

THE 10 MOST COMMON MISTAKES PRIVATE CLUBS MAKE

And How to Avoid Them



Club Advisory Program (CAP)

1. CLUB FACILITIES DECLINE
2. CLUBS CUT COSTS TOO MUCH
3. THEY IGNORE MEMBER SATISFACTION
4. THEY COMPROMISE GOLF COURSE MAINTENANCE
5. THEY ALLOW FOOD & BEVERAGE TO DECLINE
6. THEY LIMIT CLUB SERVICES
7. THEY FAIL TO REINVEST
8. THEY FOCUS ON COST RATHER THAN VALUE
9. THEY INCUR TOO MUCH DEBT
10. THEY RESIST CHANGE

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Does your club fit any of these less-than flattering descriptions?

Golf isn't a game of perfect, and neither are private clubs. And these are challenging economic times. But these are mistakes than can be corrected and avoided.

The team at Golf Property Analysts (GPA) can help right your ship.

Call us to learn more and try on our "CAP".

Check out our website for more information at <http://www.golfprop.com/document-library>.

