

Selling a Golf Course?

Marketing your course

If you're selling a golf course, it's critical to prepare in order to get the best price possible.

At Golf Property Analysts (GPA), we've brokered numerous golf courses, and we've seen what works and what doesn't. In addition, we've done more than 2,500 consulting and appraisal assignments involving market analysis and positioning, cash flow analysis, facilities analysis, valuation and tax assessment matters for over 30 years. We've also teamed with experts in a variety of disciplines to ensure that we can help our clients address all the challenges they encounter and properly prepare to successfully market a golf course property for sale.

We know what buyers are looking at and will share with you not only the advantages of your property, but we will also tell you the things buyers will see and use in their negotiations. It's critical to understand that sometimes delaying putting your property on the market and fixing some of its detracting features is often preferable to simply putting it up with no preparation.

Some questions to ask are:

Laurence A. Hirsh
CRE, MAI, SGA, FRICS

Philadelphia, PA
Arapahoe, NC • Jupiter, FL

Phone: 610-397-1818
Cell: 717-648-4653
Web: www.golfprop.com
E-mail: Larry@golfprop.com



Preparing your Golf Course for Sale

1. Have a clean, easy to read financial statement with detail available for review.
2. Take care of all major repairs and maintenance items before marketing for sale.
3. Compile a complete due diligence library with financial statements, licenses and permits, lease and maintenance agreements and plans and other relevant documents available.
4. Work before sale to improve the bottom line by marketing, improving service and enhancing the property in any way possible.
5. Plan to market the property for closing either around the 1st of the year or in the beginning of the new golf season, if possible.
6. Make the property "show" well. Cart path repairs should be done and all golf course maintenance should be at as high a level as possible.
7. Maintain a log of all required procedures so that a buyer knows things have been done regularly.
8. Get contractor's bids for any necessary repairs you can't make so you can show the cost.
9. Continue operations and maintenance as if you plan to own the property forever.
10. Consult with an experienced professional on the market for your property and price it realistically.

GPA Services

GPA can assist sellers in several ways. We can act as a broker and market the property for a fee, or we can serve as a consultant and assist property owners in preparing their properties for sale. In some cases GPA can recommend or retain outside experts who can provide the services needed that are outside our expertise. GPA is ready to assist all sellers of golf properties as needed.

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