

## Turn trade-ins and unsold stock into cash

**Golfbidder allows you to liquidate used and unsold new stock quickly and safely, with just a phone call.**

- ✓ Instant quotes by phone
- ✓ Guaranteed prices
- ✓ Guaranteed payment
- ✓ We collect the clubs
- ✓ And pay you immediately
- ✓ No uncertainty. No risk
- ✓ No hassle!

Read on to discover how using Golfbidder can increase your turnover 

+44 (0)20 8401 6900 - we're just a call away!

## Why do over 1,000 pro shops and golf stores in the UK and Europe trust Golfbidder?

The increasing number of new releases in the hardware market has a dramatic effect on the price of even recent product lines. This increases the need to move trade-ins quickly to avoid the risk of being left with redundant items and potential losses.

Selling to Golfbidder removes the risk of taking trade-ins.

### How simple is the process?

1. Phone us for a quote
2. Confirm the deal with the Customer
3. We'll collect the clubs
4. They arrive with us the following day
5. We send you a cheque immediately
6. Job done!

#### Did you know?

We can buy end of line and unsold new stock in volume as well



# How can taking trade-ins help you compete in today's market?

**"I can buy it cheaper online!"**

How many times have you heard a customer say that about a product in your store? The truth, however, is that while some internet sites might be selling clubs for a few pounds less than you, what they can't do is offer the customer the ability to part-exchange their old clubs. This is a **crucial** selling point in your favour – but one that is often overlooked.

So the next time you hear a customer say they can buy on-line cheaper – ask them which clubs they would like to trade-in. With Golfbidder **just a phone call away**, the value of the customer's old clubs can be transformed instantly into credit to **spend in your shop**.

- ✓ You get more cash through the till
- ✓ The customer spends less money
- ✓ Everyone's happy!

## **Garage sale!**

How many of your customers have unused clubs gathering dust somewhere at home? Encourage them to bring them into your shop – and get them to trade-in, trade-up!

## **Get creative**

Trade-ins don't have to be used against the purchase of new clubs. You could let customers use the 'credit' against lessons, clothing, accessories or any other product or service that suits your current sales strategy.

## How does Golfbidder calculate prices?

Golfbidder is the biggest buyer and seller of used golf clubs in Europe. In order to manage the rapid in and out-flow of stock, we have developed our own trading software which continually monitors the supply and demand on any particular club in any specification and in any condition – thousands of models from the latest must-have driver to a 10 year-old putter. The buy and sell prices change constantly – and take into account attributes such as loft, lie, shaft material, shaft flex – as well, of course, as condition.

For example, clubs with light or stiff flex shafts will generally be less in demand and this affects the purchase price; whether a wood is fade, neutral or draw-biased doesn't make any difference to the new price – but certainly impacts its value in the secondary market; 3, 4,5 and 7 woods all cost the same when they're fresh from the factory in their wrappers. But second hand, their value (ie the demand for them) can differ wildly depending on the model. The easiest way to really find out what a club's worth is to give us a ring!



The margin we make when we sell the clubs on also varies enormously; A used example of a club which has only very recently been released by the manufacturer will be in high demand – and the higher the demand, the more we'll pay. For example, at time of going to press, we're paying 140€ for used – yes used ! – Ping G15 drivers. Why? Simply because even though we might only make a few pounds on each club, we know they will sell quickly. At the other extreme, a set of left-handed blades could be in stock for months before selling – so we'll aim for a much higher margin. And there is a whole spectrum of ever-changing price points between these extremes dependent on the supply and demand for that particular club in that particular specification, at that particular moment.

Of course, you could always sell the traded-in clubs privately yourself. But it's never certain what you will get for them, when they will sell, at what price they will sell – or even if they will sell at all. More often than not, we buy several clubs at a time from pro's – they arrive in one box and the pro receives one cheque from us. Easy! Trying to sell those clubs in-store or online to numerous separate individuals ties up time, effort, space and resource. It's no wonder so many pro's would rather let golfbidder take the whole problem away!

But, naturally, it's horses for courses – and however you wish to manage your trade-ins, whether you want to use us just occasionally or, as many do, ring us several times a day - we're always happy to explain our pricing on a particular club – information you can then impart to the customer. (the customer may not know, for example, that the gleaming driver they paid 249€ for has been discontinued and is now being sold online brand new for 99€). That sort of information is crucial to know when giving a trade-in price – and the team are here to help.

