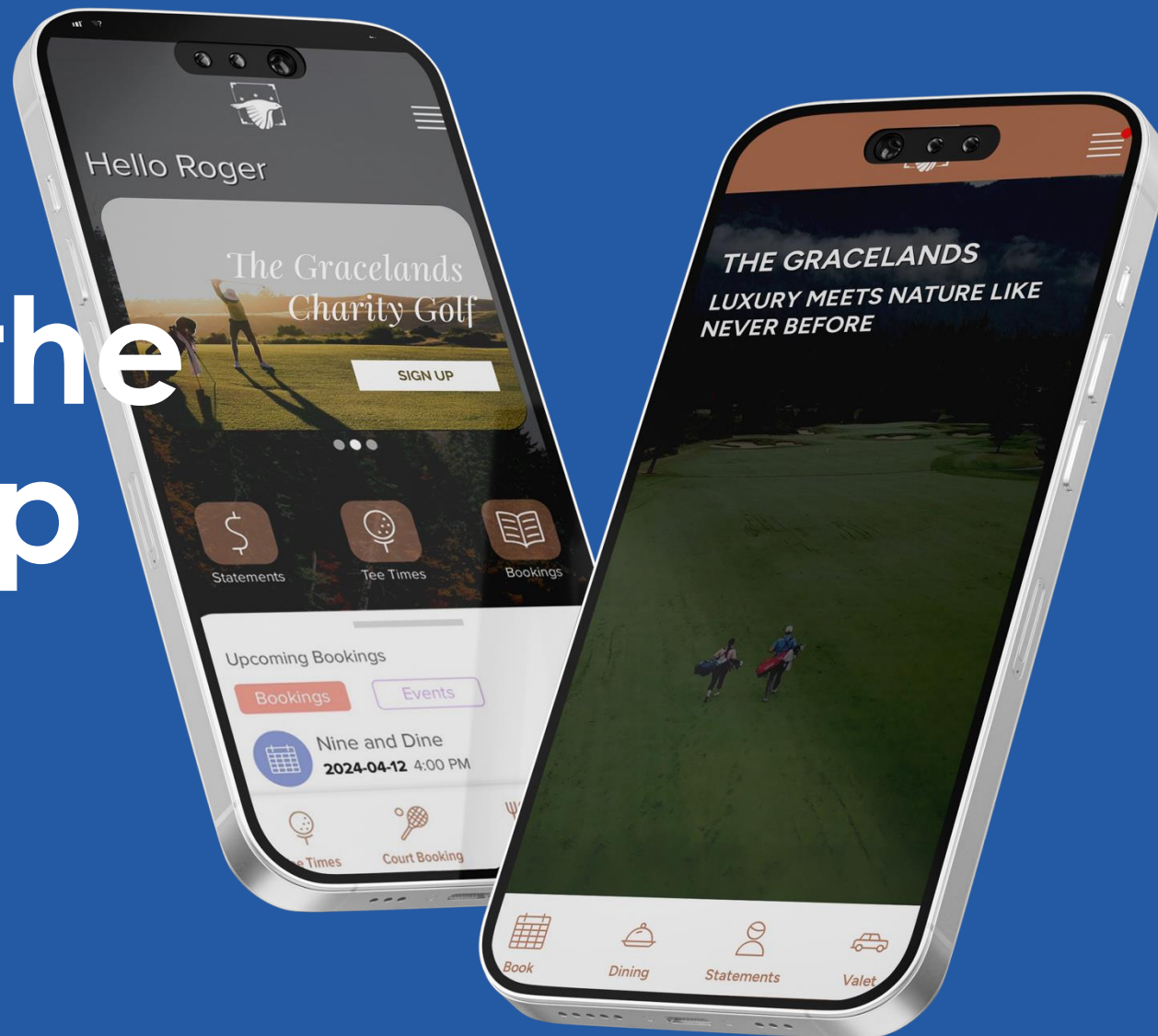


WEBINAR

Experience the Premium App



Joining Us Today



Trevor Coughlin
General Manager
Trevor.Coughlan@jonasclub.com



Dylan Koster
Solution Specialist
dylan.koster@jonasclub.com

Housekeeping

- Lines are muted
- Please use the questions section
- Q&A will be held at the end
- Session recording will be made available

Agenda

1

Why Mobile Matters
More than Ever

2

A Look at the
Premium App

3

What Other Clubs
are Saying

4

Q&A

Where are
we going?



Engaging user experience

with visually stunning UI/UX design
and cutting-edge technology
integration



Seamless Back Office Integration

to enable efficient and effective
delivery of member services

Why Mobile Matters More than Ever





About 85%

of people use smartphones to access email. This number is even higher for younger people, such as millennials and Gen Z.

