

Custom Clubs, They Say, Are Not for Every Golfer...

That's what some golfers think. It could not be further from the truth. The irony is that every Pro playing on the PGA Tour is custom fit and, they need it less than the 20 handicapper. Consider, custom clubs can reduce your handicap by 25% or more. So who is going to cut more strokes off their game, a Zero capper or a 20 capper? Are you a 20 capper? Want to bring it down to 15? If your clubs are properly fitted, it can happen with the swing you have now. Improve your swing and who knows; maybe you can bring it down more?

First you have to clear your mind and except the truth about golf clubs and fitting. Almost anybody can put golf clubs together. Changing a grip, changing a shaft, well that ain't rocket science. So when you buy a set of clubs you can figure somebody put them together the same as you would if you worked on them in your garage. Sand the hosel, sand the shaft tip, dab them with some epoxy and stick them together, add a grip and "voila" you have a golf club. But, like anything else some of us are better at it than others. Some of us spend thousands of dollars for electronic measuring equipment so we can "tweak" the shafts and weigh the heads and measure the lofts and lies and face angles exactly.

How do golf clubs differ? I put them into 3 basic categories.

1. One set of clubs is like the Monte Carlo sitting on the Chevy dealer's floor. That set is standard, just like they were put together in Detroit and shipped down here in the big ole trucks. That is what I like to call **Standard**.
2. A second option is if you want bucket seats, leather seats, 4 speed transmission, the luxury package, a different paint color, mag wheels, or other options that might not be on the floor. This is a custom set fit for your tastes. The dealer can call or email Detroit and have them put one together with the available options and ship it down to you. This is what I like to call **Custom**. The dealer might tell you it is fitted for you and technically he is right. You picked it, even with his help, based on what GM in Detroit offers. Unfortunately if you wanted a different motor than the one offered in Detroit you are out of luck, Chevy just isn't going to install somebody else's custom motor for you. So maybe the custom isn't really a custom after all.
3. A third option is a truly custom fitted Monte Carlo, but you can't get that from your Chevy dealer. The only truly Custom Fitted Monte Carlo Cars I know of are the NASCAR Monte Carlos of Dale Earnhart Jr., Tony Stewart, and Jeff Gordon, etc. Now these babies are truly custom fitted. All the parts in the engines, transmissions, rear ends, brakes and all the car is blueprinted and balanced and even the seats, steering wheels, gas pedals, brake pedals and clutch pedals are measured and adjusted to the exact perfect distance and size for the drivers. This is what I like to call a **Custom Fitted** Monte Carlo. How do these compare to Golf Clubs? Well the #1 option is available in just about any golf shop you walk

into. The #2 option is available also. The #3 option is not available in many places just like the NASCAR type cars are not available just anywhere. You have to find the right shop with the right equipment and a Clubfitter with the right knowledge and equipment to get this kind of Custom Fitted Equipment. How do you find this shop?

If you want truly Custom Fitted and Custom Built Golf Clubs you have to find the right shop with the right equipment to measure all of the parts accurately and Blueprint them and assemble them to fit you and your game just as the Racing teams do this for the NASCAR driver's cars. Your Custom Clubfitter and Clubmaker should have a frequency meter to accurately measure the flex of your shafts at different points along the shaft to determine the bend profile of your shaft. He will also use the frequency meter to frequency match your shafts for the most consistent and accurate distance gaps between clubs. He should have a machine to find the spine on the shafts he plans to install to help align the shafts in your custom clubs in the best playing position in the heads. He should have a machine to measure the lofts and lies of your clubs accurately as well as a machine to bend your clubs for loft and lie. This requires two separate machines. A loft and lie bending machine is not an accurate measuring device. Ask your clubmaker if he has this equipment and ask him a few questions about fitting you also.

Ask these questions and look for the answers listed or something close to insure you are getting a good fitter:

1 How will you determine what is the best shaft flex for my game?

The right answer should be something like this: "I'll take a look at your existing shafts and ask some questions about your experience and your results with them. I will measure your swing speed, swing tempo, swing path, and look at your swing to determine what flex and what flex distribution (tip flexibility, butt flexibility, bend profile, etc.) is the best match to your golf swing and how you play the game.

2 What can you do to correct my accuracy problems with my Driver?

The right answer should be something like this: "I will watch your ball striking results on my swing computer/launch monitor to see your primary misdirection problem and how much the face is open/closed at impact and what your swing path is. I will ask you some questions about how you hit the driver off line and how often and how much off line. I'll check your current driver for length, shaft weight, flex, swingweight, and grip size and from that make a recommendation for the best driver face angle, offset hosel or not, length, total weight, swingweight, and grip size."

3 What are some of the things you might be able to do to help me hit the driver farther?

The right answer should be something like this: “I’ll put you on a swing computer/launch monitor and measure things like your swing speed, launch angle, and spin rate. I will check your current driver for its specifications for loft, length, shaft weight, flex, and swingweight to see how well they fit you. In all likelihood you might be playing a driver that is too long, has too little loft, might be too stiff in the shaft, or the weight or swingweight if off.

If you hear answers like the following it may be time to hang up or walk away politely and look for someone else:

1 “I’ll watch you hit some shots and I’ll know from my experience what flex you need. Or, I’ll check your clubs and see what you need.”

2 “Well, you probably need some lessons to hit the ball more accurately, but stop by and I’ll take a look anyway.”

3 “I can build you a longer driver and you might get more distance.” OR; the person asks you what loft you are playing and you give them a number lower than 10.5° and they respond with a lower loft for more distance.



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