

## Week 12 Equipment – Custom Fitting Myths

Today we are going to discuss equipment and more specifically custom fitted equipment.

According to a recent Golf Magazine study, over 70% of avid golfers that purchased clubs last year were not professionally custom fit. A lot of these players purchased without even demoing them first. I compare purchasing golf clubs to purchasing a nice suit. Would you even consider purchasing one without being measured up and trying it on? A new set of clubs costs about the same, and you'll probably use them much more.



This makes no sense so why do most golfers purchase clubs without being custom fit? Some of the reasons players often give are genuine misconceptions and myths regarding custom fitting. Here's a list of some I've heard over the years.

- *“Custom fitted clubs costs more than standard or off the rack clubs”.*

Not necessarily. It's true that a proper custom fitting requires tools, a fitting studio, and a trained professional. At Ballina Golf Club I hold monthly custom fitting days that are free of charge. I would prefer to take the time with a player in order to get the right fit rather than the player buying a standard set that doesn't suit. It's no good for me or the player if, after purchasing new clubs, the player cannot see an improvement in his or her game. By taking time with the customers to custom fit them properly so I can demonstrate the true advantage and the difference a custom fit makes.

- *“Fittings are only for the advanced golfer”*

I hear this a lot. Fittings are important for every golfer. In fact, the more skilful golfer can make the necessary adjustments to ill fitted clubs than the less accomplished golfer.

- *“I don't believe custom fitting really makes a difference”*

Many golfers simply don't believe it's worth their time or effort and won't make a difference in how well they play. It's only when you see a player attempting to play with a badly fitted club that you realise how important custom fitting is. As I say to these “non believers” the best way to find out is to try a custom fit session.

Next week I will take you through what is involved in a typical fitting session.

If you would like to know more about custom fitting or have any questions regarding your golf equipment contact Eddie Tracey in Ballina Golf Club on 096 21050 or email Eddie on [eddietraceypga@yahoo.com](mailto:eddietraceypga@yahoo.com).

Ballina Golf Club is an official custom fitting facility for Mizuno and Ping.