Additional mobile email statistics:

- 47% of people use a mobile app to check their email
- 81% of people prefer to open emails on their smartphones
- 21% of people prefer to open emails on their tablets
- 46% of smartphone users prefer to receive communications from businesses through email
- 50-60% of email opens are expected to come from mobile devices in 2025
- More people open mobile emails on an iPhone than any other device

Member Expectations in Private Clubs

- On-Demand Lifestyle
- Personalization
- Ease of Access
- Real-Time Access



Private Club Trends

- Generational shift
- High-touch service expectations
- Operational efficiency
- Community connection





Private Club Trends

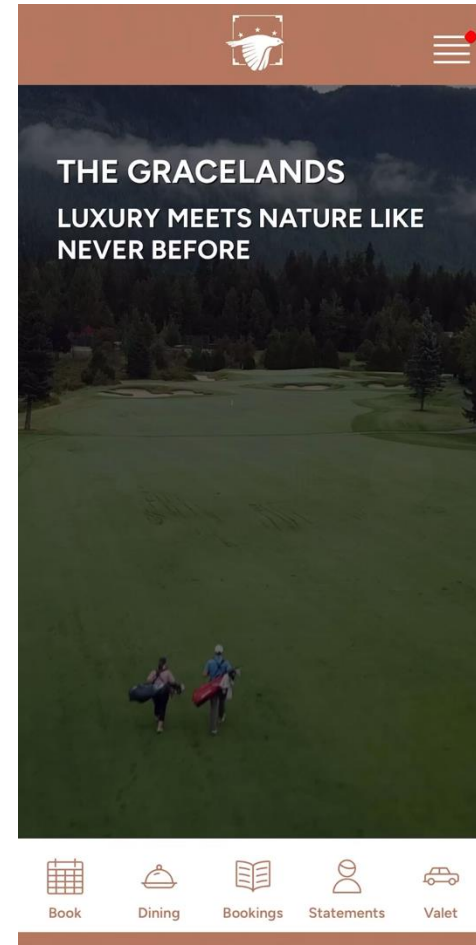
- Mobile-first engagement will be the norm, not the exception.
- Members will expect their club's app to be as functional and modern as the other apps they use daily.
- Clubs that lag behind risk being perceived as outdated or disconnected from member lifestyles.

