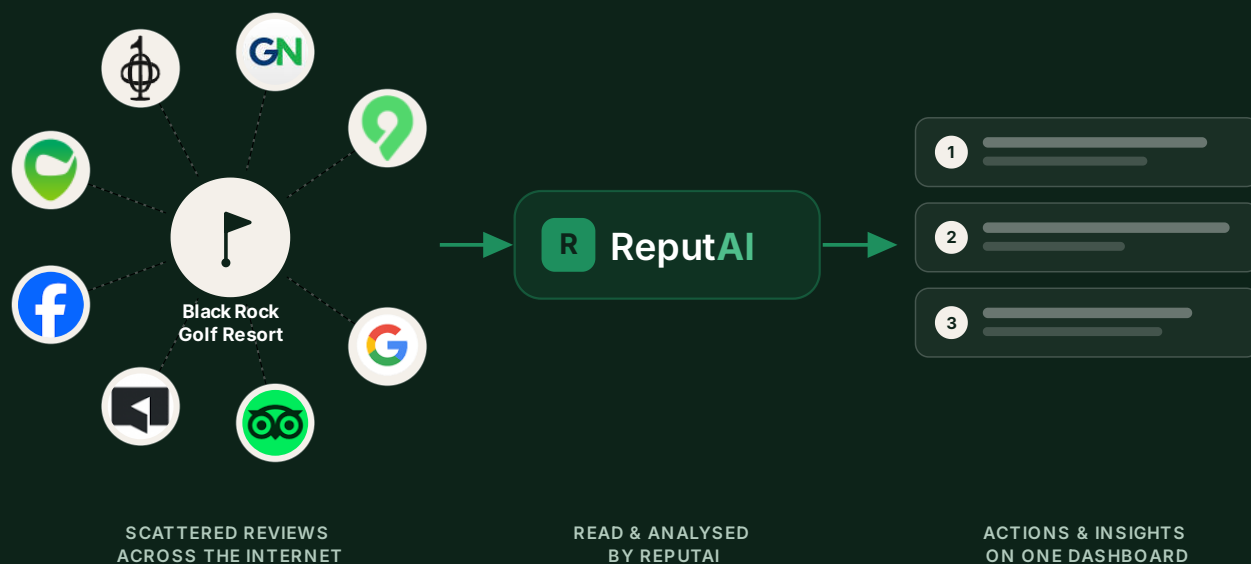


FOR GOLF CLUBS, RESORTS AND COURSES

# Your course has a reputation. *Someone should be reading it.*

Every day, guests describe your course in their own words, across a dozen platforms at once. Most of it is never read by anyone who could act on it. ReputAI reads all of it, finds what actually matters, and turns it into a short list of things to do next.



15+

platforms read, so nothing stays hidden in a single silo

4x

languages read natively, no translation layer in between

0

reviews your team has to read manually to get here

## 01 — THE PROBLEM

# Your reputation lives across a dozen platforms.

*Nobody is watching all of them.*

Google, TripAdvisor, Leading Courses, Top 100, the tour operators your tee times run through. Each one holds part of the picture. None of them, on its own, tells you the whole story.

## 01

### Reviews arrive in silos

Each platform tells part of the story on its own. Nobody reads all of them side by side, so the patterns that only show up across sources stay invisible.

## 02

### There is no time to read them

Running the course, the club and the guests leaves no realistic time to read and interpret hundreds of reviews across six platforms. So, in practice, it does not happen.

## 03

### Signals get missed until they are a problem

"Waiting time" in 4 reviews last spring and in 17 this spring is not a complaint. It is a structural issue forming in plain sight.

*"A theme that appears on multiple platforms independently is a fact about your club, not just one opinion. You cannot see that cross-platform signal by watching one source alone."*

The logic behind ReputAI's aggregation model

## Aggregate. Analyse. Act. *In that order.*

ReputAI does the reading. Your team gets the conclusions, already ranked by what matters most right now.

### ☒ Top actions — highest impact, right now

1

MEDIUM IMPACT

MEDIUM EFFORT

PUBLIC

Review the condition and presentation of the driving range — consider refreshing ball stock, improving target markers, and ensuring the area feels as well-maintained as the course itself.

[Show explanation](#) ▾

- **This is the real ReputAI dashboard, shown on our demo club.** Hundreds of reviews across every connected platform become a short list of actions, each with an effort level, an impact level and the evidence behind it. Every count in it is calculated from the reviews themselves, not estimated by the AI.

