



Why Aerify Over-night? \$9,000 IN SAVINGS!

Summary:

- **Big financial savings.**
- No disruptions for members, guests, or visitors.
- **No loss of revenue** from visitor fees, food and beverage, cart fees, or walking fees.
- Member and guest experiences remain seamless and unaffected by course maintenance.
- **No course closures for maintenance.**
- No need to notify your golfers about aerification—it's handled seamlessly.
- Allows essential golf course staff to focus on critical summer season maintenance tasks.

Water is only getting more expensive and so is Sod and Fertilizer and Wetting agents. **Ensuring the Turf you have stays alive is easily is the cheapest option** through good cultural practices. Aerifying is the core of good cultural practice.

How many people would be put off playing the golf course if they hear the course was aerifying the next day. It doesn't matter what surface that you are aerifying. Just the word 'Aerify' sends the chills down most golfer's spines.

Discounted Green and Cart fees that will be expected from Membership and Guests when announcing any Aerifying have the same effect on General Managers and Golf Professionals.

Even worse is temporary closure of the golf course for Aerifying and losing a complete day's revenue for maintenance.

As Sports Turf professionals we know it's not a want to Aerify it's a must. **Good aerification has financial benefits,**

- **Big water savings** and summer drought resilience
- **Huge savings from Sod purchases** through Turf loss after summer drought and winter flooding.
- **Reduced Fertilizer expenditure** and improved color
- Improved winter drainage and playability throughout the winter. **Reduced closed days through wet weather.**
- Better density and appearance through reduced compaction, water infiltration and nutrient uptake
- Reduced need to purchase expensive wetting agents

Aeration is most effective when done during the growing season, when the grass is actively growing. The exact timing depends on the type of grass, with cool-season grasses benefiting from fall aeration and warm-season grasses benefiting from throughout the growing season.

The problem with aerating throughout the growing season is that we are in peak golfing season. **Its money-making time!**

So, what do most clubs do? They either Aerate on a day that the course is closed such as the weekly closure that some Turf Managers enjoy, or disrupt the membership heavily through the week or they simply not do it at all.

Many clubs will close for annual maintenance losing the revenue completely.

Courses that do not do Aerify do not have good playing surfaces when it matters. They do not look good during times of stress; this is high summer when golfing is at its peak. These courses look weak, stressed often heavily damaged by the time September comes around.

Most clubs do a good job of aerifying the major playing surfaces such as Greens and Tees but either neglect or logistically cannot internally manage fairway aerification though manpower or machinery restrictions. However, the second priority for most Golf courses beyond Greens is often Fairways which are the second most talked about surface beyond the greens and are easily the most impressive visually if they are maintained.

For clubs that cannot afford to close once a week for financial reasons, for clubs that cannot aerify due to member expectations and for those clubs who just want to do it at all. **Aerifying over-night is a viable option.**

So back to the original question. Why Aerify over-night? Because,

- **Big financial savings.**
- No disruptions for members, guests, or visitors.
- **No loss of revenue** from visitor fees, food and beverage, cart fees, or walking fees.
- Member and guest experiences remain seamless and unaffected by course maintenance.
- **No course closures for maintenance.**
- No need to notify your golfers about aerification—it's handled seamlessly.
- Allows essential golf course staff to focus on critical summer season maintenance tasks.

The Numbers:

Breakdown of Lost Revenue and Costs for One Day:

1. **Lost Revenue from Course Closure or Reduced Play (Green Fees):**
 - **120 players** per day, at **\$80** per round: **\$9,600**
2. **Lost Revenue from Golf Cart Rentals:**
 - **80%** of players rent carts, at **\$25** per round: **\$2,400**
3. **Lost Revenue from Food and Beverage:**
 - **70%** of players spend **\$10** on food and beverage: **\$840**
4. **Total Lost Revenue per Day:**
 - Total lost revenue due to course disruption, including **green fees, cart rentals, and F&B: \$12,840**
5. **Labor Costs for Overnight Fairway Aeration:**
 - 2 Highspeed Verti-drain 2519 with Operator and Tractor **\$2000 each**
6. **Overall Savings for One Day:**
 - **Lost revenue avoided** by aerating overnight: **\$8,840**

Final Conclusion for One Day:

By aerating **overnight**, you would avoid **\$12,840** in lost revenue for **one day** from **green fees, golf cart rentals, and food and beverage** sales. The **additional labor cost** for the overnight aeration would be **\$4,000**. Thus, the **net savings for one day** would be approximately **\$9,000**

This strategy helps minimize disruption, retain customer satisfaction, and save significant revenue in a one-day scenario.

But I am not losing any money? I Aerify in play!

Did you know if you tell your membership or guests that you are Aerifying ANY playing surface that you roughly lose 40% of your bookings for that day. You will more than likely will have to offer discounted rates on Green-fees, Cart-fees and other dispensations that will be expected from the visitors and membership.

Let's run the number again.

Breakdown of Lost Revenue: 40% loss in Green Fees for 1 day.

1. **Lost Revenue from Course Closure or Reduced Play (Green Fees):**
 - 120 players per day, at \$80 per round: **\$3,840**
2. **Lost Revenue from Golf Cart Rentals:**
 - 80% of players rent carts, at \$25 per round: **\$960**
3. **Lost Revenue from Food and Beverage:**
 - 70% of players spend \$10 on food and beverage: **\$336**
4. **Additional cost of greenskeepers Aerifying in house:**
 - 8 Hours per day, at \$20 per hour: **\$160**
5. **Total Lost Revenue per Day:**
 - Total lost revenue due to course disruption, including **green fees, cart rentals, and F&B: \$5,136**
6. **Labor Costs for Overnight Fairway Aeration:**
 - 2 Highspeed Verti-drain 2519 with Operator and Tractor **\$2000 each**
7. **Overall Savings for One Day:**
 - **Lost revenue avoided** by aerating overnight: **\$1,296**

Finally note that most clubs only own 1 Fairway Aerifying machine and completing the work in play is extremely slow and non-productive, let alone the disruption to play and degradation of Membership Expectations. **This operation in house would likely take 3-4 days at a minimum!**

Your overall savings would be likely **\$4,000** or higher depending on the length of time you took to in-house aerify PLUS most importantly **No loss in Member / Guest satisfaction, No bad reviews and No discounted rates**. Which is the most important for return and ongoing business profitability.