We work very hard to offer a unique, trusted and efficient service which provides a safety net for the disposal of used clubs throughout the retail golf trade – and really does 'Help the Golf Industry do Business'.

We look forward to being of service.



## Counterfeit guide

Fortunately, Golfbidder is likely to be the last port of call for anyone trying to offload dodgy gear. Our expert inspection team - made up of PGA Qualified professionals- has been with us for years and handle tens of thousands of clubs every year. Every club is minutely inspected to ensure it is in the condition we expect – and then every one is individually photographed in close-up.

This team of talent is unique anywhere in Europe. And they take genuine pride in being able to spot a fake.

Nonetheless, the counterfeiters are getting better – and we receive numerous fakes via club pro's who have unwittingly taken them in as part-exchanges. The differences can be subtle - the wrong shade of colour on a decal, the step pattern of an inferior steel shaft, the fact that a magnet clings to a supposedly titanium head.



*Golfbidder staff compare a genuine X460 driver to a fake*

If you're taking in a part-exchange of a brand you don't normally stock, it can be tricky to spot these differences – and a number of pros have asked us for some 'spotting' tips. So here are just a few examples from our Rogues Gallery showing the sort of discrepancies which give the game away.

## Rogues gallery

### Callaway X460 Driver



One of these is one of Callaway's superb long-hitting X460 driver manufactured from pure titanium. The other is a cheap imitation which hits the ball considerably less distance.

The fake, here, is on the left – note how the number 9 denoting the loft is a slightly different font – and how Callaway written on the side is less defined. Note also that the plastic ferrule – which covers the join between club head and shaft – is slightly thinner on the fake.

### TaylorMade R7 460 Driver

The heads on the TaylorMade r7 460 drivers are uncannily similar – even the fonts are pretty close – although the shade of orange on the crescent isn't quite right. (The counterfeit is the one on the left by the way).



Where the crooks have let themselves down is with the shafts. Here you can see the graphite weave of the stock TaylorMade RE-AX shaft on the counterfeit (left) is not actually graphite weave but has been painted on.





## Rogues gallery contintued

### Ping G10 Driver

Despite their huge popularity, there tend to be fewer Ping counterfeits around than some other major makes. Here's an exception – the counterfeit G10 driver is on the left; the orange fill is too bright; the engraving for the words Ping and G10 not as crisp or defined – nor the number 9 denoting the loft.



Headcovers are also counterfeited. Note the different colour on the matching fake Ping G10 headcover (left). which came with the club above

### Nike Sumo SQ 5900 Driver

To the untrained eye, the counterfeit driver (left) is not immediately apparent; the main giveaways are that the yellow paint is not quite the correct shade – and the casting of the raised triangular shards within the yellow section are not as crisp and proud as the genuine article.





## Callaway X-22 Irons



This copy (left) of Callaway's X-22 irons would be unlikely to raise alarm bells unless you had a genuine set to compare it with. The colour of the blue badge within the cavity is not as strong, nor does the raised 'X' doesn't have the quality of the original. The overall finish and the fact that paint sometimes spills from the engraved lines marks it down as a clear impostor.

## Callaway FT-i Driver

On the right, Callaway's best-selling FT-i driver. On the left, a cheap imitation. Note how the three squares denoting whether draw, fade or neutral model are fractionally bigger on the fake; the black plastic ferrule covering the join of the shaft to the head is slightly thinner – and the metal band slightly wider.



The writing on the (supposed) serial number sticker on the fake is not as defined, the font used in the figure '10' to denote loft is also slightly different. There is a small – almost invisible in this picture – round hole covered in black paint on both (close to the red/black paint divide immediately below the large 'F' of FT-I): On the fake it is recessed, on the real one it is proud. Note the dividing line between the silver area where the arrow is and the red area – the crooks haven't got it quite the right shape – and it is not as crisp.

## Rogues gallery continued

### TaylorMade R7 CGB Irons

The counterfeit club in this example is on the right. A close look at the ferrules shows that the fake has too large a gap between the chrome bands. Another detail that the crooks failed to get correct are the surrounds of the weights area. The original TaylorMade version has a very high quality finish with a double step down to where the heel weights rest, not found on the cheap imitation. The logo on the counterfeit model also has a lower quality finish with less defined edges.