Customization



Design the First Touchpoint
That Reflects Your
Member Experience

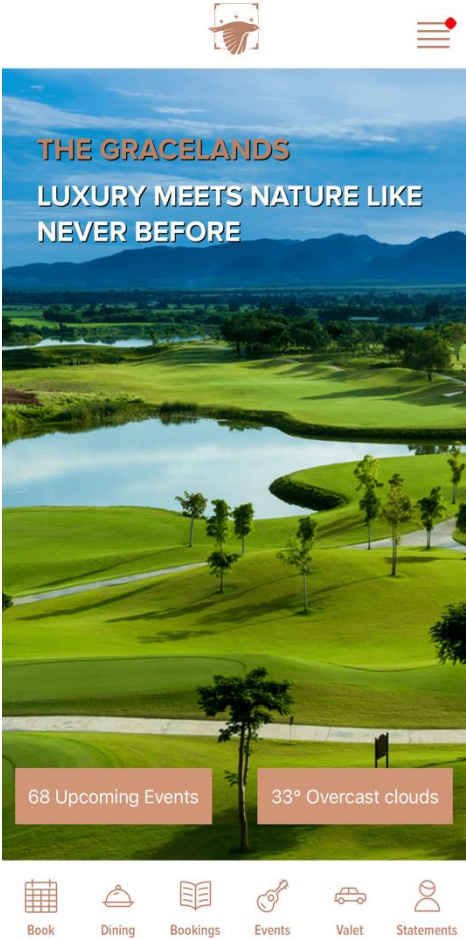
Video Background



Design the First Touchpoint That Reflects Your Member Experience

Buttons

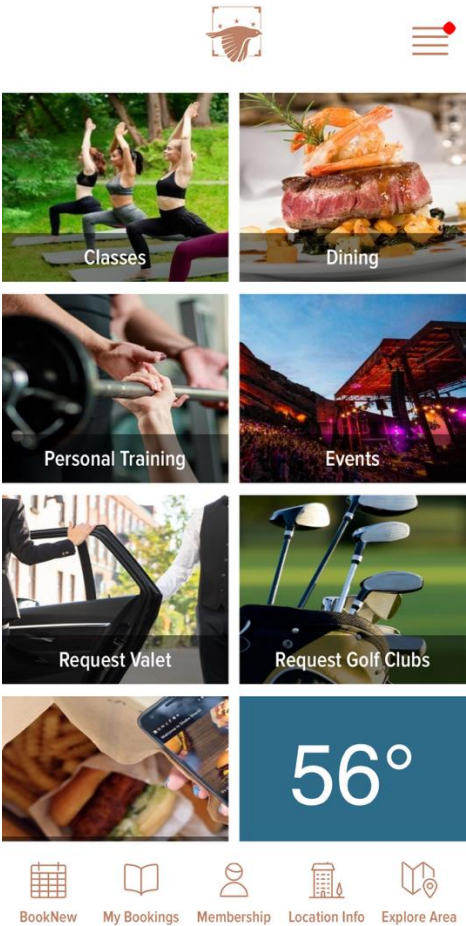
Minimal & Elegant



Design the First Touchpoint That Reflects Your Member Experience

Tiles

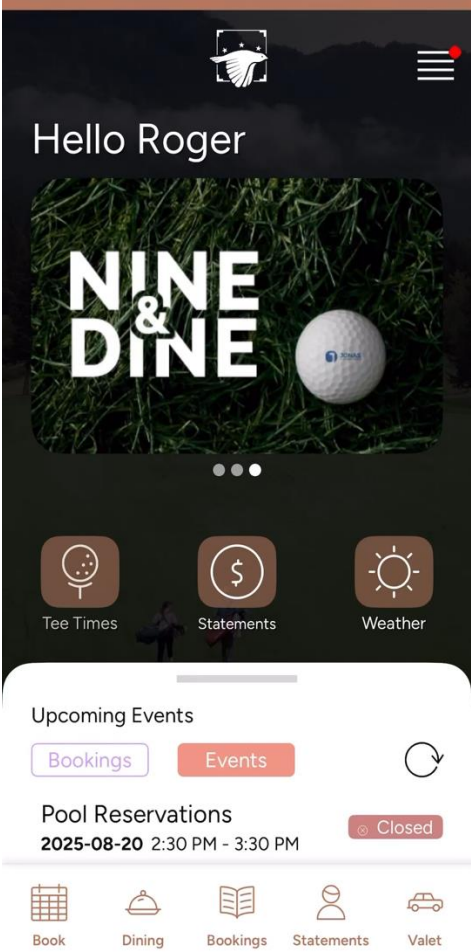
