

 KemperSports | TrueDemand[®]



BENNETT VALLEY
GOLF COURSE

Dynamic Pricing Discussion

CHOOSING YOUR BEST PATH



PATHWAY TO GROW. . .



Variable Pricing



Business Intelligence Suite



Comp Set Insights*



Innovative Booking



Variable Pricing

TrueDemand delivers state-of-the-art variable pricing that will automatically align price with forecasted demand based off certain parameters

Parameters affecting prices:



Historical data



Weather



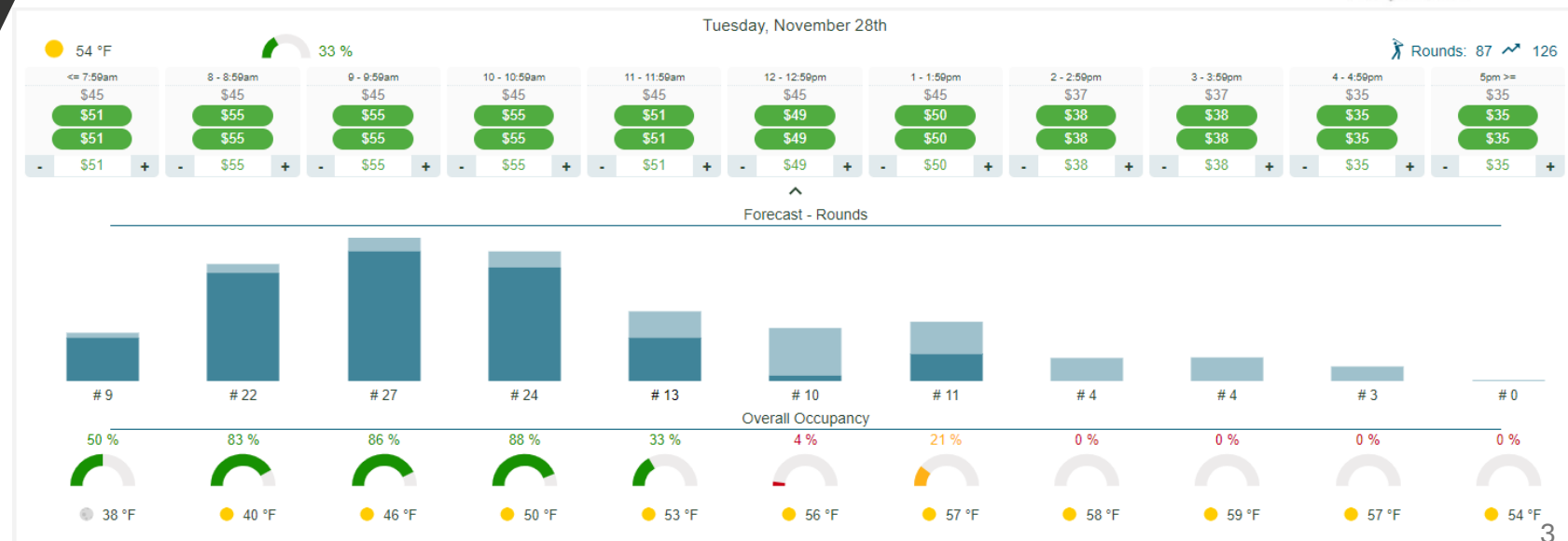
