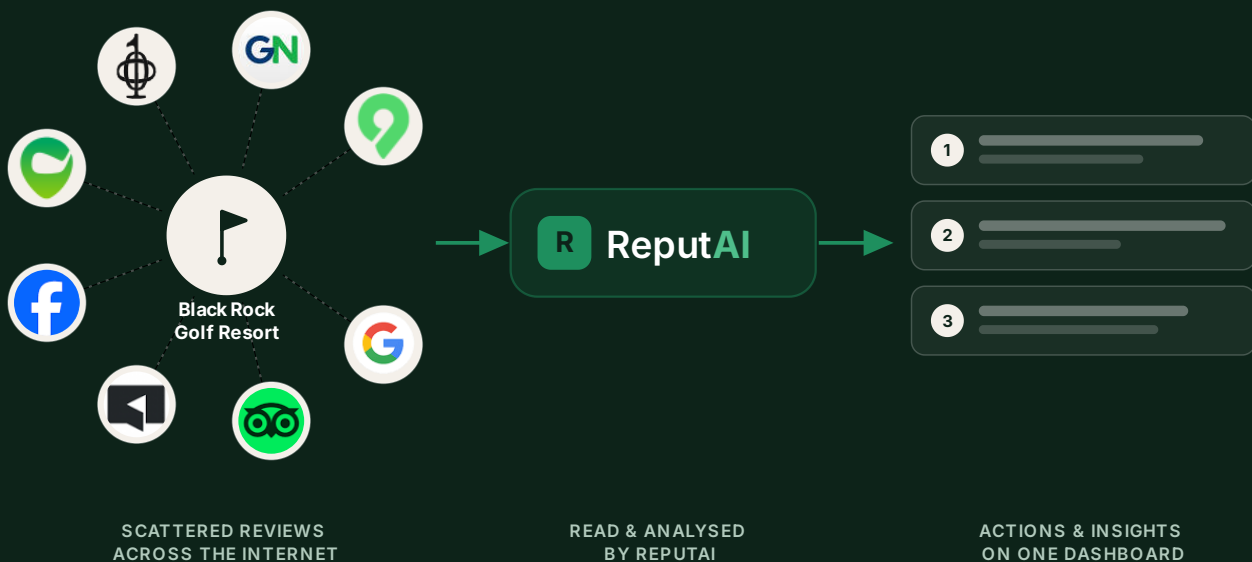


FOR GOLF CLUBS, RESORTS AND COURSES

# 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

4×

languages read natively, no translation layer in between

0

reviews your team has to read manually to get here

# 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

A word like "waiting time" appearing four times in January and seventeen times in March is not a complaint. It is a structural issue forming in plain sight.

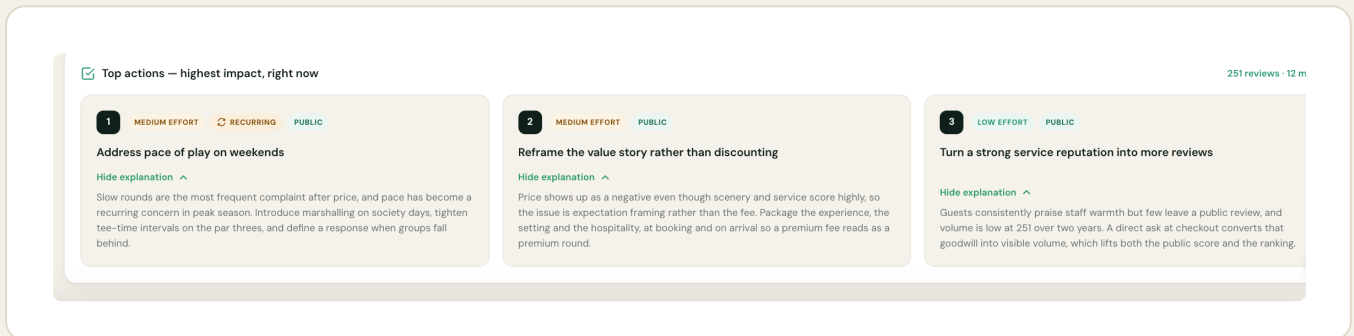
*"A theme that appears on multiple platforms independently is a fact about your club, not just one opinion. You cannot see that cross-platform signal by watching one source alone."*

The logic behind ReputAI's aggregation model

## 02 — HOW IT WORKS

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

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



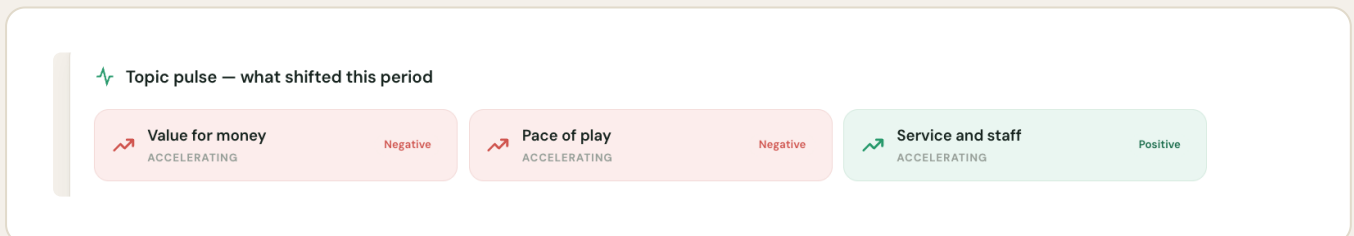
- **This is a real ReputAI output, not a mock-up.** Hundreds of reviews across every connected platform become three concrete actions, each with an effort level and a plain explanation of the evidence behind it. Nobody on the team had to read a single review to get here.

