PRICING GUIDE · 2026

Pickleball Pros USA Pricing Guide

What we do, what it costs, and how to choose. Consulting for pickleball club owners, from club owners and operators.

1. The Full Club Engagement

We come in, analyze the entire business and hand back a plan your team can run. **The deliverables are the same under all three fee options.** You choose how to pay.

Full assessment
Lease, pricing, membership, utilization by hour and court, programming, staffing, systems and the P&L.

Financial projections
12 to 36 months, with base, downside and upside cases.

Defined business model
Pricing ladder, membership tiers, programming mix, staffing model and court allocation.

Implementation playbook
90-day plan, scripts, schedules, checklists and a KPI scorecard.

Also included where relevant: a lease review summary to take to your attorney, a programming calendar and a staffing plan.

2. Three ways to pay

	Results-Based	Flat Fee	Monthly Contract Most affordable
Price	$3,500 onboarding, then **10% of revenue gains** over your baseline (or 20% of profit gains, chosen at kickoff)	Starting at **$12,500** remote, or **$15,000** with a 1–2 day site visit (+ travel)	**$1,500/mo** on a 12-month contract ($18,000 total), or **$2,250/mo** on a 6-month contract ($13,500 total)
Term	12 months measurement period. Performance fees capped at $35,000	4–6 weeks to deliver, plus 60 days of implementation support	6- or 12-month minimum, then month to month with 30 days' notice
Payment	Onboarding fee at signing; performance fee invoiced quarterly	50% at kickoff, 50% at delivery	Monthly, by autopay
Timing	Assessment and business model in the first 4–6 weeks, playbook by week 8, then support for the rest of the term	All four deliverables together, followed by a 60-minute review	Month 1: assessment · Month 2: projections and business model · Month 3: playbook · Month 4 on: implementation support with a monthly KPI scorecard and regular calls
Best for	Owners who want proof first and have clean data and 12+ months of history	Engaged owners or GMs who want the full plan now and can run it	Cash-tight clubs and busy owners who want help and accountability while they implement

Results-Based

Why choose it: low upfront cost, and our pay depends on your results. **Keep in mind:** if your club does very well, the total can be more than the flat fee (never more than the cap), and it needs monthly data sharing.

Example: a club with $60,000/month in baseline revenue that grows 15% (+$9,000/month) adds about $90,000 over 12 months. 10% of that is $9,000, plus the

$3,500 onboarding fee, for $12,500 total. Smaller gains mean you pay less. No gain, no performance fee.

Flat Fee

Why choose it: a known cost, the fastest route to the complete plan, no ongoing data sharing, and the lowest total for an owner who will implement on their own. **Keep in mind:** the largest upfront payment, and support ends after 60 days.

Monthly Contract (most affordable)

Why choose it: the lowest monthly payment, easier cash flow, and the longest support through implementation, which is where most plans stall. **Keep in mind:** the 12-month option has the highest total, deliverables arrive over 3 months, and there is a minimum term. If you end early, you owe the lesser of the remaining payments or the amount that brings your total to the flat-fee price.

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3. How results are measured (Results-Based)

1. **Baseline, set in writing at kickoff.** With 12+ months of history we use the same month of the prior year, which handles seasonality. Otherwise we use the trailing 12-month monthly average. Clubs open less than 12 months use a trailing 3-month average with an agreed seasonal adjustment, or are better suited to the Flat Fee or Monthly option.
2. **What counts as revenue.** Gross pickleball revenue: memberships, court fees and drop-ins, programs, leagues, lessons and events. Food, beverage and pro shop are in or out by agreement. Always excluded: sales tax, refunds, one-time asset sales, insurance proceeds and owner capital contributions.
3. **Profit option.** Revenue minus operating expenses, before interest, taxes, depreciation, amortization and owner draws, on the same accounting basis as the baseline. Best when the main lever is cost (labor or lease) and the books are reliable.
4. **Data.** Read-only access to, or a monthly export from, your booking/POS and accounting software by the 10th of each month, reconciled to bank deposits each quarter.
5. **Calculation.** Fee = percentage × the cumulative gain over baseline, period to date. Down months offset up months, with a quarterly true-up. Never below $0 and capped at $35,000.

6. **Fair adjustments, agreed up front.** Courts or locations added or removed (normalized per court), owner-funded capital projects, forced closures and acquisitions. Price increases and new programs the club launches do count; they are part of the plan.

4. Other services

Service	What you get	Price & terms
Club Health Check	30-minute call with an owner-operator and a 1-page scorecard with your 3 biggest levers within 48 hours	Free
Turnaround Audit	Lease, pricing, utilization, programming and staffing review; written report, 90-day action plan and a 60-minute review in 10 business days	Starting at $4,500 remote · Starting at $7,500 + travel on-site 50% of the audit fee is credited toward an Advisory Retainer signed within 30 days
Advisory Retainer	Biweekly calls, monthly KPI review, landlord-conversation prep, GM and front-desk coaching, help with pricing changes and launches	Starting at $2,000/mo · 3-month minimum
Club Due Diligence	For buyers and investors: real revenue per court, churn, lease risk (with your attorney), facility condition, an offer-price range and a go / no-go memo in 7–10 days	Starting at $3,500 per site · Multi-site portfolios quoted
New Club Build-Out	Site selection and financial model, court count, lease terms to look for, pre-opening membership sales, programming, staffing and systems	Request a quote

5. Which option fits your club?

> **You want proof before you commit** → Results-Based

> **You want the plan now and can run it yourself** → Flat Fee

> **You need help running it, or cash is tight** → Monthly Contract

> **You're buying a club** → Due Diligence, then Monthly or a Retainer for the first 90 days after closing

> **Not sure?** → Start with the free Club Health Check and we'll recommend the simplest option that solves the problem

Fine print

All prices are starting points in US dollars. Final scope, fees and terms are confirmed in a written engagement letter. On-site work is billed with travel. Pickleball Pros USA provides business and operating advice, not legal, tax, accounting or financial advice. No specific result is guaranteed.

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