Current sales



Time to expiration

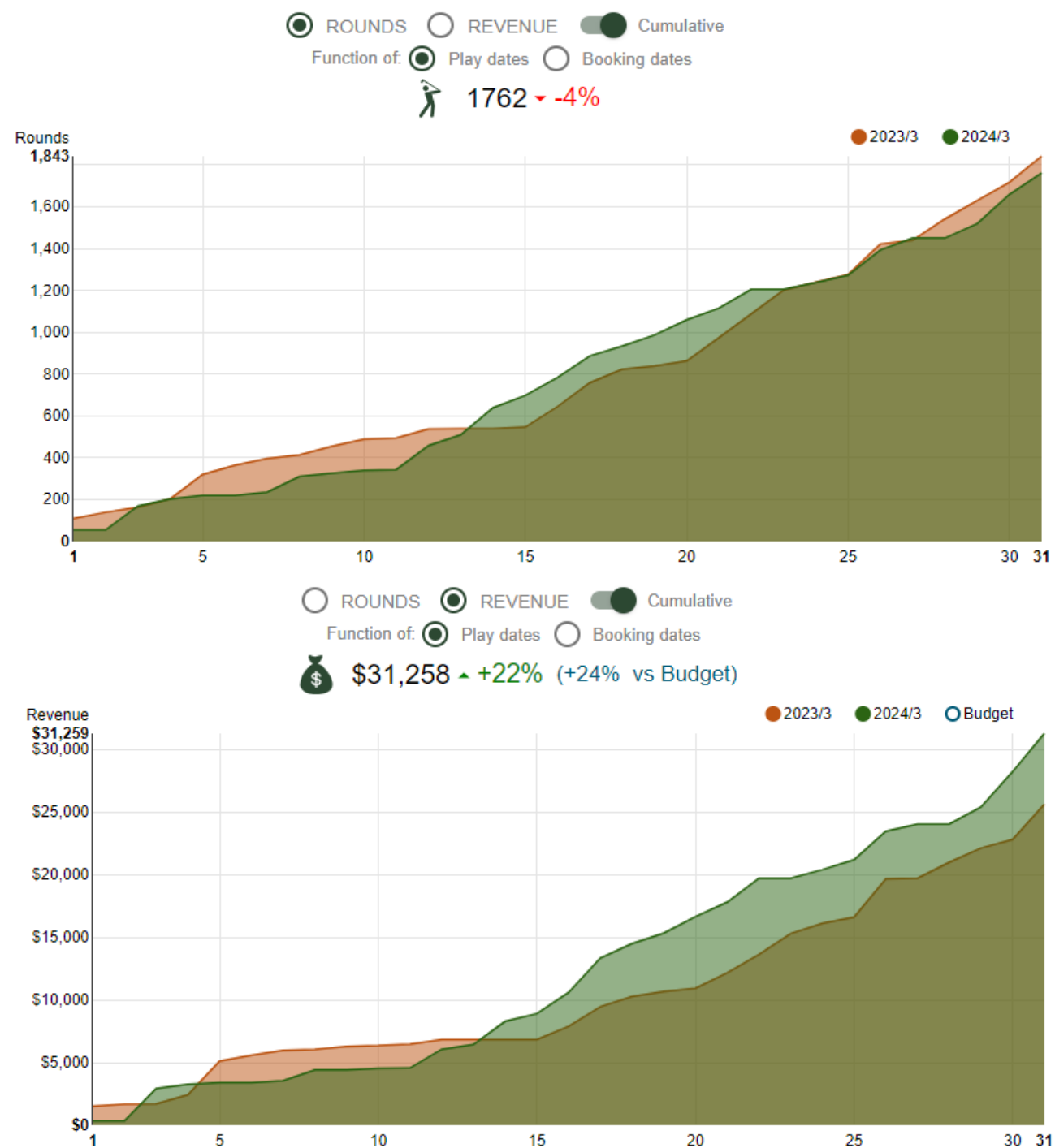


Golfers' response



Golf Fee Variable Pricing

Case Study



TrueDemand Impact

A golf course recently introduced a variable pricing model with **rates determined by ownership**.

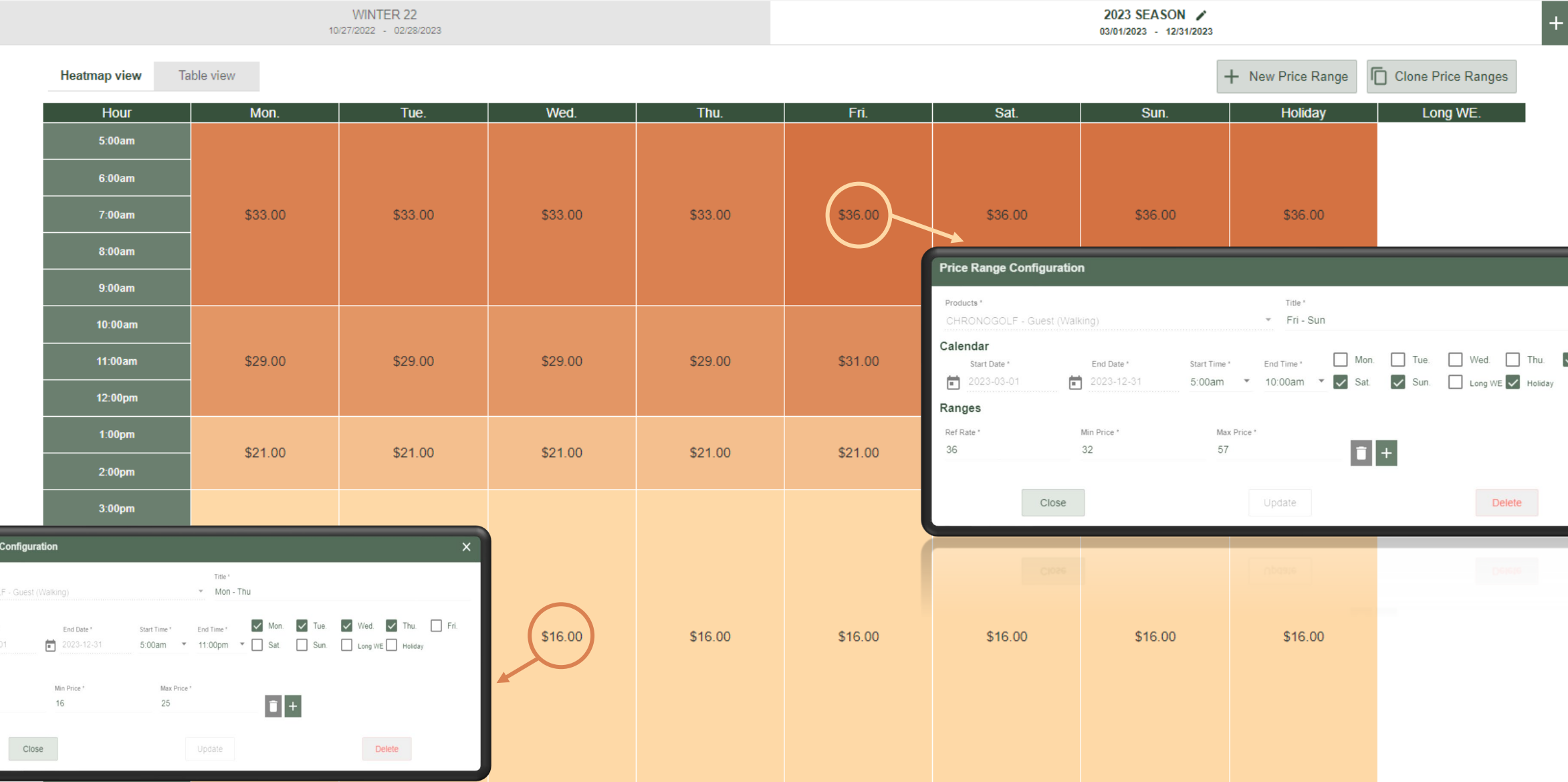
In the first month following the rollout, this course experienced a -4% decline in rounds played due to inclement weather but was still able to grow green fee revenue by a healthy +22% YoY.

