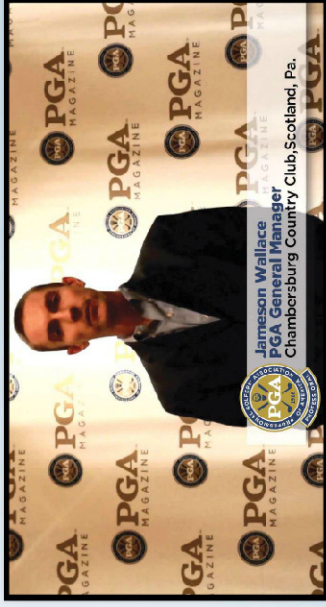
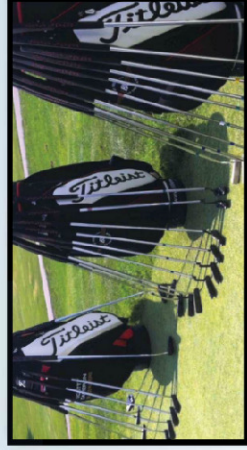
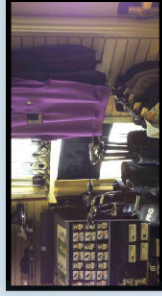


# Narrowed Selection, Bolstered Sales

In this video, Jameson explains why he decided to have his shop specialize in a few brands rather than carry many lines. Jameson says that by going deeper into just a few brands' lines, the shop's profit margins have increased significantly, a far cry from where they stood when the shop carried many lines.

**Jameson Wallace** the 2009 Carolinas PGA Section Assistant Golf Professional of the Year, is a PGA Certified Professional and the PGA general manager / head professional at Chambersburg Country Club in Scotland, Pennsylvania.



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