



FOR IMMEDIATE RELEASE

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Magnolia Golf Management Sees Major Dividends Since Installing Power Tee

After the hottest July in recorded history for Austin, Texas, Magnolia Golf Management sees increase in range revenue across all three locations since installing Power Tee.

In May of 2022 Adam Owen, owner of Magnolia Golf Management fully automated Avery Ranch, TeraVista and Falconhead Golf Clubs driving ranges with Power Tee. What is typically the slowest part of the year with Texas seeing extreme temperatures, all three locations have seen revenue increases for the driving range since installing Power Tee.

When asked what Adam has thought of Power Tee so far, he had this to say, “Since we put in Power Tee, the customer reaction has been incredibly positive. We installed Top Tracer two years ago and the customers like it, but this is a totally different concept. Customers are amazed at the ball coming up automatically and love how comfortable the mats are. What Power Tee has done is taken us from an average range experience to an unforgettable range experience, this addition has truly set us apart from our competitors”!

From a management perspective Adam said he was pleasantly surprised at how little maintenance has been required since installation. “When we were thinking about putting Power Tee in, I was a bit concerned we would need someone on the range around the clock incase the Power Tee machines broke down. So far there has been next to nothing that we have had to replace since putting in Power Tee, it really has been incredible”.

One of the Directors of Instruction for Magnolia Golf found Power Tee to be an amazing practice aid. Prior to Power Tee she only wanted to teach off grass. Adam said, “Since Power Tee has gone in one of our instructors has been teaching every lesson off them. I think it’s great for instructors because it gives the golfer a chance to find a rhythm and build confidence”.

Power Tee CEO, Martin Wyeth had this to say about the recent installation in Texas, “It’s wonderful to hear that Adam and his three locations are doing so great. We appreciate Adam believing in Power Tee and are delighted to hear that it’s paying off”.

Adam is seeing firsthand the benefits Power Tee brings to Driving Ranges and Golf Clubs. Adam said, “Any range owners or driving range operators that may be on the fence about installing it, have them call me so they can hear firsthand how beneficial Power Tee has been for us”.

Editor’s Note: To reach Adam Owen for more information on how Power Tee has transformed his business you can reach him at adam.owen@magnoliagolfmanagement.com

About Power Tee

Power Tee is the world's premier automated teeing system and is currently installed and featured at 80% of the golf ranges in the U.K including St. Andrews, The Belfry, and Celtic Manor. Power Tee offices are in Jacksonville, FL, and Swindon, U.K., Power Tee is currently automating the bays in ranges in 18 countries, teeing up more than 6 million balls each day.

Magnolia Golf Management

Magnolia Golf Management is one of the top consulting and management firms in the industry specializing in operations, management, membership development, equity conversions, real estate development and long-range planning. Our main objective for each managed facility is to increase the bottom line through proven management practices with first-rate golfing experiences for our customers.