



ProAm Golf Shop Expands Golf Club Fitting Services Led by PGA Professional Rich Sung

September 28, 2026

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ProAm Golf Shop has expanded its custom fitting program in Honolulu, placing PGA Professional Rich Sung at the center of a service designed to match golfers with equipment tailored to their individual swing characteristics. The expansion reflects growing demand among Hawaii golfers for data-informed equipment selection rather than off-the-shelf purchases.

Custom fitting has become an increasingly common practice across the golf industry as players of all skill levels seek to reduce inconsistency and improve performance. ProAm Golf Shop, which has served the local golf community since 1989, now offers a structured golf club fitting process that evaluates each player's swing, ball flight, and physical measurements before recommending club specifications.

Under the guidance of Rich Sung, the fitting sessions assess factors including shaft length, lie angle, grip size, and club head selection. The process aims to help golfers identify equipment that supports their natural swing rather than requiring adjustments to accommodate ill-fitting clubs. The shop maintains one of the

largest inventories of golf equipment in the state, allowing fitting recommendations to be paired with a broad range of available options.

"A properly fitted set of clubs changes how a golfer approaches the game," said Nathan Yoshioka, spokesperson for ProAm Golf Shop. "Bringing a PGA Professional into the fitting process means each recommendation is grounded in real expertise and observation, not guesswork. Golfers leave with equipment that reflects their actual swing."

The fitting program complements the shop's existing services, which include golf lessons, club repair, and a full retail selection covering apparel, bags, and accessories. Repair services remain available for players who need adjustments to their current equipment, and the shop continues to provide regripping and related maintenance work.

Rich Sung brings his credentials as a PGA Professional to the fitting sessions, drawing on training in swing mechanics and equipment knowledge. His involvement is intended to give golfers access to a level of technical evaluation that extends beyond standard retail service. The fitting sessions are conducted by appointment, allowing time for a thorough assessment of each player's needs.

"Every golfer is built differently, and that shows up in the swing," Yoshioka said. "The goal of this service is to remove the variables that come from mismatched equipment so players can focus on their game with confidence in what they are holding."

The expansion of the fitting program comes as more golfers in Hawaii return to the course and driving ranges, prompting renewed interest in equipment that suits individual playing styles. ProAm Golf Shop positions the service as part of its broader commitment to supporting golfers throughout the islands with expertise and practical guidance.

Established in 1989, ProAm Golf Shop is a golf retailer based in Honolulu, Hawaii, offering equipment, apparel, accessories, and bags alongside instruction, fitting, and repair services. The shop is recognized for maintaining one of the largest inventories of golf equipment in the state and for its long-standing service to the local golf community.

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ProAm Golf Shop

Established in 1989, ProAm Golf Shop has one of the largest inventories of golf equipment and accessories in the State of Hawaii. Our experienced staff are always eager to help you find what you need to help improve your game and performance at any level.

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