### Ping G10 Irons



Our team spotted these counterfeit Ping G10 irons recently. If you hadn't already guessed the real deal is the bottom club.

The rusting in the cavity of the fake club shows the poor quality finish. The Ping badge is also much thinner than on the real club and the edges of the cavity are much thicker.

## Spotting a counterfeit – top 5 tips

**So with some very good fakes around, how can you be sure the customer is not trading-in a dud? Here are our Top 5 Tips:**

- 1) **Compare to an Original.** This is your best chance of spotting an impostor. If at all possible, compare the club being traded in against one you know to be genuine. Check whether the fonts and colours are the same; does the weight feel similar?
- 2) **Smelly Grips!** Grips on fake clubs often have a strong cheap rubber smell. They will typically be thinner than standard and the writing is normally thinner and less defined. When you take the grip off, it will often have clear grip tape underneath rather than white tape.
- 3) **Serial Numbers.** Sometimes the counterfeiters will copy a random serial number which doesn't match that particular model or spec. If you have suspicions and there is a serial number, phone the manufacturer for verification.
- 4) **Shaft labels.** Watch out for steel shaft labels - we find Dynamic Gold stickers are sometimes copied – but the colour on the shaft band will not be the correct shade - nor the correct size.
- 5) **Headcovers.** A fake club normally comes with a fake headcover, again this will be of poorer quality and will be thinner and the sock/neck will be shorter. The colouring is often a bit out.

## Condition guide

### Head ratings

Score	Irons	Woods
10 - New or Mint	Brand new, never been hit.	Brand new, never been hit.
9 - Excellent	The head is only shop-soiled and could almost be passed 'As New'. The club has never hit a golf ball.	The head is only shop-soiled and could almost be passed 'As New'. The club has never hit a golf ball.
8 - Very Good	The club may have only been hit at the driving range or played 2-3 rounds of golf maximum. If there are any marks at all on the head they will be very light.	The club may have only been hit at the driving range or played 2-3 rounds of golf maximum. If there are any marks at all on the head they will be very light.
7 - Good	There will be evidence of play, but no damage. These clubs will have been used and looked after with no dings or chips or wearing to the face.	No scratches, sky marks or chips to the paintwork and the face will be in good condition with no heavy wear marks around the sweet spot area.
6 - Fair	In perfectly usable order but cosmetically not quite deserving of a 'good' rating. There may be minor stone chips on the sole and marks resulting from normal wear and tear.	In perfectly usable order but cosmetically not quite deserving of a 'good' rating. There may be light sky marks and small scratches resulting from normal wear and tear.
Below 6 - Unacceptable	<p>We do not buy clubs that are rated less than 6. Clubs with the following flaws will not be accepted:</p> <ul style="list-style-type: none"> <li>- large chips</li> <li>- excessive wear to the face</li> <li>- irons sets with non-matching shafts</li> <li>- missing ferrules</li> <li>- incomplete sets e.g. missing 7 iron</li> <li>- missing brand badges</li> </ul>	<p>We do not buy clubs that are rated less than 6. Clubs with the following flaws will not be accepted:</p> <ul style="list-style-type: none"> <li>- dents / depressions</li> <li>- large sky marks</li> <li>- excessive wear to the face</li> <li>- missing ferrules</li> <li>- chipped paintwork</li> <li>- discolouration</li> <li>- re-sprayed crown</li> <li>- through bore not flush</li> <li>- rattles</li> <li>- cracks or splits</li> </ul>

