

Restoration Golf League Setup: B2B Contractor Networking

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BY WILL TYGART · Practitioner-grade · From the workbench

What Is a B2B Golf League for Trade Industries?

A B2B golf league is a structured networking vehicle — not a scramble, not a charity event — designed to put contractors, adjusters, property managers, vendors, and referral partners on the same course repeatedly throughout a season. The relationship is the product. Golf is the excuse. The deals happen in the cart.

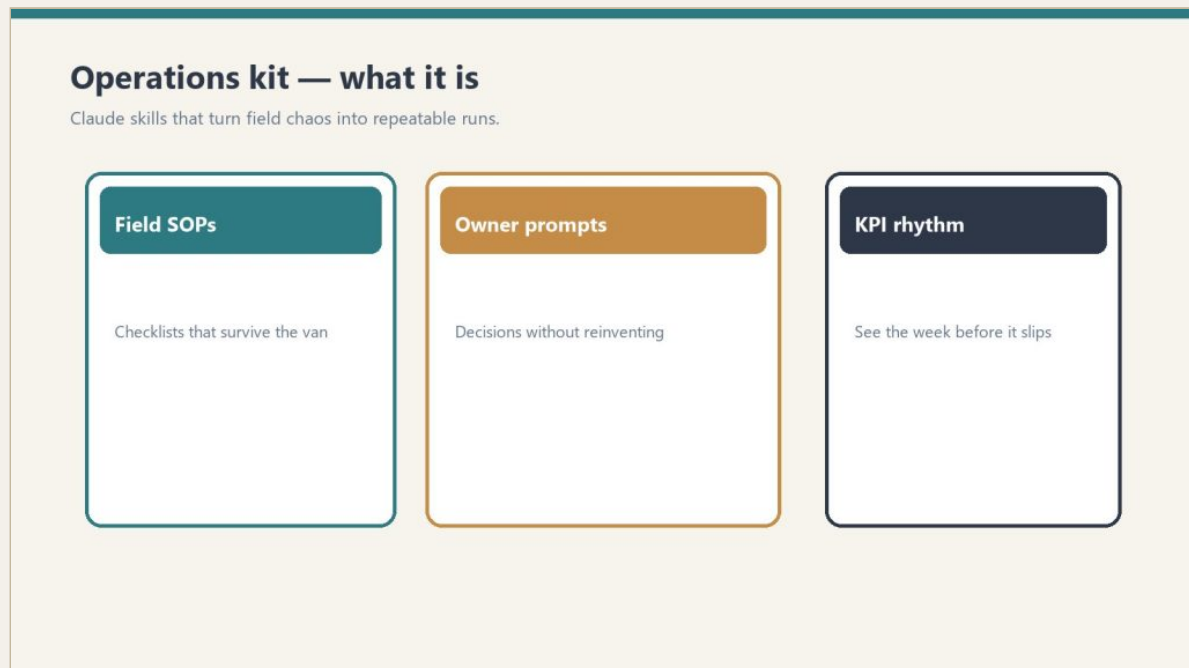
Cold outreach in the restoration industry has a near-zero response rate. Trade shows are expensive and transactional. Referral relationships — the ones that produce consistent work — are built over time, in informal settings, with people who have chosen to spend 4 hours with you.

The Restoration Golf League (RGL) is a restoration industry golf network active in the Pacific Northwest — one we sponsor and participate in as a B2B networking vehicle. It was built to solve a specific problem: how does a small restoration operator build

relationships with adjusters, property managers, and general contractors without a sales team or a trade show budget? The answer turned out to be a golf league format that runs April through October.

We've now documented the model so other trade operators can replicate it in their market.

Who This Is For



Who the restoration golf league setup is for.

Restoration company owners, plumbing and HVAC operators, roofing contractors, and commercial flooring companies who sell primarily through relationships and want a repeatable, low-cost way to build and maintain those relationships in their local market. Also works for vendors and suppliers who want ongoing access to contractors.

