

## ***Who Should Be Custom Fit?***

High to mid handicappers often have stated to me that they are “not good enough” to deserve custom fit clubs. Nothing could be further from the truth. How can anyone improve their game by trying to adjust their swing to accommodate ill-fitting clubs?

Every touring professional and avid golfer knows that they must play custom fit clubs to play their best. Everyone in the industry recognizes that custom fit clubs are the only way to a better game.

Contrary to popular believe, the average player’s swing is generally very consistent, but the resulting hits are often inconsistent. A properly fitted set of clubs will not change what they do with their swing, but will help with the consistency of contact to provide proper ball flight and direction. Properly fit clubs will also improve stance and address.

The low handicapper typically improves by an average of ½ – 1 shots per round. The high handicapper (90 and above) generally benefits by 3 – 5 shots in their average score. Clearly the new custom clubs allowed all players greater consistency and better results with the higher handicaps reaping the greatest benefit of all.

The bottom line is if you love the game and want to improve...be sure you get properly fitted.

### ***Relevance of Custom Fitting***

Custom fitted golf clubs are a surefire way to improve your performance. You can’t buy golf clubs “off-the-rack” and expect them to meet the critical variables of your swing. The golf swing just has too many variables that affect your game: like your height, body type, strength, amount of shaft bend in downswing, skill level, length of arms, angle of attack, and stance.

Professional club-fitters take all these variables into consideration to give you the right combination of clubhead and shaft to maximize your potential. The fitting process should be aimed at giving you the longest club with the softest shaft that you can control. This is accomplished by a multi step process that covers every aspect of your game.

There is a mistaken impression that custom fitting is just for the better players. Frankly, the mid to high handicappers benefit the most from custom fitted golf clubs because custom fitted equipment greatly diminishes their somewhat inconsistent contact with the ball. With properly fitted golf clubs, golfers can no longer blame their equipment for misguided golf shots.

Unfortunately, most manufacturers do not produce satisfactory equipment or methods for custom fitting but rather to suit the widest range of golfers. For example, some brands offer two models and expect them to suit tour players ranging to beginners... which is sheer folly.

Many of these clubs will fit you, "okay". But is "okay" good enough for you? Will "okay" lower your scores?