NOT A SUMMARY

NOT A WORD CLOUD

A RANKED ACTION LIST

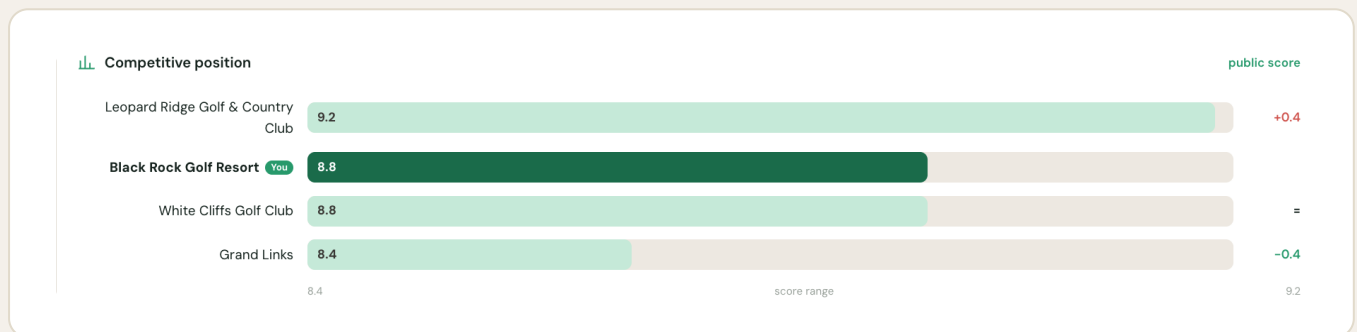
GROUNDED IN YOUR OWN DATA



- Before it becomes an action, ReputAI flags which themes are moving and in which direction, so a manager can see a shift **accelerating** before it shows up as a complaint pattern three months later.

## 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 scoring model, applied to a curated set of comparable clubs.

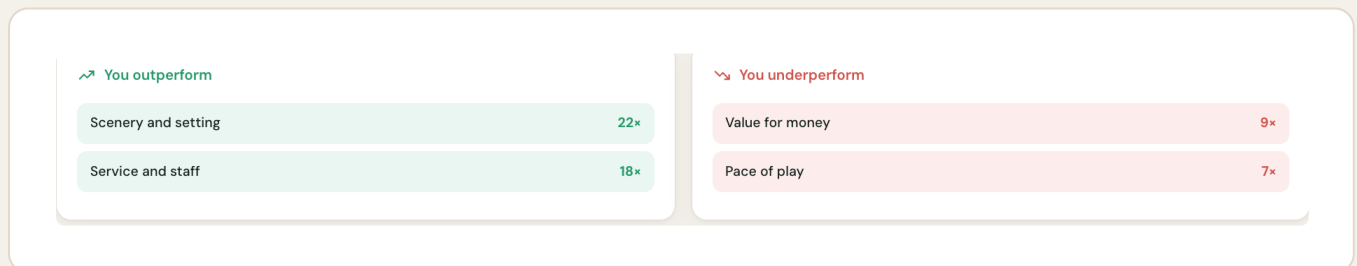


- **Same type, same tier, one clear ranking.** Not just the score itself, but which specific themes you are winning and losing on against that same peer set, updated every quarter.

CURATED PEER SET

THEME-LEVEL DETAIL

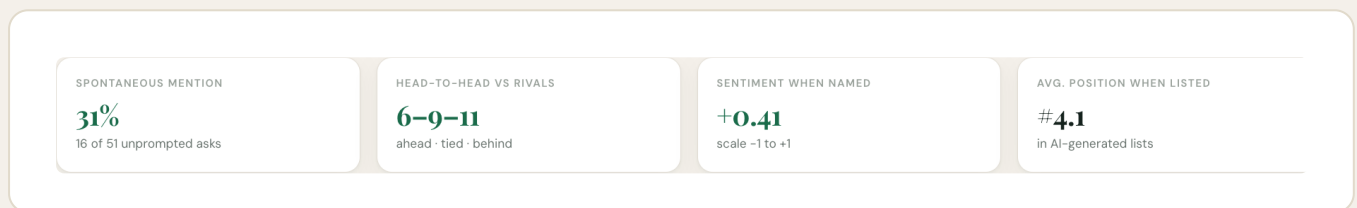
UPDATED EVERY QUARTER



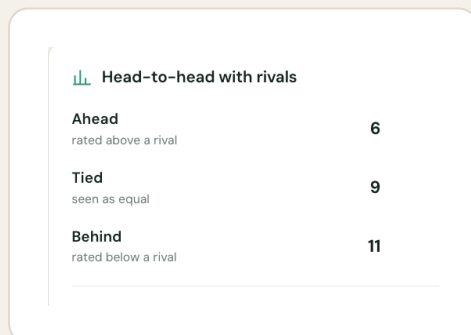
- The same benchmark also breaks down **which specific themes** drive the ranking, so the conversation moves from "we are number two" to "we win on scenery and service, and lose on pace and price perception."

## 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, and how it fares directly against your rivals.



- **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.



### HEAD-TO-HEAD WITH RIVALS

When an AI assistant is asked to compare two courses directly, it rates one above the other more often than not. **Knowing which side of that comparison your course lands on** is the clearest single number on this page.

## 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. Several Spanish regions carry the same obligation.*

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 AI visibility and the action list mean something concrete rather than abstract.

Let's find fifteen minutes for a live walkthrough