This revenue increase was achieved through deployment of a strategic pricing model powered by an advanced, multi-variable algorithm.

The pricing model effectively aligned green fees to forecasted demand, all while allowing golfers to choose the right tee time & price for them.

CASE STUDY

Pricing Calendar Example



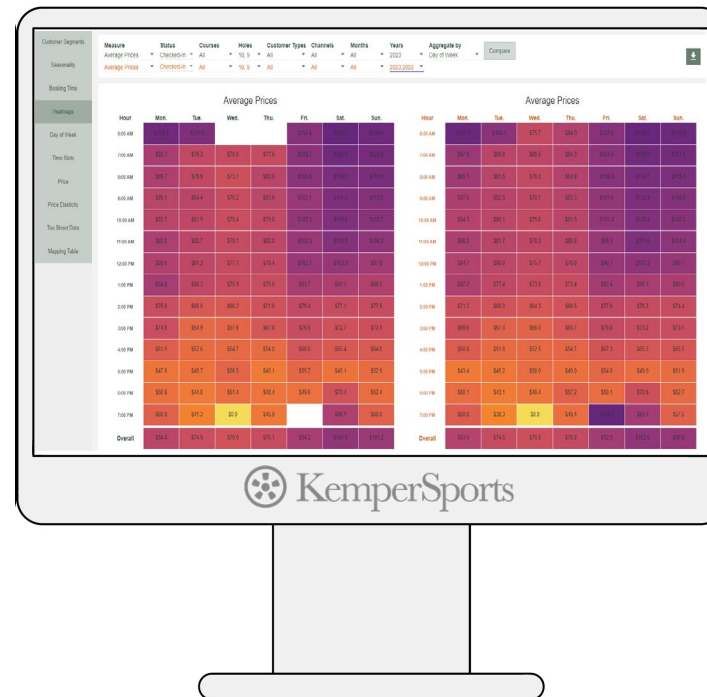


Business Intelligence Suite

TRUEDEMAND BUSINESS INTELLIGENCE SUITE INCLUDES:

- **Customer Segments:** understand how and where each of your player segments book their rounds
- **Seasonality*:** month-by-month performance vs. historical data
- **Booking Time:** days in advance analysis
- **Heatmaps*:** occupancy/rounds/ADR heatmaps by DoW and month
- **Day of Week:** identify when golfers are playing
- **Weather Reports:** weather impact on revenue
- **Comp Radar:** real-time price & inventory tracking of your local competitors
- **Time Slots:** view KPI's by individual tee time
- **Tee Sheet Data:** export of raw tee sheet data

A robust, yet intuitive suite of business intelligence tools that will empower operators to make proactive pricing strategy decisions backed by data.



