



THE SWING BAYS **FAQS**

Answers from the First Franchisee

If you're researching The Swing Bays, you probably have a lot of questions. I am the first The Swing Bays franchisee, and over the past year I've had tons of conversations with people evaluating the brand. What I learned quickly is that most serious buyers ask very similar questions, especially early in the process.

This article brings all of those questions together — answered from a real franchisee perspective.

Why The Swing Bays?

The Swing Bays is positioned between large-scale entertainment venues like Top Golf and traditional instruction-only facilities like GolfTec. It also differs from bay-only facilities.

It's designed to be a fun, community-driven place to hang out, while helping members play golf better...longer.

You can practice, train, take lessons, play with friends — or just hang out.

How much does a Swing Bays franchise cost and total investment*?

Franchise fee: \$40,000 per location

Build-out and total investment for a typical 5,000–6,000 sq ft location:

Build-out: approximately \$350,000–\$600,000

Total initial investment: mid to high six figures.

*Numbers are outlined in the Franchise Disclosure Document (FDD).

What do I get for my franchise fee?

The franchise fee at The Swing Bays covers the right to use the brand and most importantly, a proven indoor golf business model.

Other advantages include:

Automatically recognized as a PGA facility

Initial training - including pre-opening membership sales support

Site and build-out guidance



- Pre-opening/Grand opening marketing support
- Approved systems and technology guidance
- Ongoing operational support to help you launch and operate successfully.

Why can't I just do this on my own?

You can do it on your own, BUT, franchising with Swing Bays helps you avoid costly trial-and-error. You're buying a proven concept:

- Established systems
- Vendor relationships
- Brand recognition
- Ongoing support

So you can open faster, reduce risk, and focus on operating and growing the business rather than building everything from scratch.

Can you send me a pro forma?

The Swing Bays does not provide a pro forma for individual locations. Franchises are regulated by the Federal Trade Commission (FTC) and disclose their numbers in an FDD in Item 19 (Swing Bays Item 19 is very strong).

Each location's numbers will depend on:

- Market
- Rent
- Staffing
- Bay count

Buyers can build their own pro forma with Item 19 data using tools like [LivePlan](#).

How much working capital should I expect to need?

Most owners plan for several months of operating runway during ramp-up. This varies based on staffing and membership growth, but conservative planning matters. Pre-opening membership sales can have a large impact on reducing the amount of working capital needed.

How long does it take to open?

Most locations target 3-6 months from signing to opening, depending on:

- Site selection
- Permitting
- Construction
- Equipment delivery



What kind of space is required? How many square feet and bays?

The sweet spot is 5,000–6,000 sq ft, which typically supports:

- 5–6 simulator bays
- One dedicated teaching bay
- Putting and chipping green
- Gym
- Member lounge area / social space
- Retail area
- Optional 24-hour access bay

Ceiling height and layout matter more than raw square footage.

How big is the gym and what equipment is needed?

A few hundred square feet, focused on golf-specific performance:

- Rubber flooring
- Free weights & kettlebells
- Resistance bands
- Medicine balls
- Mobility equipment
- Pulley-based training machine

Some locations include the gym in 24-hour member access.

Is The Swing Bays a 24-hour business?

Not required — but there is an optional 24-hour access model for:

- One or more designated simulator bay/s
- The gym / training area

This is members-only and separate from staffed hours.

Does The Swing Bays help with build-out?

The Swing Bays provides design standards, plan review and ongoing guidance, but construction is handled by a local licensed contractor you select.



Does The Swing Bays help with site selection?

Yes.

Support includes:

- Site criteria
- Layout guidance
- Review and approval

Local market knowledge still matters, but owners aren't guessing blindly.

Does The Swing Bays help with staffing (GM, PGA Pro, TPI)?

Yes — especially early, and they will help with interviews as well for PGA and TPI instructors.

Guidance includes:

- General Manager role
- PGA professionals
- Instruction staff
- TPI-style training roles

What marketing support does The Swing Bays provide?

Support typically includes:

The Swing Bays provides brand-level marketing support and guidance, while local marketing execution ultimately sits with the owner.

- Brand positioning and messaging guidance
- Creative direction and brand standards
- Grand Opening Launch Guide and local marketing strategies
- Ongoing best practices as the system evolves

Owners who perform best tend to be proactive locally — building relationships, engaging the community, and leveraging partnerships alongside brand guidance.

Do I have to serve alcohol?

No. Alcohol is optional.



Do I need a liquor license, and does The Swing Bays help with that?

A liquor license is not required to operate The Swing Bays if you're not serving alcohol.

If you choose to serve alcohol:

- You are responsible for obtaining the appropriate local and state liquor license
- Requirements vary by city/county/state

The Swing Bays does not apply for the license on your behalf, but the brand can:

- Share guidance based on other locations' experiences
- Help you think through whether alcohol makes sense for your market and operating style

Most owners treat alcohol as an enhancement, not a core revenue driver.

Is there open play entertainment?

Yes.

Open play is part of the model and complements:

- Memberships
- Instruction
- Leagues and events

It's fun — but it's not the entire business.

What are the leading revenue streams?

- Memberships
- Lessons & instruction
- Bay Rental
- Leagues & events
- Fitness & training
- Retail & apparel
- Club repair

Diversification is intentional.



Do I have to use TrackMan?

Yes.

TrackMan is a brand standard and core to:

- Instruction quality
- Player development
- Consistent member experience

Can I sell different apparel and/or products than the corporate location?

Yes.

Retail can include:

- Apparel
- Golf Equipment
- Accessories
- Approved products

Retail enhances the experience for your customers. What sells in one location might not be a winner in another, so you are not limited to the selection of corporate.

How big are the territories?

Because Swing Bays is an emerging brand, there are many territories available from small 1-unit territories to large multi-unit territories. Getting in early can provide flexibility there.

This is an important discussion, especially for buyers thinking beyond one location.

Should I buy one location or multiple locations upfront?

The right choice depends on your capital, goals, and long-term vision.

Buying multiple locations can:

- Secure growth strategy with exclusive/larger territory
- Income stability – not reliant on just one location
- Build a more attractive business to sell down the road
- More influence with Franchisor

Starting with one can:

- Reduce upfront commitment
- Less complex
- Feel more comfortable initially



Does The Swing Bays have anything for kids?

Yes — instruction-focused youth programming:

- Junior lessons
- Youth clinics
- Simulator training
- Putting & chipping

What makes The Swing Bays different from other indoor golf franchises?

- Training-forward, not entertainment-only
- Membership-driven
- Community-based
- Built around improvement and longevity

It occupies a true middle segment of the market.

What makes me think this works without Dustin Miller at my location?

Though Dustin does lessons at the corporate location, he's not there every day. His staff runs the day to day – and they are a big part of the reason why people keep coming back. He has trained them to give a level of service that can't be beat – and he can help you do the same.

Is this a business families can build together?

Many owners are drawn to The Swing Bays because it supports:

- Family involvement
- Long-term ownership
- Community presence

For some, it's about building a legacy around the game they love.



FINAL THOUGHTS

The Swing Bays isn't passive, and it's not for everyone.

But for the right owner, it offers:

- A differentiated indoor golf model
- Strong community engagement
- Multiple revenue streams
- A business built to last

If you're still in research mode, I'm happy to be a resource and talk through whether The Swing Bays is the right fit for you.

No pressure. No script. Just an honest conversation.

PHIL GUGLIOTTA

FRANCHISEE | BRAND DEVELOPER

 1772 Heritage Center Dr, Wake Forest, NC 27587

 phil@pivotfranchising.com

 516-384-8980