Instant Access to Essentials



Design the First Touchpoint That Reflects Your Member Experience

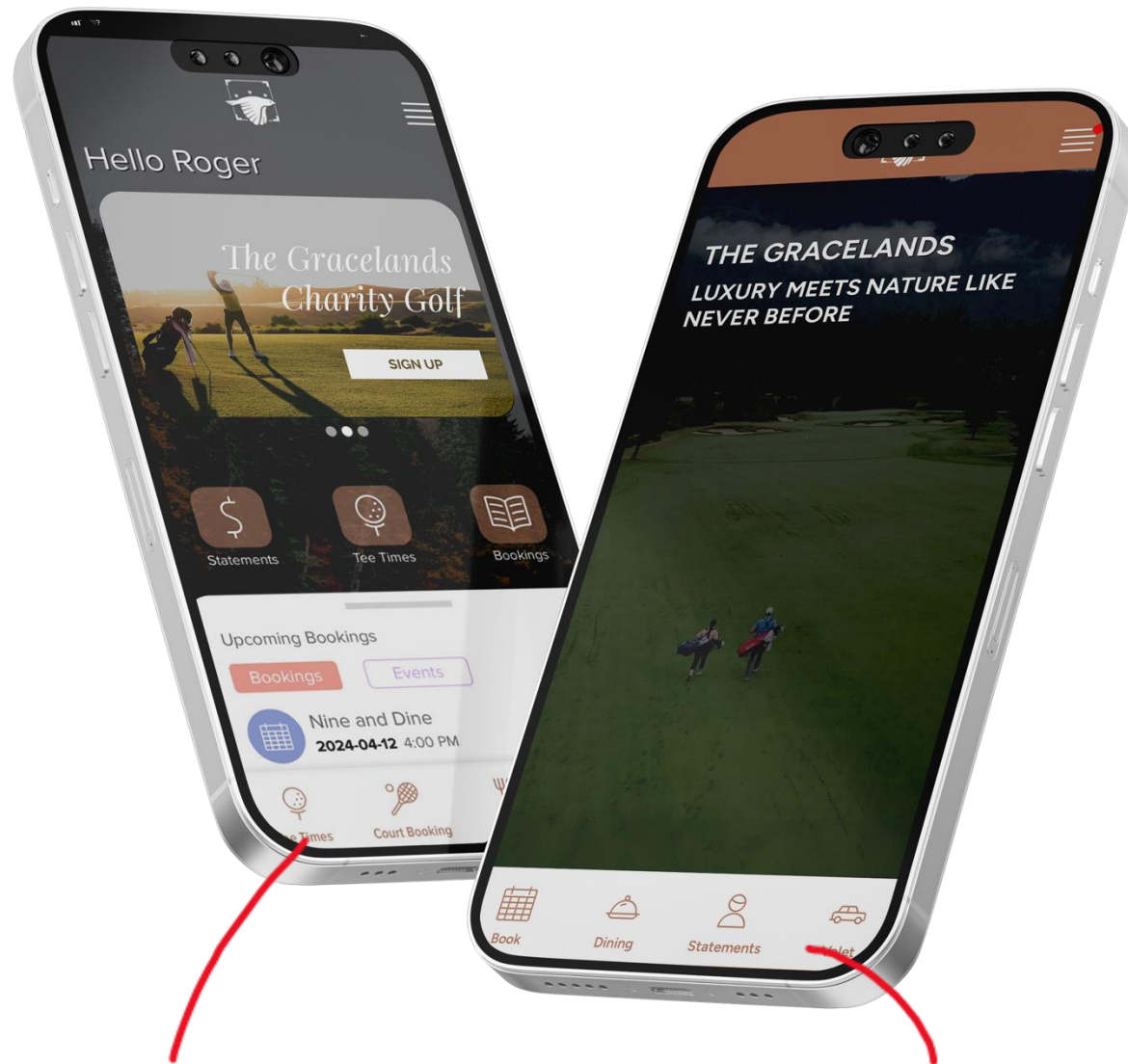
Widget

Personalized & Dynamic



Effortlessly customize your app experience

Members only see options pertinent to their membership type—so social members won't encounter golf tee times, reducing confusion and improving usability.