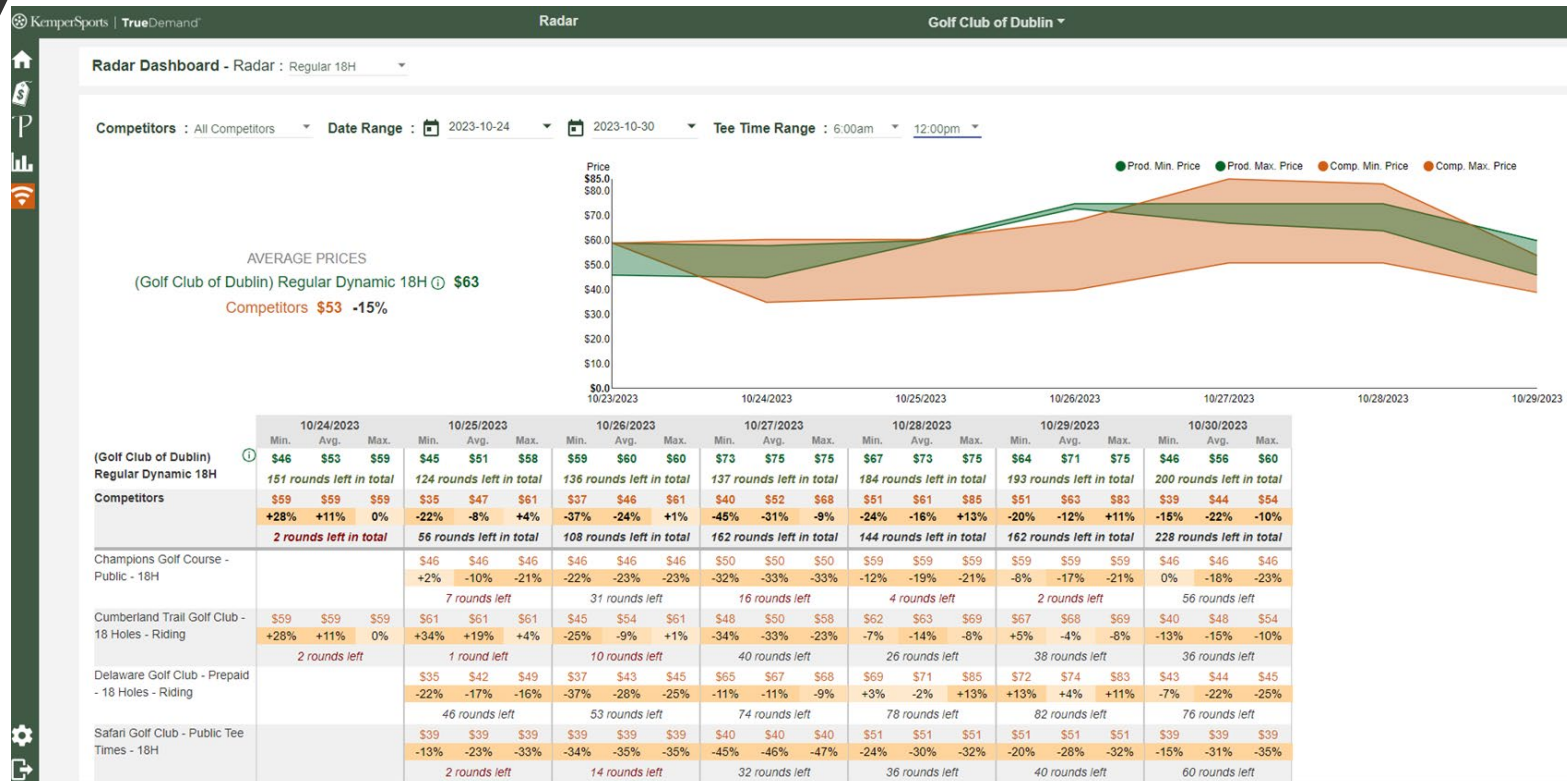


Comp Set Insights*

Real-time price & inventory tracking of your local competitors

*Available as optional package

 KemperSports | TrueDemand®



2025 Utilization

Average Occupancy Rate (Checked-In)

Hour	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
6:00 AM	0.2%	0.2%	0.4%	1.7%	2.1%	13.6%	7.4%
7:00 AM	2.6%	0.8%	1.3%	1.5%	2.5%	21.2%	11.6%
8:00 AM	2.1%	2.7%	1.3%	2.5%	7.8%	24.6%	16.3%
9:00 AM	5.0%	3.2%	2.8%	3.9%	6.7%	27.1%	18.3%
10:00 AM	6.9%	5.1%	6.2%	4.6%	10.5%	22.8%	18.3%
11:00 AM	4.8%	4.2%	2.9%	8.0%	9.4%	27.1%	18.2%
12:00 PM	11.9%	12.6%	10.4%	12.0%	20.8%	37.1%	35.7%
1:00 PM	16.8%	15.0%	14.7%	13.4%	29.8%	44.8%	40.1%
2:00 PM	4.7%	5.1%	6.8%	6.9%	24.8%	26.5%	25.6%
3:00 PM	8.7%	10.3%	6.8%	5.5%	25.1%	12.3%	17.9%
4:00 PM	45.2%	39.9%	27.8%	47.8%	30.3%	41.2%	39.6%
5:00 PM	29.4%	35.5%	26.4%	46.4%	42.1%	14.7%	17.7%
6:00 PM	6.1%	7.6%	8.2%	9.3%	13.3%	5.7%	7.4%

