

Golf Digest® GolfWorld®

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The Hot List Issue

CompuGolf is recognized as **AMERICA'S 100 BEST CLUBFITTERS**

In Search of the Perfect Fit

Nationwide listing of 600 clubfitting facilities plus
the 100 Best In America



FITTING FOR ONE SOME BRANDS OFFER ONE-STOP FITTING

Fitting golfers has become a separate business for some major manufacturers. Although Ping's Color Code fitting system has been in use for more than 40 years, the company's launch-monitor ball-flight analysis tool, nFlight, is used at 16 performance centers nationwide (ping.com). Other leading clubmakers have developed motion-analysis

devices to help with fitting, and those systems serve as a foundation for facilities at the company's headquarters or at fitting centers across the country. The Titleist Performance Institute near Titleist's West Coast headquarters in Carlsbad, Calif., offers three-day sessions in clubfitting, instruction and fitness (mytpi.com). Callaway's CPAS system is available at 15 Callaway Performance Centers (callawaygolf.com), and the TaylorMade MATT system can be found throughout the United States (tmplabs.com).

METHODOLOGY

HOW WE CHOSE THE TOP 100

Our process for determining America's 100 Best Clubfitters involved three criteria: (1) The location must be open to the public, (2) There must be access to clubs made by top manufacturers, (3) The fitter must be nominated by one of the following: one of our 900-plus raters of [America's 100 Greatest Golf Courses](#), golf association executives, top teachers or other industry sources. We also asked facilities to complete a survey detailing their resources, expertise and methodology. A list of more than 500 leading fitters was then evaluated by our judges before they decided on the 100 Best.

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Matching the right equipment specs to a golfer's ability and physical characteristics is hardly new. Bobby Jones' personal clubmaker, J. Victor East, once sorted through 5,000 pieces of hickory to find the perfect duplicate for the shaft in Jones' driver. Today the search for the proper set of clubs is no less important, especially if you want to find an expert as exacting as Mr. East. It's probably why one of the most common questions our equipment editors get is, "Where should I go to get fit for clubs?"

A great place to start is this list of over 600 clubfitters. This directory includes a variety of facility types—from large retail chains to smaller golf shops to the independent fitter you might find at the range. (Some of the fitters on our list are based at private clubs. For those, please call in advance.) The clubfitters that made our 100 Best are designated with this ★ symbol. Regardless of which fitter you choose, we're confident you'll find the expertise to make club buying a thoughtful process. And that's the first step to real improvement.

NATIONWIDE LISTING OF CLUBFITTING FACILITIES (PLUS AMERICA'S 100 BEST CLUBFITTERS)

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