## Shaft ratings

Score	Steel	Graphite
10 - New or Mint	It may or may not still have the wrapping on, but the club has never been used.	It may or may not still have the wrapping on, but the club has never been used.
9 - Excellent	The shaft is only really shop-soiled and could almost be passed 'As New'.	The shaft is only really shop-soiled and could almost be passed 'As New'.
8 - Very Good	The club may have only been hit at the driving range or played 2-3 rounds of golf maximum. Either way, if there are any marks at all on the shaft they will be very light.	The club may have only been hit at the driving range or played 2-3 rounds of golf maximum. Either way, if there are any marks at all on the shaft they will be very light.
7 - Good	On steel shafts, one or two of the stickers may have begun to fray slightly but the shafts themselves will be in good order with just a minor scratch here and there.	On graphite shafts there may be a few light scratches, but no wear on the paintwork.
6 - Fair	In perfectly usable order but cosmetically not quite deserving of a 'good' rating. On steel shafts, some of the stickers will probably be fraying, but there is nothing which will affect playability. Chrome protective layer will still be intact, with no pitting.	In perfectly usable order but cosmetically not quite deserving of a 'good' rating. There may be one or two minor wear marks on graphite shafts where they have rubbed against the bag. This will be cosmetic and will not have gone through any graphite layers.
Below 6 - Unacceptable	<p>We do not buy clubs that are rated less than 6. Clubs with the following flaws will not be accepted:</p> <ul style="list-style-type: none"> <li>- dents</li> <li>- rusting / pitting in steel shafts</li> <li>- rattles</li> <li>- poor reshafts</li> <li>- incorrect fitting ferrules</li> </ul> <p>ALL SHAFTS IN A SET MUST MATCH (type, flex, progressive length etc)</p>	<p>We do not buy clubs that are rated less than 6. Clubs with the following flaws will not be accepted:</p> <ul style="list-style-type: none"> <li>- wear over area greater than 1"</li> <li>- splits in shafts</li> <li>- rattles</li> <li>- poor reshafts</li> <li>- incorrect fitting ferrules</li> </ul> <p>ALL SHAFTS IN A SET MUST MATCH (type, flex, progressive length etc)</p>

## Keep in touch with us...

Every month we'll be sending out an email to all our pro's which will include:

- ✓ Latest prices
- ✓ Counterfeit updates
- ✓ What's hot and what's not
- ✓ Competitions

If you're not already on our email list and would like to be, simply email [mevans@golfbidder.co.uk](mailto:mevans@golfbidder.co.uk) with 'Add to List' in the subject line – no other text necessary. We'll respond immediately to confirm you've been added.

## ...and with your customers

Offering to take part-exchanges really does stimulate business: Not only does it drive extra money through your till (customers are much more likely to transact if they know they can get something 'off' their old clubs), but it keeps customers loyal.

However (and it's a BIG however) if they don't know you're happy to take part-exchanges, they might not bother lugging them into the shop. **So shout about it!** However you communicate with your customers, whether it's by email, snail mail or in-store, ensure they know that yours is a shop where they can perform alchemy!... turning their old clubs into new ones. Whether it's a putter, a wedge, an old set of irons or wood – as long as it's made by one of the premium manufacturers\*, golfbidder will always offer a price for it – and that 'price' is money which goes towards buying goods in your shop.

*\*Callaway, Cleveland, Cobra, Mizuno, Never Compromise, Nike, Odyssey, Ping, Scotty Cameron, Srixon, Titleist, TaylorMade, Wilson, Yes, Yonex.*

## The things people say...

*'Pricing used golf clubs is a very complicated business. With new prices changing almost daily, it is important that I don't get stuck with old stock which I end up selling at a loss. Golfbidder removes the complication and the risk.'*

**Graham Green - Leaderboard Golf Centre**

*'Golfbidder has eliminated the trials and tribulations of selling second hand golf clubs.'*

**Keith Maxwell - Sunningdale Golf Club**

*'Using Golfbidder to take trade-ins has helped me to increase sales and helps me keep control of my stock levels.'*

**Kieron Stevenson - Royal Troon Golf Club**

*'Golfbidder help me move on my trade-ins immediately so they do not tie up my profits on the items sold'*

**David Fletcher - Chester-Le-Street Golf Club**

*'Golfbidder offers a great service to PGA Professionals, enabling them to trade second-hand clubs in the knowledge they will receive a guaranteed price and prompt payment.'*

**Ian Randell, Chief Executive - PGAs of Europe**



## Meet the team



Our 25 staff - comprising many PGA Pro's - are here with one mission in mind - to make disposing of used clubs as easy for you as possible!

John Brooke and the team are ready to take your call.

### Contact us

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The phone lines are open from  
10am to 7pm, Monday to Friday  
and 10am to 5pm on Saturdays

### Based in Europe?

We buy from pros in Europe as well and can settle quickly in any currency. Phone the team for more details.



+44 (0)20 8401 6900 - we're just a call away!