Average Prices

Hour	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
6:00 AM	\$47.0	\$66.0	\$59.0	\$46.0	\$72.0	\$80.6	\$78.7
7:00 AM	\$61.8	\$55.4	\$60.6	\$59.1	\$60.6	\$78.0	\$76.9
8:00 AM	\$60.9	\$54.2	\$64.5	\$61.5	\$62.2	\$79.6	\$78.0
9:00 AM	\$60.8	\$54.8	\$61.1	\$62.2	\$66.6	\$79.5	\$78.6
10:00 AM	\$59.4	\$59.3	\$61.1	\$60.3	\$67.1	\$80.2	\$79.4
11:00 AM	\$60.7	\$54.3	\$54.6	\$53.0	\$52.8	\$72.3	\$71.9
12:00 PM	\$26.7	\$26.8	\$23.3	\$27.2	\$39.7	\$44.8	\$42.6
1:00 PM	\$40.3	\$38.6	\$42.1	\$42.0	\$43.9	\$52.1	\$55.1
2:00 PM	\$35.7	\$41.7	\$39.6	\$40.1	\$43.2	\$54.9	\$56.9
3:00 PM	\$41.2	\$41.3	\$41.3	\$39.6	\$46.7	\$53.3	\$58.0
4:00 PM	\$26.4	\$28.1	\$29.7	\$29.3	\$29.0	\$33.3	\$32.9
5:00 PM	\$27.0	\$28.0	\$28.0	\$27.6	\$27.4	\$33.6	\$31.7
6:00 PM	\$27.5	\$24.6	\$26.1	\$27.5	\$27.4	\$32.7	\$30.8

*Public Rounds include both walking and riding

2025 Pricing Grid (Public Ride)

- From Jan to Sept, we saw **8,000** Public Ride rounds at an average rate of **\$52.25**
- 60.9% of our Public rounds were riding for YTD 2025

Bennett Valley Golf Course 2025 Public Revenue (18H Ride)								
01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59		\$66	\$69	\$270	\$504	\$2,686	\$1,050	\$4,645
7:00 - 7:59	\$994	\$267	\$408	\$597	\$912	\$9,098	\$4,853	\$17,129
8:00 - 8:59	\$710	\$930	\$936	\$1,215	\$3,096	\$12,842	\$7,596	\$27,325
9:00 - 9:59	\$1,915	\$1,050	\$844	\$1,950	\$3,402	\$14,562	\$9,765	\$33,488
10:00 - 10:59	\$3,523	\$2,691	\$3,466	\$2,505	\$5,466	\$12,364	\$9,136	\$39,151
11:00 - 11:59	\$2,388	\$2,169	\$1,433	\$3,221	\$3,437	\$12,669	\$8,749	\$34,066
12:00 - 12:59	\$3,102	\$3,481	\$2,584	\$2,908	\$5,963	\$11,360	\$9,520	\$38,918
13:00 - 13:59	\$4,224	\$3,691	\$5,082	\$4,418	\$8,792	\$16,246	\$15,326	\$57,779
14:00 - 14:59	\$913	\$1,758	\$1,999	\$2,305	\$6,932	\$9,962	\$9,501	\$33,370
15:00 - 15:59	\$2,780	\$3,081	\$2,107	\$1,509	\$7,349	\$4,346	\$6,791	\$27,963
16:00 - 16:59	\$7,381	\$7,979	\$6,564	\$11,712	\$7,458	\$8,710	\$8,591	\$58,395
17:00 - 17:59	\$4,672	\$6,435	\$4,797	\$7,351	\$4,701	\$3,158	\$3,108	\$34,222
18:00 - 18:59	\$917	\$715	\$870	\$1,391	\$1,451	\$964	\$962	\$7,270
	\$33,519	\$34,313	\$31,159	\$41,352	\$59,463	\$118,967	\$94,948	\$413,720

