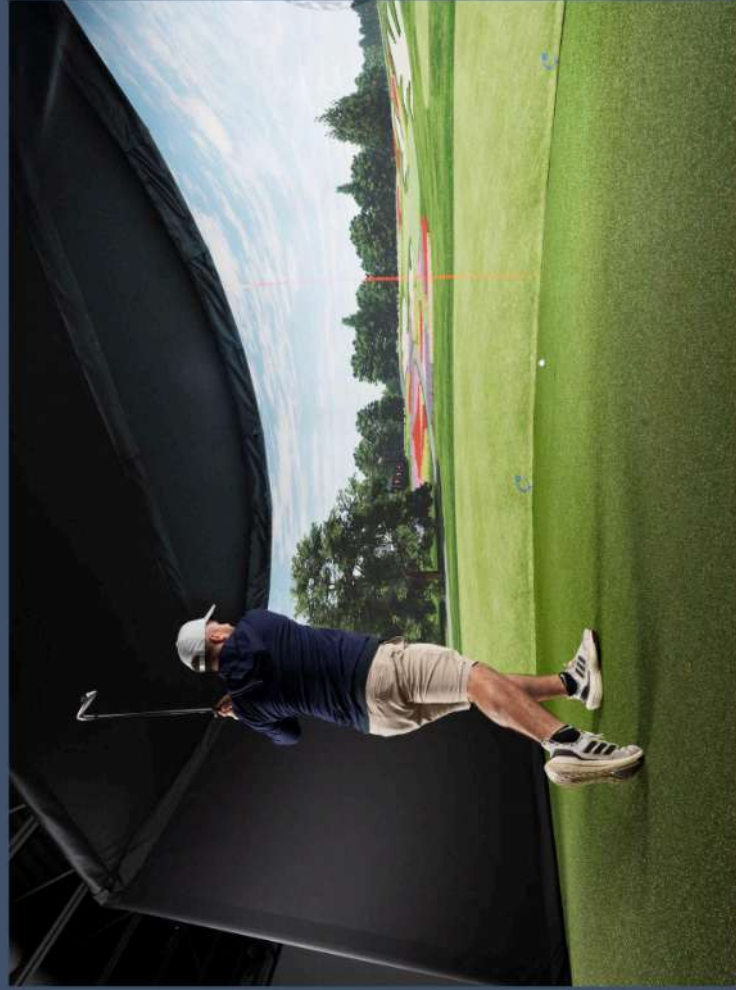


Pro Enclosure

- Commercial Grade
- Slightly more involved to assemble
- More customization (depths up to 15', custom cross bars)
- Mount launch monitors and projectors to enclosure frame

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Curved Enclosure



- Commercial Grade
- Unique immersive experience
- More customization (depths up to 15', custom cross bars)
- Mount launch monitors and projectors to piping
- Single Projector



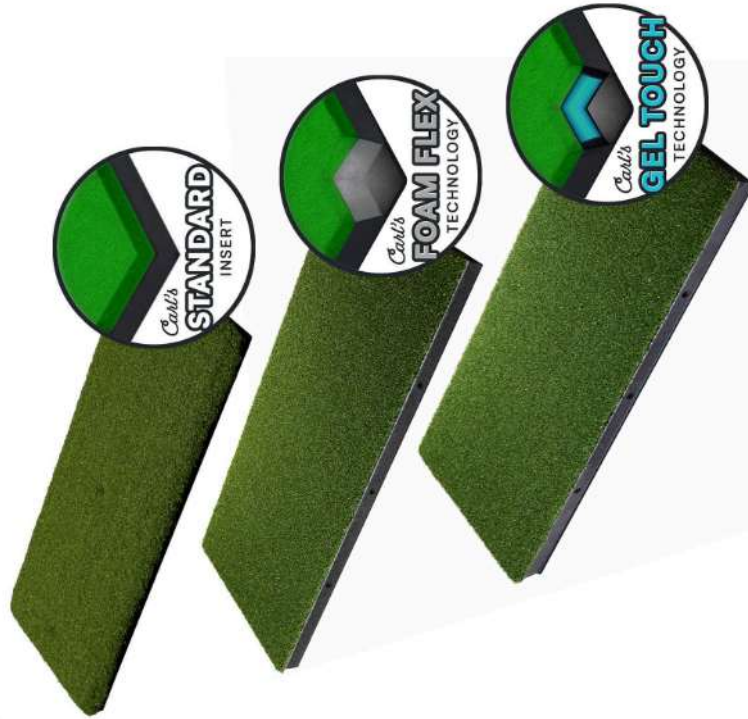
Built-In Golf Room



- High End permanent solution
- The Room is the enclosure
- Can use wall panels and or curtains
- More involved installation
-



Hitting Mats





Testimonials

At Greenwood Hills Country Club, we continuously seek ways to enhance the value of membership, aligning with industry trends to offer more exclusive benefits. Our new simulator facility serves not only as a valuable training aid for lessons and club fittings but also as an opportunity to expand revenue streams for the club.

Being able to custom size a screen in the space we created was a huge reason we went with Carl's Place. The YouTube videos they have posted are a great confidence builder as well.

Jason Resch - General Manager at Greenwood Hills Country Club

For us the sims generate revenue through time slot fees as well as users purchasing food and drinks while using the sims. They also provide us the option to do lessons although we have not explored that too much. Our most success to date has been with running both 9 hole and 18 hole leagues each week.

Carl's has been responsive and helpful with the initial install as question arose as we did all the labor with in-house staff.

William Rogers - General Manager at Evergreen Golf Club



Carl's Place Services

[Build Your Own Tool](#)

[Sim Design Service](#)

[Showroom Visit](#)

[Installation](#)

[Virtual Course Design](#)



We Can Help Make Sense of it All

We are brand agnostic when it comes to Launch Monitors

Our team takes a consultative approach to making recommendations

Your Budget, Goals, and Physical Space are the top variables in the equation

We help translate your physical space dimensions into product recommendations

Call us at (608) 352-0002
Or email at info@carlofet.com



Thank You!

