

FROM THE DESK OF

CAMERON STRACHAN

RE: PREMIUM BACKYARD GOLFSCAPES

Dear Golfer,

In this letter I want to provide you with an introduction to my backyard golf greens and the service that I offer.

I call our creations "Golfscapes" because we pride ourselves on building the most visually stunning golf green masterpieces that will take pride of place in your backyard. They are so amazing, we reckon that even your wife will love it!

So how much is your service going to cost?

I'd like to address the matter of cost right up front. And the fact is, I offer a premium service and this means, that to get my company to install a golf green at your property, it comes at a cost.

We are not the cheapest. If you're in the market for a bargain and are working to a low budget, then the chances are, my product offerings are not for you.

And this is not said to be arrogant or disrespectful, I have simply found it's best to be upfront from the start.

Starting price for a fully installed premium backyard "Golfscape", is going to start in the vicinity of \$15,000 - \$20,000 and it goes up from there.

A fully functional synthetic golf green, with a bunker, tee and fringe grass will almost certainly set you back \$50,000 - \$75,000. If you require landscaping and other features it's not hard to hit \$100,000.

If these costs are not within your budget I simply can't help you.

A brief introduction

Back in 2013 I was fortunate to install my very first synthetic golf green. I was sceptical at first because earlier models of synthetic greens were way too hard and fast. They were actually an embarrassment and weren't something I thought could work for a serious golfer.

I did my research and found a company that claimed to be able to do something just a little bit better than the other synthetic grass companies. So I took a punt and installed the green.

And that green was amazing. The ball rolled beautifully, I was able to stop and spin the ball and it was certainly low maintenance. I was so impressed I ended up working for that company, and when the owner decided to retire, I took over the golf arm of that operation.

And over the last few years I've worked hard to improve the products further. My mission has been to develop the absolute best backyard golf greens in Australia and to keep innovating. And I've done that.

After lots of testing and trialling new grasses, infill and underlay systems, I have created what I think are the best backyard golf greens in Australia. Now, it goes without saying that my grasses are top notch. While it's important to get grasses that are UV protected, manufactured here in Australia and made for golf, that is only the start of the equation.

What's most important is the design and installation. Get the install wrong and it doesn't matter how good your grass is. And the same goes for design. It's not just a matter of slapping something together and hoping for the best. There's a whole range of things that need to be taken into consideration:

- What is the ideal size and shape of green that will suit your property?
- What is the most interesting and challenging breaks/borrows that can be used?
- How many hole locations can be used and where should they be situated?
- Does the green need any special drainage considerations or is there a possibility of water runoff?
- What is the best fringe grass that will suit your green and what shots do you wish to play?
- Do you require landscaping and how best do you integrate this with your golf green?

And this is really is just a start. If you require bunkers or tees then playing lines, distance of shot, base preparation, safety issues, water runoff all need to be considered. The design is critical because if it isn't done to the highest standard, then you'll be left disappointed and your green won't be as good as it can be.

Apart from commercial standard putting courses, my business's sole focus is now on delivering these Golfscapes to the Australian consumer.

I am no longer offering a DIY product because these greens cannot be installed by a rookie. It's just not possible because the skillset is too specialised.

I am no longer offering budget install service for those wanting a small backyard green because for the price point, the level of service required to do it successfully is not possible.

What I am offering here, is a platinum service for those who appreciate the very best.

Why should I choose you?

Below you'll find what I think are the most important reasons why you should do business with us. I have listed these from least important to most.

1. We use quality Australian made grasses. These grasses are manufactured to the highest standards and are fully UV protected, kid & pet proof, heat resistant, shrink proof and made for golf.

The grass is incredibly long lasting (because it is constructed with the very best products) while simultaneously created to be low maintenance. It's a powerful one-two punch combination that ensures you'll be able to spend as much time using your green and less time stuffing around maintaining it.

Our amazing family owned manufacturer takes pride in his products and offers a no BS, no excuses 7 year warranty on any defects. Bottom line? The grass is the best you'll find.

2. My install team are trained professionals. My chief installer is an ex Golf Course Superintendent and knows, at the highest level, how to build the ultimate golf playing surface. We have done many consultations and seen every possible type of scenario, that we are confident that we can deliver something truly amazing for you.

Also, they are qualified landscape designers. Therefore, we know how to integrate landscape design with your green. When we are finished, it will look like your green has been there for years and it will fit seamlessly into your backyard. And we are pretty sure that your yard will become the envy of your friends and family.

3. We pay attention to detail. We don't cut corners. We only use the best products available to us. The bottom line here is we care. We take pride in our work and would never compromise quality to save a few dollars or finish a day or two earlier.

Each golf green construction comes with a project manager who oversees your project from start to finish. The project manager ensures every stage of your project is completed to the highest standard and is there to communicate with you daily.