Bennett Valley Golf Course 2025 Public ADR (18H Ride)								
01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59	-	\$66.0	\$69.0	\$45.0	\$72.0	\$86.6	\$87.5	
7:00 - 7:59	\$71.0	\$66.8	\$68.0	\$66.3	\$70.2	\$85.8	\$85.1	
8:00 - 8:59	\$71.0	\$66.4	\$66.9	\$67.5	\$68.8	\$85.6	\$84.4	
9:00 - 9:59	\$66.0	\$61.8	\$70.3	\$67.2	\$69.4	\$84.2	\$84.2	
10:00 - 10:59	\$60.7	\$67.3	\$65.4	\$65.9	\$70.1	\$85.3	\$84.6	
11:00 - 11:59	\$66.3	\$60.3	\$59.7	\$58.6	\$63.6	\$76.8	\$76.7	
12:00 - 12:59	\$46.3	\$45.8	\$41.0	\$44.7	\$55.7	\$62.4	\$59.5	
13:00 - 13:59	\$49.1	\$49.2	\$47.5	\$48.5	\$51.7	\$57.0	\$60.6	
14:00 - 14:59	\$43.5	\$50.2	\$48.8	\$48.0	\$51.0	\$60.4	\$62.9	
15:00 - 15:59	\$47.9	\$49.7	\$46.8	\$47.2	\$53.6	\$57.9	\$65.3	
16:00 - 16:59	\$32.1	\$33.8	\$33.8	\$33.7	\$34.1	\$37.1	\$36.7	
17:00 - 17:59	\$32.2	\$32.7	\$31.6	\$33.6	\$33.8	\$37.2	\$37.0	
18:00 - 18:59	\$34.0	\$31.1	\$33.5	\$33.9	\$33.7	\$37.1	\$37.0	

2025 Pricing Grid (Public Walk)

- From Jan to Sept, we saw **5,120** Public Walk rounds at an average rate of **\$31.01**
- 39.1% of our Public rounds were walking for YTD 2025

Bennett Valley Golf Course 2025 Public Revenue (18H Walk)								
01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59	\$47	\$0	\$49	\$98	\$0	\$870	\$918	\$1,982
7:00 - 7:59	\$552	\$176	\$319	\$231	\$300	\$4,936	\$2,605	\$9,119
8:00 - 8:59	\$813	\$803	\$96	\$568	\$1,196	\$4,882	\$3,873	\$12,231
9:00 - 9:59	\$1,123	\$758	\$928	\$474	\$530	\$4,928	\$3,239	\$11,980
10:00 - 10:59	\$1,168	\$810	\$1,057	\$689	\$705	\$3,764	\$3,882	\$12,075
11:00 - 11:59	\$647	\$218	\$173	\$975	\$843	\$3,464	\$2,254	\$8,574
12:00 - 12:59	\$310	\$249	\$78	\$506	\$1,107	\$2,942	\$3,522	\$8,714
13:00 - 13:59	\$1,394	\$1,441	\$464	\$358	\$1,834	\$4,403	\$4,463	\$14,357
14:00 - 14:59	\$429	\$340	\$681	\$349	\$1,537	\$2,997	\$3,641	\$9,974
15:00 - 15:59	\$425	\$663	\$305	\$287	\$1,880	\$1,140	\$2,551	\$7,250
16:00 - 16:59	\$6,755	\$5,360	\$2,572	\$4,541	\$3,799	\$2,890	\$3,005	\$28,922
17:00 - 17:59	\$3,466	\$3,769	\$2,211	\$5,390	\$4,133	\$937	\$1,830	\$21,736
18:00 - 18:59	\$763	\$1,179	\$1,036	\$1,140	\$1,149	\$411	\$763	\$6,440
	\$17,892	\$15,766	\$9,969	\$15,606	\$19,013	\$38,563	\$36,546	\$153,354

Bennett Valley Golf Course 2025 Public ADR (18H Walk)								
01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59	\$47.0	-	\$49.0	\$49.0	-	\$66.9	\$70.6	
7:00 - 7:59	\$50.2	\$44.0	\$53.2	\$46.2	\$42.9	\$66.7	\$65.1	
8:00 - 8:59	\$54.2	\$44.6	\$48.0	\$51.6	\$49.8	\$67.8	\$67.9	
9:00 - 9:59	\$53.5	\$47.4	\$54.6	\$47.4	\$53.0	\$68.4	\$66.1	
10:00 - 10:59	\$55.6	\$42.6	\$50.3	\$45.9	\$50.4	\$67.2	\$69.3	
11:00 - 11:59	\$53.9	\$27.3	\$34.6	\$42.4	\$31.2	\$59.7	\$57.8	
12:00 - 12:59	\$8.6	\$6.4	\$3.4	\$15.3	\$15.6	\$21.5	\$24.1	
13:00 - 13:59	\$29.7	\$27.7	\$27.3	\$23.9	\$29.6	\$39.7	\$42.1	
14:00 - 14:59	\$28.6	\$26.2	\$28.4	\$26.8	\$26.5	\$42.2	\$45.5	
15:00 - 15:59	\$30.4	\$26.5	\$27.7	\$26.1	\$31.9	\$40.7	\$44.7	
16:00 - 16:59	\$22.1	\$22.5	\$22.6	\$22.0	\$22.5	\$25.6	\$25.3	
17:00 - 17:59	\$22.2	\$22.6	\$22.6	\$22.2	\$22.6	\$25.3	\$25.4	
18:00 - 18:59	\$22.4	\$21.8	\$22.0	\$22.4	\$22.1	\$25.7	\$25.4	