NOT A SUMMARY

NOT A WORD CLOUD

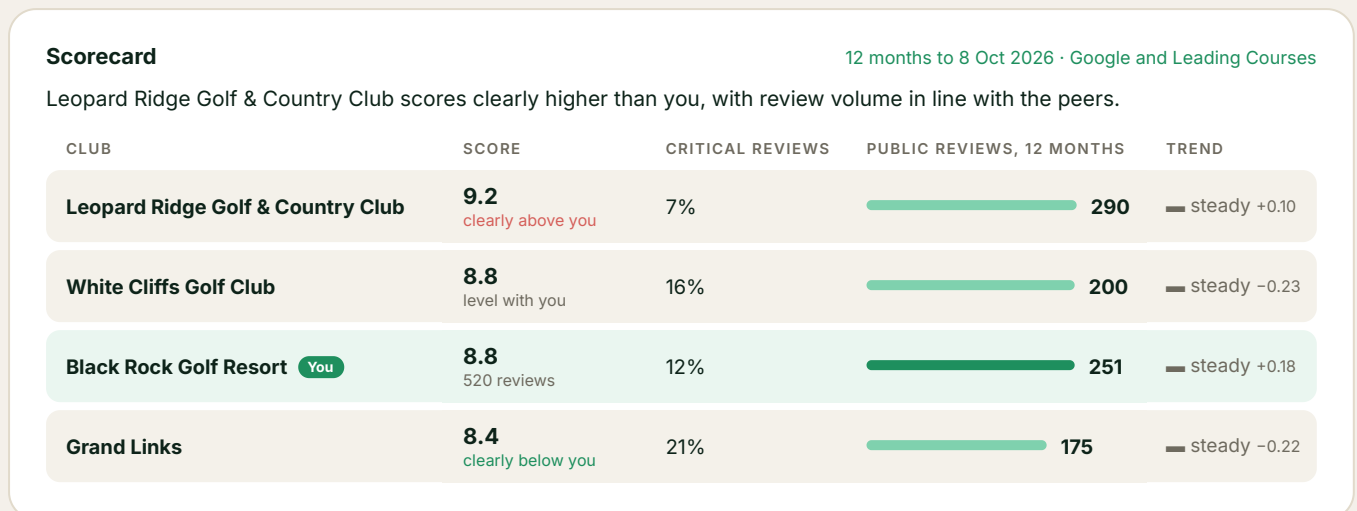
A RANKED ACTION LIST

COUNTED, NOT ESTIMATED

- ReputAI also flags which topics guests mention clearly more or less often than in the same period a year earlier, and only when the difference is beyond chance. So a seasonal swing does not read as a new problem, and a real shift shows before it becomes a pattern.

## See exactly where you stand. *Not a guess. A number.*

Every manager has an opinion about how their course compares to the competition. ReputAI replaces the opinion with a measurement: the same twelve months, the same platforms and the same scoring, applied to a set of comparable clubs.

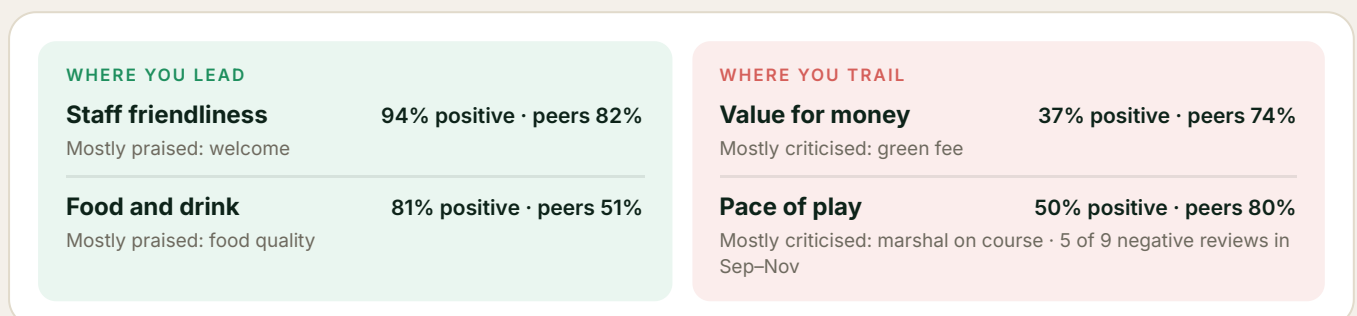


- **One scorecard, one window.** Score, share of critical reviews, public review volume and trend, over the same twelve months for every club, on Google and Leading Courses, the platforms every club in the set has.

COMPARABLE CLUBS

SAME TWELVE MONTHS

TOPIC BY TOPIC



- Every review is read for the same 25 topics. The benchmark then shows **where guests are clearly more or less positive about you than about your peers**, so the conversation moves from "we are number two" to "guests rate our staff and food above the peers, and our value and pace of play below them." A difference is only called when it is beyond chance.