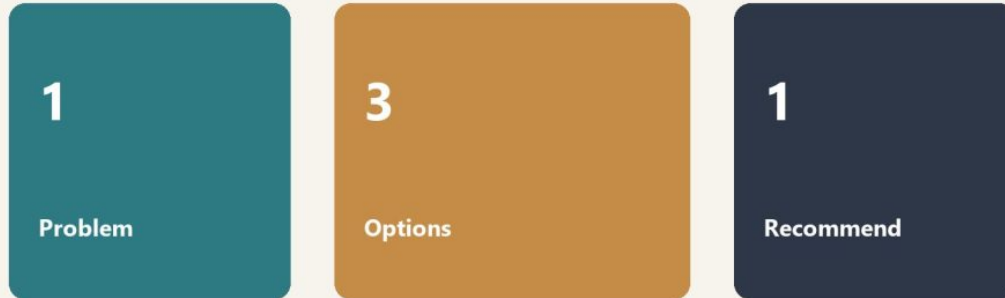
II What the League Setup Includes

- **Format design** — Scoring format, flight structure, handicap system, and round length optimized for business networking (not competitive golf)
- **Player acquisition strategy** — Outreach templates, target list structure, LinkedIn and direct outreach playbook for filling the first season
- **Sponsor structure** — Hole sponsorship, season sponsorship, and in-kind trade frameworks so the league pays for itself
- **Communication system** — Email sequence, text reminder cadence, and post-round follow-up templates
- **Scoring and leaderboard** — Simple tracking system that keeps players engaged between rounds
- **Season calendar** — 6-round template with tee time blocks, course negotiation guidance, and rain date logic
- **The playbook** — Full written documentation of the RGL model adapted to your market and vertical

What We Deliver

1-3-1 handoff

One problem · Three options · One recommendation



What we deliver.

ITEM	INCLUDED
Custom league format document for your vertical and market	✓
Player acquisition outreach templates (LinkedIn + direct)	✓
Sponsor package deck (customizable)	✓
Season communication sequence (email + text)	✓
Scoring tracker (Google Sheets)	✓
Course negotiation talking points	✓

ITEM	INCLUDED
90-minute strategy call with Will (RGL sponsor and participant)	
30-day async support through first round	

Ready to Build the Relationship Network Your Competitors Don't Have?

Tell us your trade vertical, your market (city/region), and roughly how many relationships you're trying to build. We'll tell you if the league model fits.

→ will@tygartmedia.com

Email only. No commitment to reply.

Frequently Asked Questions

Does this only work for restoration companies?

No. The RGL model was built for restoration but the format works for any trade industry where relationship-based selling drives revenue — roofing, plumbing, HVAC, flooring, commercial cleaning, and specialty contractors all fit the model.

How many players do you need to run a league?

A minimum viable league runs with 16 players (4 foursomes). The sweet spot is 24–32 players, which gives you enough variation across rounds that players meet new people each time.

What does it cost to run the league after setup?

Highly variable by market and course. The RGL model targets sponsor coverage of all hard costs — green fees, cart fees, and prizes — so the operator's only expense is time. Most leagues break even or generate modest surplus by season two.

Do I need to be a good golfer to run this?

No. The format is designed for mixed skill levels. The operator's job is logistics and relationship cultivation, not competitive golf. A handicap isn't required — a willingness to spend time with people is.

Last updated: April 2026

Frequently Asked Questions

How much does it cost to set up a restoration golf league?

Startup costs typically range from \$500 to \$2,000 depending on whether you pay for course fees yourself or pass them through to participants. Ongoing per-round costs of \$50–\$150 per player can be fully sponsored by participating vendors, adjusters, or your own marketing budget. The return on a single adjuster relationship justifies the full annual cost of the league.

Who should I invite to a restoration golf league?

The core referral targets are insurance adjusters (independent adjusters and staff adjusters from carriers like Allstate, Travelers, and Farmers), commercial property managers, public adjusters, and general contractors who regularly call in restoration specialists. Subcontractors, equipment vendors, and TPA representatives round out a strong league roster.

How often should the league play?

Monthly rounds during the golf season (typically April through October in most US markets) produce enough recurring contact to build genuine relationships without feeling like a sales obligation. A season kickoff scramble and an end-of-season awards event anchor the calendar and create shareable content for social media.

Is a golf league compliant with insurance regulations on referral arrangements?

A properly structured golf league — where participation costs are reasonable, attendance is not conditioned on directing work, and no explicit quid pro quo exists — is generally compliant under state insurance referral regulations and RESPA. Consult a compliance attorney in your state before structuring any formal cost-sharing arrangements with adjusters. The goal is relationship-building, not a referral fee mechanism.

How do I track ROI from a restoration golf league?

Track referral source on every job intake form. Ask "how did you hear about us" and record the specific person, not just the channel. After two seasons, you will have a clear picture of which league relationships produced closed jobs and what the lifetime value of those referral relationships is. Most operators find that two or three adjuster relationships from a league justify the entire annual cost.

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