2026 Pricing Recommendations

Bennett Valley				Rates listed <u>do not</u> include Cart Fee			
2026 Pricing Grid - Public							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00a	Min: \$44 Max: \$59				Min: \$47 Max: \$62	Min: \$61 Max: \$82	
7:00a							
8:00a							
9:00a							
10:00a							
11:00a							
12:00p							
1:00p	Min: \$32 Max: \$38				Min: \$35 Max: \$42	Min: \$48 Max: \$60	
2:00p							
3:00p							
4:00p	Min: \$25 Max: \$30				Min: \$26 Max: \$31		
5:00p							

Rates listed do not include Cart Fee

2026 Pricing Impact | Ride

An estimated +\$57,561 impact in golf revenue via dynamic pricing for the Public Ride segment (initial assumption at 60% impact)

Bennett Valley Golf Course								
2025 Public Revenue (18H Ride)								
01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59	\$0	\$72	\$72	\$429	\$522	\$2,837	\$1,098	\$5,028
7:00 - 7:59	\$1,001	\$286	\$429	\$644	\$969	\$9,699	\$5,216	\$18,243
8:00 - 8:59	\$715	\$1,001	\$1,001	\$1,287	\$3,353	\$13,725	\$8,235	\$29,317
9:00 - 9:59	\$2,074	\$1,216	\$858	\$2,074	\$3,651	\$15,830	\$10,614	\$36,315
10:00 - 10:59	\$4,147	\$2,860	\$3,790	\$2,717	\$5,811	\$13,268	\$9,882	\$42,474
11:00 - 11:59	\$2,574	\$2,574	\$1,716	\$3,933	\$4,023	\$15,098	\$10,431	\$40,348
12:00 - 12:59	\$4,791	\$5,434	\$4,505	\$4,648	\$7,972	\$16,653	\$14,640	\$58,641
13:00 - 13:59	\$4,472	\$3,900	\$5,564	\$4,732	\$10,200	\$21,090	\$18,722	\$68,680
14:00 - 14:59	\$1,092	\$1,820	\$2,132	\$2,496	\$8,160	\$12,210	\$11,174	\$39,084
15:00 - 15:59	\$3,016	\$3,224	\$2,340	\$1,664	\$8,220	\$5,550	\$7,696	\$31,710
16:00 - 16:59	\$10,925	\$11,210	\$9,215	\$16,530	\$10,403	\$11,398	\$11,349	\$81,029
17:00 - 17:59	\$6,888	\$9,358	\$7,220	\$10,403	\$6,603	\$4,123	\$4,074	\$48,667
18:00 - 18:59	\$1,283	\$1,093	\$1,235	\$1,948	\$2,043	\$1,261	\$1,261	\$10,122
	\$42,976	\$44,046	\$40,076	\$53,502	\$71,926	\$142,739	\$114,392	\$509,656

Bennett Valley Golf Course							
2026 Public Dynamic Rate (Floor Ride)							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
7:00 - 7:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
8:00 - 8:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
9:00 - 9:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
10:00 - 10:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
11:00 - 11:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
12:00 - 12:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
13:00 - 13:59	\$52.0	\$52.0	\$52.0	\$52.0	\$55.0	\$68.0	\$68.0
14:00 - 14:59	\$52.0	\$52.0	\$52.0	\$52.0	\$55.0	\$68.0	\$68.0
15:00 - 15:59	\$52.0	\$52.0	\$52.0	\$52.0	\$55.0	\$68.0	\$68.0
16:00 - 16:59	\$45.0	\$45.0	\$45.0	\$45.0	\$45.0	\$46.0	\$46.0
17:00 - 17:59	\$45.0	\$45.0	\$45.0	\$45.0	\$45.0	\$46.0	\$46.0
18:00 - 18:59	\$45.0	\$45.0	\$45.0	\$45.0	\$45.0	\$46.0	\$46.0

Bennett Valley Golf Course							
2026 Public Dynamic Rate (Ceiling Ride)							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
7:00 - 7:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
8:00 - 8:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
9:00 - 9:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
10:00 - 10:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
11:00 - 11:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
12:00 - 12:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
13:00 - 13:59	\$52.0	\$52.0	\$52.0	\$52.0	\$65.0	\$80.0	\$80.0
14:00 - 14:59	\$52.0	\$52.0	\$52.0	\$52.0	\$65.0	\$80.0	\$80.0
15:00 - 15:59	\$52.0	\$52.0	\$52.0	\$52.0	\$65.0	\$80.0	\$80.0
16:00 - 16:59	\$50.0	\$50.0	\$50.0	\$50.0	\$50.0	\$51.0	\$51.0
17:00 - 17:59	\$50.0	\$50.0	\$50.0	\$50.0	\$50.0	\$51.0	\$51.0
18:00 - 18:59	\$50.0	\$50.0	\$50.0	\$50.0	\$50.0	\$51.0	\$51.0

On average across TrueDemand portfolio, we see public rounds sold above rack rate 60% of time.