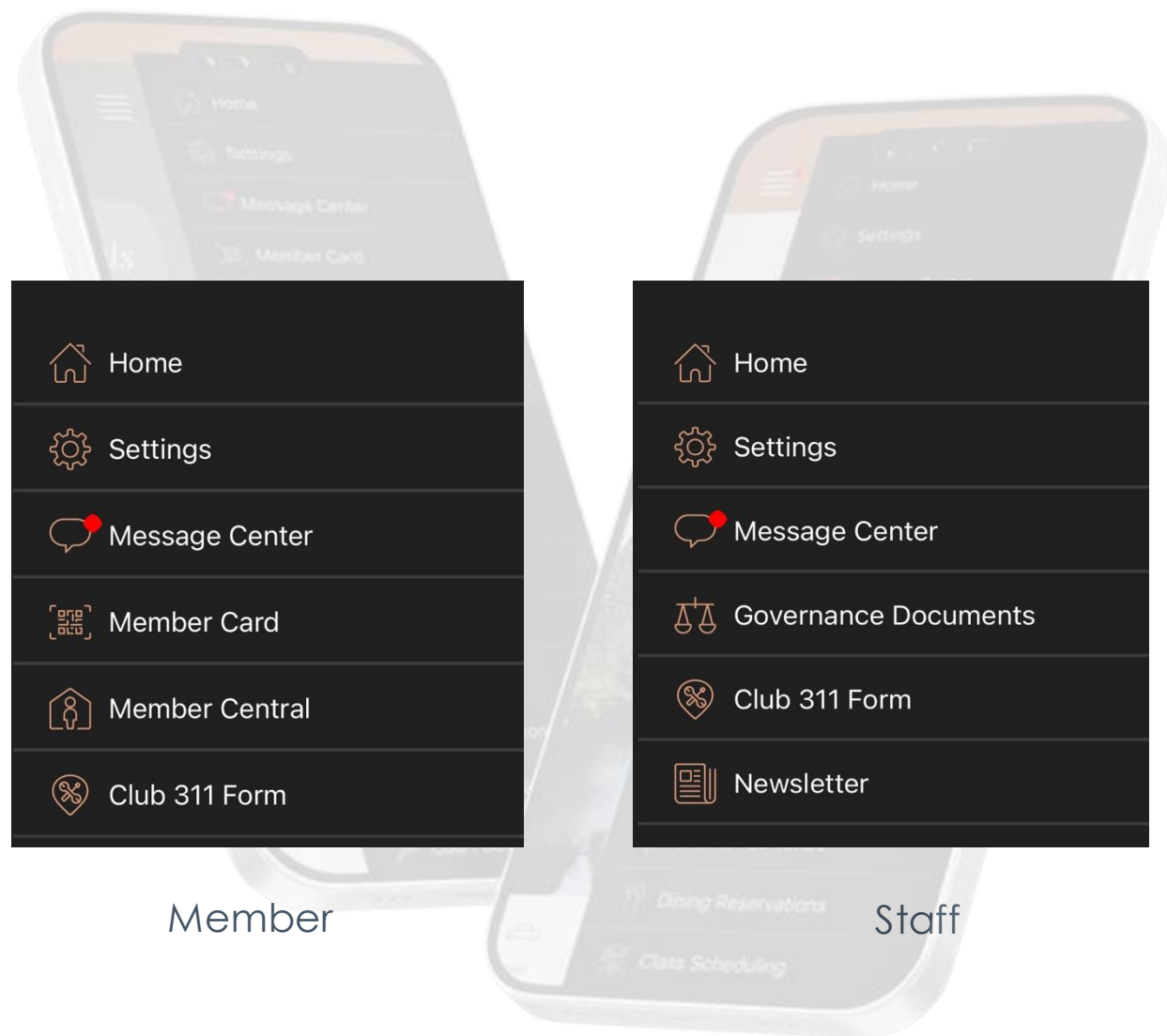


Golf Membership

Social Membership

Effortlessly customize your member experience

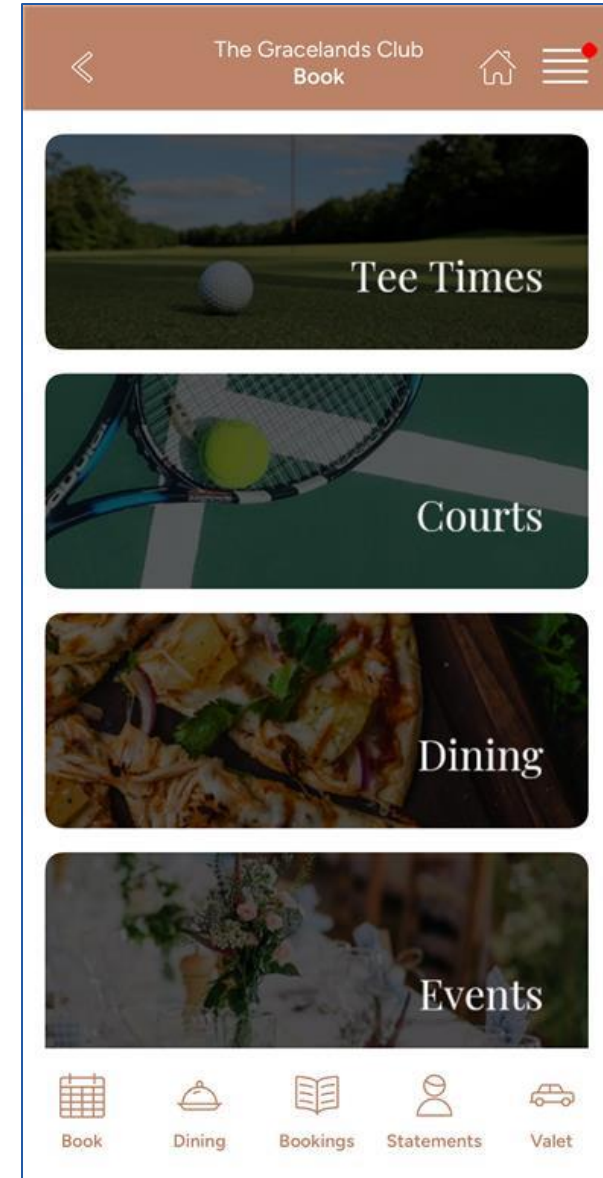
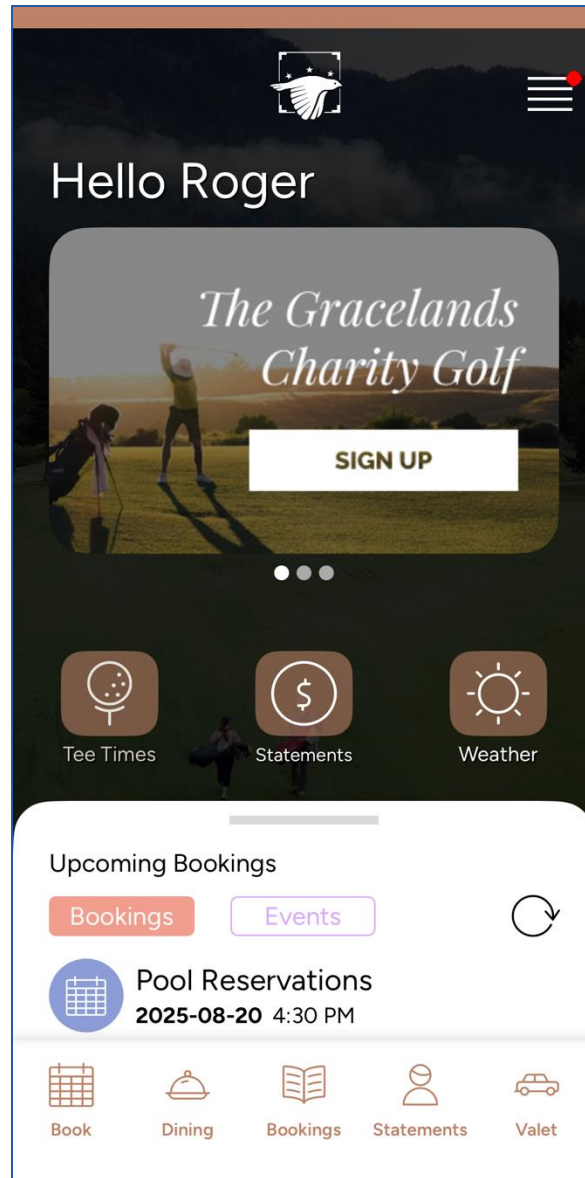
Sensitive or exclusive content can be restricted to authorized groups like board members or staff, ensuring confidentiality and a clean user experience.