In fact, we love to work closely with our clients. We want to create a Golfscape that you'll be proud of so we are here to listen closely to what you want and help bring your vision to reality.

We fully test your golf green and offer a comprehensive handover before we leave the site. We make sure you know how to look after your green and that everything is working as promised.

4. We fully guarantee our work. Now this is not something that I say lightly or is a throwaway line. We are so confident in our products, our install techniques and our level of service, that we fully guarantee your job. Here's how that works...

... if you're unhappy with any part of the construction, even if it's small, we'll fix it. We won't settle until you are completely happy. If your Golfscape doesn't completely excite you to get outside and hit shots, putt and play golf, if your kids aren't thrilled with their new backyard and don't start loving golf, if your wife isn't totally impressed with what we deliver and if your backyard hasn't totally been transformed into something truly amazing which is the envy of your friends & family, then you don't pay. Not. A. Cent.

Now obviously a bold guarantee can only come from a business that knows what they are doing. So we don't stuff around with our constructions. Each job is tailored to suit you and your unique piece of ground. Every step, each design feature and any special requirements are mapped out in advance. There are no surprises and you'll be kept in the loop from start to finish.

At the end of the day, our bold guarantee is our way of sharing the risk. We understand that these Golfsapes come at a price and it's only fair that we share some of this burden. Either we can deliver what we say we can and you are the proud owner of something truly remarkable, or you don't pay. We can't be any fairer than that.

What's the next step?

The next step is to arrange a time to [chat with me](#).

I like to discuss with you what your vision of the property is. I'd like to understand your golfing level and how you'd like to enhance your game. It also gives you an opportunity to ask any questions that will be specific to your vision.

From here, I'll be able to offer you some concepts and give you an idea on price.

This is the only way to determine if we're going to be a good fit and if my company can serve you fully.

Interested? Please visit [this page](#) and reserve a a time to call. I look forward to chatting to you further and sharing more about these amazing Golfscapes.

Link: www.SupremeGreens.com.au/chat

Have a question? I have included a list of FAQs on the next page.

One more thing: There is no cost or obligation to proceed with this chat. It's an informal 30 minutes or so to understand exactly what you're thinking in terms of your property.

Click the link now while it's fresh in your mind.

Chat soon,

Cameron Strachan

Founder

Supreme Greens

www.SupremeGreens.com.au

FAQs

Below you'll find some answers to the most common (and not so common) questions I receive.

Q: I just want a quote please?

A: I would like to chat to you first so I can understand your expectations fully. There is no easy way of quoting these Golfscapes until we speak on the phone.

Q: How much is one of these bad boys going to cost me?

A: It is almost impossible to answer without knowing more about your property and what you want. This is why [I want you to book a call with me](#).

Q: Can I see samples of your work?

A: Our Instagram page is a good starting point: www.instagram.com/syntheticgolfgreens

Q: Where are you located?

A: We are located in SE Queensland and service Australia wide

Q: I only want a small green, can you help me?

A: Maybe. We have minimum charges and [we still need to arrange a time to chat](#).

Q: I have something custom, can you help me?

A: Maybe. Please [click here](#) to discuss.

Q: I have something in mind for a commercial venue, what should I do?

A: Please arrange a time to call. We have a whole range of commercial options available.

Q: Do you provide a DIY option?

A: No. We are no longer offering this service

Q: What is the minimum size you recommend to proceed with your service?

A: As a ballpark, we recommend something in the vicinity of 50m² as a starting point. It is not unusual for some of our Golfscapes to be 400m²+. Typically, anything under 35m² is not economically viable.

Q: What other services can you offer?

A: When it comes to the construction of your backyard Golfscape, we can pretty much do anything, including, but not limited to:

- Full landscape design
- Retaining walls

- Dry creek beds
- Fencing
- All types of trees and plants
- Water features
- Drainage
- Pebbles, rock and boulder features
- Backyard furniture
- Signage
- Construction of, scoreboards, arbors, halfway houses and other buildings to complement your green
- We can even help integrate a golf simulator into your design

Q: Can I contact you to discuss my specific project?

A: Yes. Please arrange a time to chat - www.SupremeGreens.com.au/chat

Q: I don't want to use synthetic grass but would rather real life greens, is this something you can help me with?

A: Yes. We can certainly help you.

Q: I'd like to build a small golf course on my property with multiple holes, tees, bunkers etc, can you help me?

A: Yes. This is something that is right up our alley. We can offer a full service here to deliver you something truly amazing.

Q: I'd like a green that mimics the look/feel of a famous golf hole, can you help?

A: Absolutely. We will go the extra mile to create a concept for you and make it spectacular.

Q: What's the best way to proceed?

A: Please [click here](#) to arrange a time to chat.