2026 Pricing Impact | Walk

An estimated +**\$28,489** impact in golf revenue via dynamic pricing for the Public Walk segment (initial assumption at 60% impact)

Bennett Valley Golf Course 2026 Estimated Public Revenue (18H Walk)								
01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59	\$52	\$0	\$52	\$103	\$0	\$930	\$930	\$2,065
7:00 - 7:59	\$567	\$206	\$309	\$258	\$382	\$5,291	\$2,860	\$9,872
8:00 - 8:59	\$773	\$927	\$103	\$567	\$1,308	\$5,148	\$4,076	\$12,901
9:00 - 9:59	\$1,082	\$824	\$876	\$515	\$545	\$5,148	\$3,504	\$12,493
10:00 - 10:59	\$1,082	\$979	\$1,082	\$773	\$763	\$4,004	\$4,004	\$12,685
11:00 - 11:59	\$618	\$412	\$258	\$1,185	\$1,472	\$4,147	\$2,789	\$10,879
12:00 - 12:59	\$1,854	\$2,009	\$1,185	\$1,700	\$3,870	\$9,796	\$10,439	\$30,851
13:00 - 13:59	\$1,504	\$1,664	\$544	\$480	\$2,480	\$5,994	\$5,724	\$18,390
14:00 - 14:59	\$480	\$416	\$768	\$416	\$2,320	\$3,834	\$4,320	\$12,554
15:00 - 15:59	\$448	\$800	\$352	\$352	\$2,360	\$1,512	\$3,078	\$8,902
16:00 - 16:59	\$8,388	\$6,545	\$3,135	\$5,665	\$4,648	\$3,221	\$3,392	\$34,992
17:00 - 17:59	\$4,290	\$4,593	\$2,695	\$6,683	\$5,033	\$1,055	\$2,052	\$26,399
18:00 - 18:59	\$935	\$1,485	\$1,293	\$1,403	\$1,430	\$456	\$855	\$7,856
	\$22,070	\$20,859	\$12,649	\$20,097	\$26,609	\$50,534	\$48,021	\$200,837

Bennett Valley Golf Course 2026 Public Dynamic Rates (Floor Walk)							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
7:00 - 7:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
8:00 - 8:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
9:00 - 9:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
10:00 - 10:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
11:00 - 11:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
12:00 - 12:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
13:00 - 13:59	\$32.0	\$32.0	\$32.0	\$32.0	\$35.0	\$48.0	\$48.0
14:00 - 14:59	\$32.0	\$32.0	\$32.0	\$32.0	\$35.0	\$48.0	\$48.0
15:00 - 15:59	\$32.0	\$32.0	\$32.0	\$32.0	\$35.0	\$48.0	\$48.0
16:00 - 16:59	\$25.0	\$25.0	\$25.0	\$25.0	\$25.0	\$26.0	\$26.0
17:00 - 17:59	\$25.0	\$25.0	\$25.0	\$25.0	\$25.0	\$26.0	\$26.0
18:00 - 18:59	\$25.0	\$25.0	\$25.0	\$25.0	\$25.0	\$26.0	\$26.0

Bennett Valley Golf Course 2026 Public Dynamic Rates (Ceiling Walk)							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
7:00 - 7:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
8:00 - 8:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
9:00 - 9:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
10:00 - 10:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
11:00 - 11:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
12:00 - 12:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
13:00 - 13:59	\$32.0	\$32.0	\$32.0	\$32.0	\$45.0	\$60.0	\$60.0
14:00 - 14:59	\$32.0	\$32.0	\$32.0	\$32.0	\$45.0	\$60.0	\$60.0
15:00 - 15:59	\$32.0	\$32.0	\$32.0	\$32.0	\$45.0	\$60.0	\$60.0
16:00 - 16:59	\$30.0	\$30.0	\$30.0	\$30.0	\$30.0	\$31.0	\$31.0
17:00 - 17:59	\$30.0	\$30.0	\$30.0	\$30.0	\$30.0	\$31.0	\$31.0
18:00 - 18:59	\$30.0	\$30.0	\$30.0	\$30.0	\$30.0	\$31.0	\$31.0

On average across TrueDemand portfolio, we see public rounds sold above rack rate 60% of time.

Pricing / Implementation / Timeline / Revenue Growth

2025 Pricing:

Dynamic Pricing + BI Suite: \$375/month

BI Suite Only: \$159/month

Comp Radar/Weather Report: add. \$99/month

Implementation: 1-2 weeks

Pricing parameters are agreed by the property and built out in 1-2 weeks.

Timeline:

Implement January 2026 to Public (Non-Resident) Rounds

Revenue Growth Opportunity:

+\$57k public ride, +\$28k public walk – **\$85K total***

**based on 2026 pricing recommendations. On average across TrueDemand portfolio, we see public rounds sold above rack rate 60% of time.*

 KemperSports | TrueDemand[®]



BENNETT VALLEY
GOLF COURSE

Thank you /
Questions