Integrated System



Front / Back Office Integration

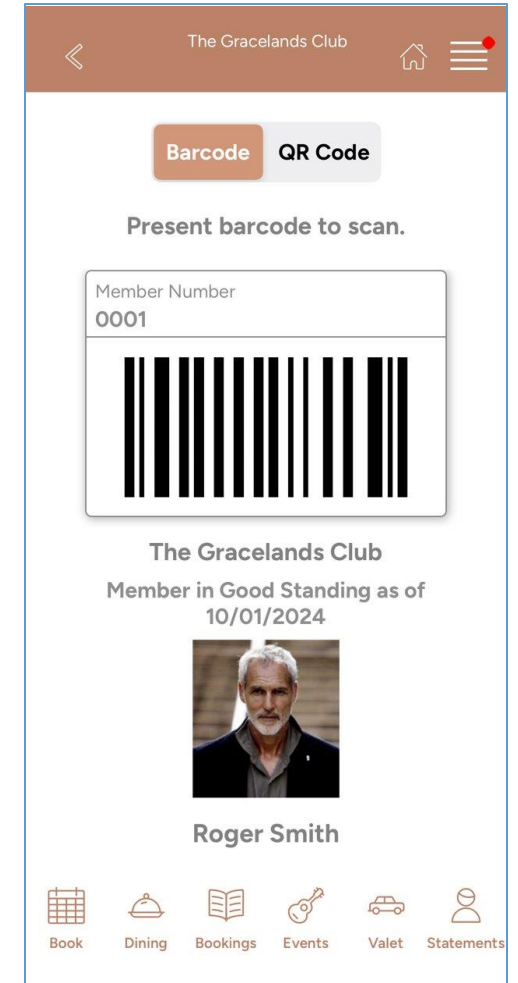
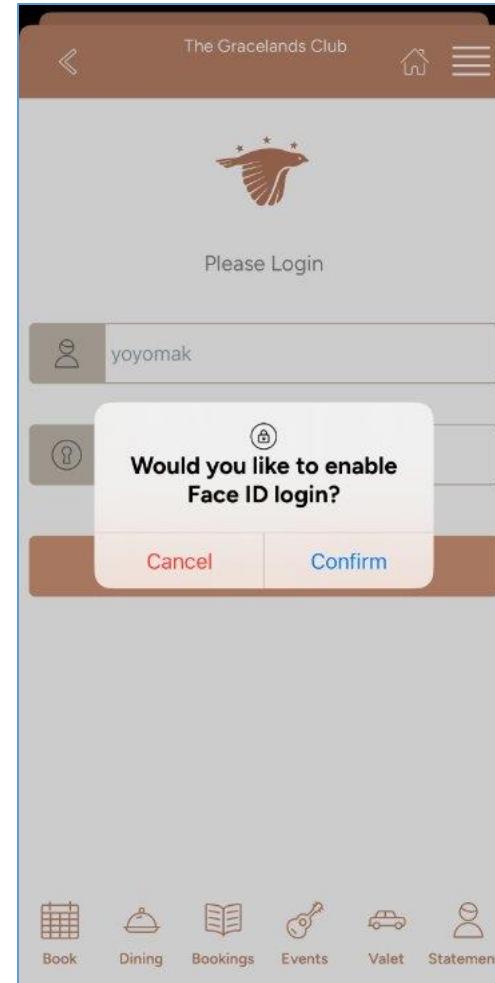


The Most Integrated Solution Ecosystem Available in the Club Market

- Tee Times
- Tournament Registration
- Dining Reservations
- Automated Surveys
- Event Reservations
- F&B Ordering
- Lap Lane Reservations
- Court Booking
- Fitness Classes / Gym
- Private Lessons