## What you promise. *What guests confirm.*

Every club says something about itself: in its brochure, on its website, to tour operators. ReputAI checks each claim against what guests actually write, and tells you which ones hold.

| Does what you promise hold?                     |                                           |                          |               |                                                                                                                                                                                                    | Public reviews · last 12 months |
|-------------------------------------------------|-------------------------------------------|--------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 2 of 5 claims proven by guests in public.       |                                           |                          |               |                                                                                                                                                                                                    |                                 |
| YOU CLAIM                                       | GUESTS SAY                                | AGAINST PEERS            | AI SAYS       | WHAT TO DO                                                                                                                                                                                         |                                 |
| <b>Value for money</b><br>"Good price-quality"  | <b>Contradicted</b><br>32% positive of 22 | <b>Below peers</b>       | not mentioned | Guests say the opposite. Stop leading with it, or fix it first.<br>"the green fee is on the steep side" Aug 2026 · Google                                                                          |                                 |
| <b>Greens</b><br>"Fast greens"                  | <b>Contested</b><br>68% positive of 19    | Same as peers            | 8x positive   | Guests are split. Fix what they mention before you headline it.<br>"Greens were in poor shape, lots of unrepaired pitch marks." Feb 2026 · Google                                                  |                                 |
| <b>Staff friendliness</b><br>"Hospitality"      | <b>Proven</b><br>100% positive of 25      | <b>Better than peers</b> | not mentioned | Lead with it. Guests confirm it, and more of them than at your peers.<br>"The staff were friendly and attentive from start to finish." Sep 2026 · Google                                           |                                 |
| <b>Bunkers</b><br>"Deep bunkers"                | <b>Proven</b><br>75% positive of 12       | Same as peers            | not mentioned | True, but your peers get the same praise. Keep it in the copy, not in the headline.<br>"Mooie diepe bunkers, goed onderhouden." Sep 2026 · Leading Courses                                         |                                 |
| <b>Heritage and pedigree</b><br>"Kyle Phillips" | <b>Thin evidence</b><br>75% positive of 8 | —                        | 11x positive  | Too few guests judge it to say. Make it visible on the course and in what you send guests.<br>"You can feel the Kyle Phillips design in the shaping around the greens." Mar 2026 · Leading Courses |                                 |

- **A verdict on every claim.** Choose up to five topics you stand for. Each gets a verdict from your own public reviews: proven, contested or contradicted, with the quote that shows why.

PROVEN

CONTESTED

CONTRADICTED

QUOTES READY TO POST

### ⚠ Do not promise this now

What guests are split on or criticise, in the last 12 months. Fix it before an ad or a brochure says otherwise.

**Value for money** **YOU CLAIM THIS** 32% positive of 22  
Mostly criticised: green fee  
"the green fee is on the steep side" Aug 2026 · Google

### ★ Stories you are not telling yet

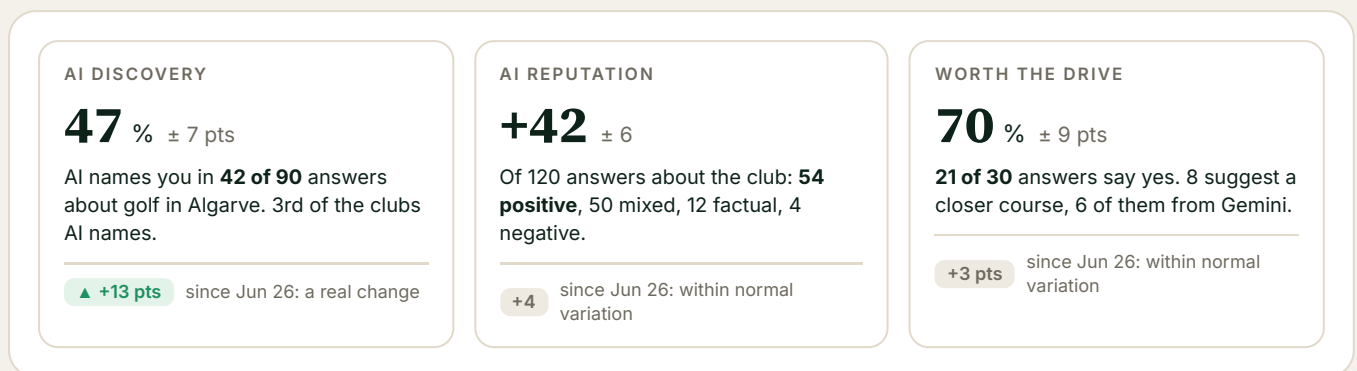
Topics guests clearly praise that are not in your claim. Topics where you beat your peers come first.

