

WELL-COME BACK SERVICES

Integrated Golf Performance & Recovery Programming

Well-Come Back delivers coordinated golf performance and recovery services designed to elevate tournament weeks while enhancing seasonal member engagement. Our model integrates structured sports massage with golf-specific movement preparation to support longevity, performance, and a premium club experience.

Tournament Week: On-Site Athlete Recovery & Prep

Structured for Member-Guest events, Club Championships, and Invitational play, our Recovery Lounge combines active and passive performance work within one coordinated system. Members receive targeted 8–15 minute sports massage sessions alongside dynamic movement preparation, swing-specific mobility work, glute activation, hip opening strategies, trigger point therapy, and Normatec® compression therapy for both upper and lower body circulation support.

Each session is tailored to the individual member — never a template-based routine. Provider teams scale appropriately based on tournament volume to ensure seamless service flow and elevated member experience.

How We Work as a Performance Team

Well-Come Back operates as a coordinated performance unit, integrating structured sports massage with golf-specific movement preparation in real time. Nomi Greenman, LMT leads the passive recovery component through targeted upper body and rotational muscle release, forearm, shoulder, and low back decompression, along with glute engagement and hip mobility strategies. Harrison Mercado, TPI-Certified Strength & Conditioning Coach, directs the active preparation side, delivering dynamic movement protocols, swing-specific mobility, trigger point therapy, and both static and dynamic stretching to optimize stability and performance readiness.

Seasonal Programming: Tee Time Golf Prep & Conditioning

Tee Time Prep is separate from tournament activations and is structured for normal seasonal tee schedules throughout the year. These small-group activation sessions align with scheduled tee times and emphasize rotational efficiency, glute activation, hip mobility, thoracic stability, and performance readiness prior to play.

Clubs often utilize this model as a revenue-generating seasonal program while enhancing ongoing member engagement outside of tournament weeks.

Wellness Days: Member Sign-Up Massage Events

Wellness Days are structured member-focused events designed for relaxation, recovery, and engagement. Members may sign up for 15-minute targeted massage sessions, ideal for mid-week engagement days, appreciation events, or seasonal programming activations.

These events provide clubs with an additional amenity-driven offering while creating a refined, accessible self-care experience for members.

Extended Private Member Services

Members may also engage through individualized on-site or in-home sessions for continued performance development and therapeutic sports massage. This ensures long-term support beyond structured tournament or seasonal programming.

Preferred partner rates and seasonal specials may apply when services are bundled or structured as multi-day tournament packages. We are pleased to prepare a customized proposal aligned with your golf calendar and programming objectives.

Movement with Intention. Care with Purpose.

Nomi & Harrison Mercado

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