Secured & Convenient Access

- Secured authentication options
 - Multi-factored Authentication
 - Biometrics
- Digital Member Card

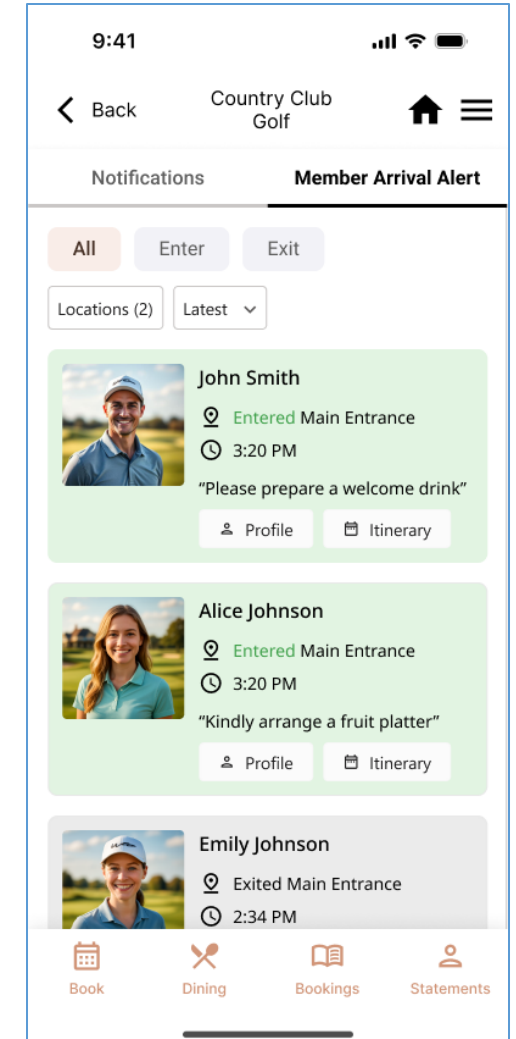
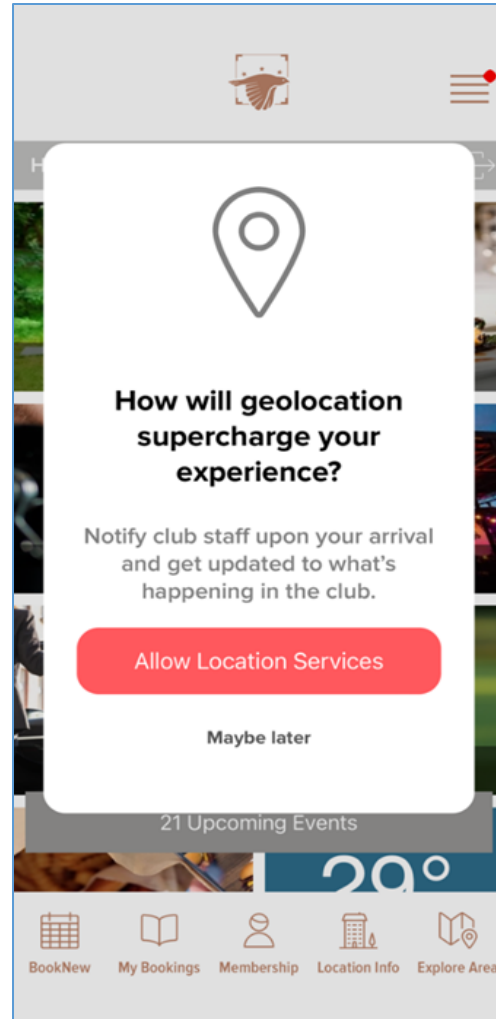


Targeted Communications



Geolocation

- Geolocation-based push notifications
 - Welcome message
 - Online ordering prompt at 9th hole
- Geofence-crossing Report (JCM & Encore)
 - Understand facility usage
 - Insights into members' behaviors
- [Coming next] Member Arrival Alerts
 - Golf Staff can be aware when member with a Tee Time booking arrives on property
 - Notify Membership Director when an important member arrives



Targeted Communication

- **Booking-Based Notification**

Automatically send confirmations, cancellations, and reminders before reservations begin

- **Recurring Campaigns**

Configure your message, schedule, and target audience — we'll automatically deliver promotional push notifications on your custom schedule

- **Engaging messages**

Add emojis, images and URLs to your push notifications



🏊‍♂️ The pool is open!