**Food and drink** **BETTER THAN PEERS** 81% positive of 16  
Mostly praised: food quality  
"Lunch on the terrace was excellent." Aug 2026 · Google

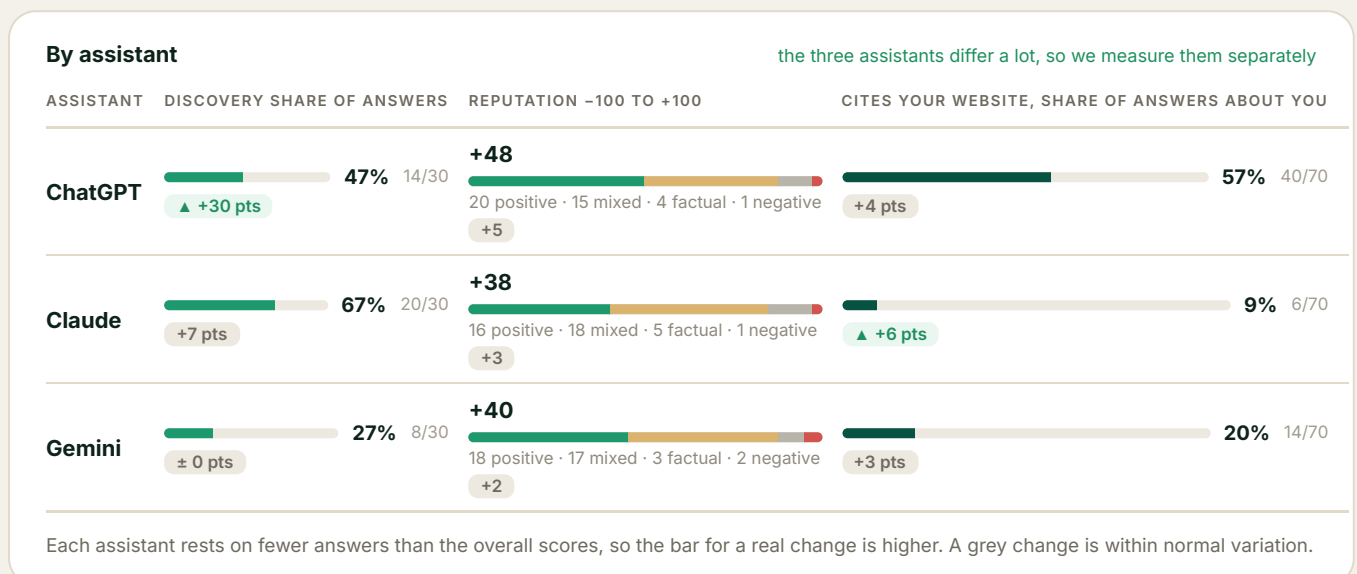
- It also shows **the strengths guests praise that you never mention**, and the claims to keep out of an ad until they are fixed.

## AI is already recommending golf courses. *Is it recommending yours?*

More golfers are starting their search with ChatGPT, Claude or Gemini instead of a search engine. ReputAI measures, across providers and languages, whether AI assistants name your course at all, how they describe it, what they say about it, and which websites they rely on, your own included.



- **This is not visible anywhere else.** No existing review platform or analytics tool tells you how AI assistants talk about your course to the golfers who ask.



### THE THREE ASSISTANTS DIFFER

ChatGPT, Claude and Gemini do not agree about your course, so ReputAI measures them separately. **Every figure carries its margin**, and a change is only called a change when it is larger than repeating the measurement would produce.

## Catch it before it becomes *a public review*.

A white-label form, hosted on your own site, gives an unhappy guest somewhere to go first, instead of straight to Google.

- ✓ **White-label form on your own site**  
Guests submit privately, in the club's own branding, instead of publishing straight to Google or a booking platform.
- ✓ **AI checks each complaint against your own rules**  
Every submission is checked against your terms and conditions before your team even opens it.
- ✓ **A draft response, ready to send**  
Your team reviews and sends, rather than starting from a blank page under time pressure.
- ✓ **Resolved privately, not publicly**  
The issue gets handled directly with the guest, instead of playing out in public on a review platform.

*In Portugal, an electronic complaints book is a legal requirement for any business with direct public contact. In Spain the obligation is set per region, and it applies in every region we have checked.*

Relevant for any club operating in Portugal or Spain

SEE IT FOR YOURSELF

# The clearest way to understand it is to *use it.*

Everything on the previous pages runs on a live, working dashboard, not a slideshow. The most useful next step is a short walkthrough on a real course, so the benchmark, the positioning check, the AI visibility and the action list mean something concrete rather than abstract.

Let's find fifteen minutes for a live walkthrough