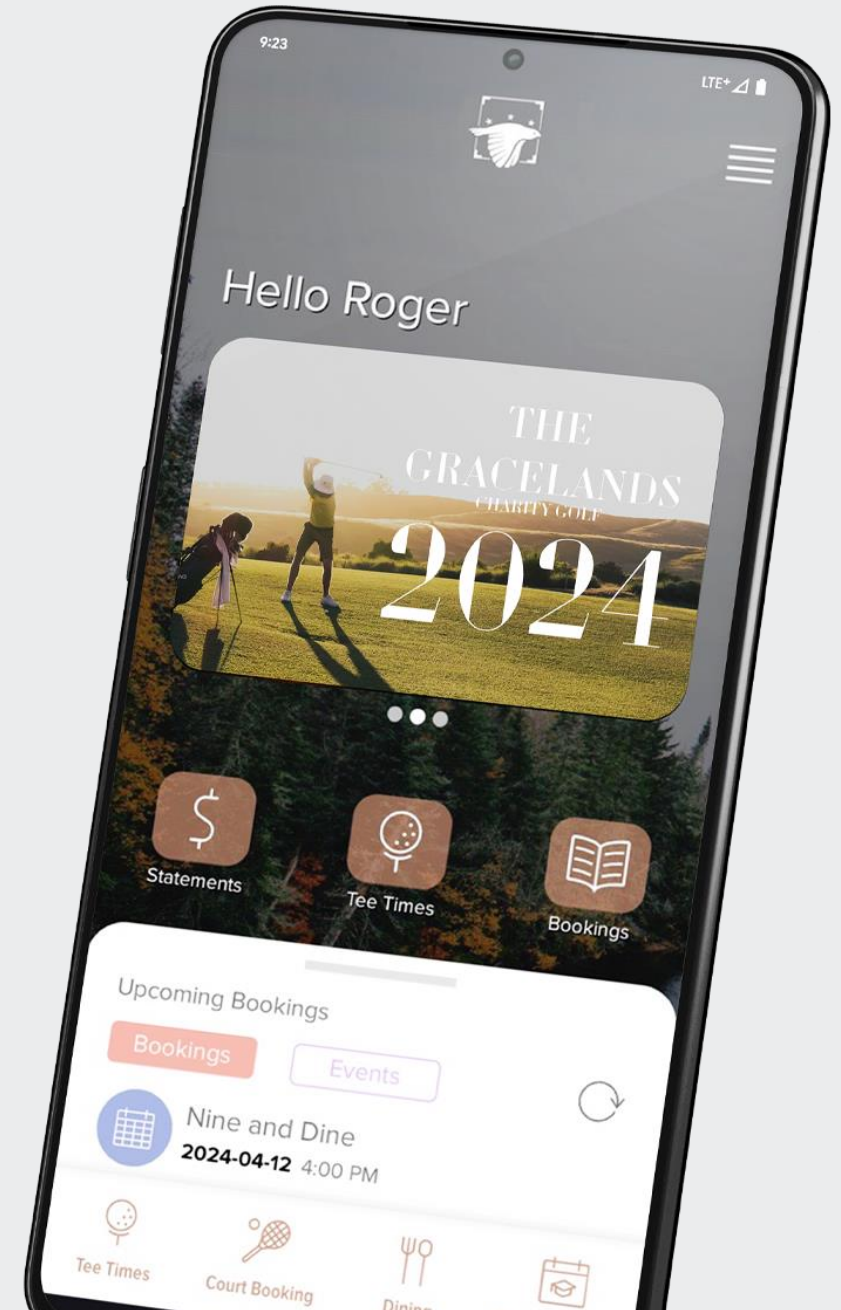
4 minutes a...

The pool is now open from 9AM to 5PM everyday! Let's enjoy the summer! 😊



Always Evolving

- UI/UX
 - Home Screen Widgets
 - Bookings & Events Tray
 - Marketing Tiles
 - Hub Pages
 - Custom fonts
 - Video Backgrounds
- Marketing & Communication
 - Rich Push Notification
 - Deep inking
- Geolocation
 - Creation of Geofences & associated Reporting
 - Ad-hoc Geolocation Push Notification
- Access control
 - Salto QR scan
- Live (dynamic) data tiles and buttons



Coming Next in App Experience

- Access Control
- Staff Productivity Tools

(Event Check-In, BEO Access, Inventory Scanning, & more)

Just A Few Of The 230+ Clubs Powered By Our App



LIMITED OFFER



[Mobile App
Engagement
Checklist](#) 



All **Generic and Custom ClubHouse Online app users**, are eligible for:

50% OFF Premium App Setup

&

First 3 months post-launch at your current annual rate *(before the upcoming increase)*.

**Offer Expires October 15, 2025*



Thank you for
joining us!



Mobile App
Engagement
Checklist 



Trevor Coughlin
General Manager
Trevor.Coughlan@jonasclub.com



Dylan Koster
Solution Specialist
dylan.koster@jonasclub.com