

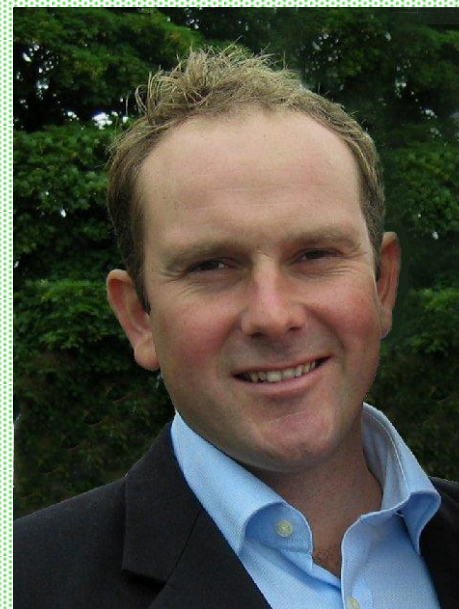
# *THE 3R'S OF MEMBERSHIP*

*RECRUITMENT, RETENTION & RAVE REVIEWS*





*Greg Evans MG*



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# *Brent Valley GC*



*R & A  
More golf courses!*



*New Courses  
built 80's & 90's*



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*Too many golf courses & not enough golfers!*

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# *Technological equipment advances*



# 1) *Metal Woods*



## 2) *Pro V1*



*Par 5's turned  
into Par 4's*





# *Obsolete bunkers*



*New tees added*



# *Expensive course renovations*





## *Today's Situation*

- *Too many golf courses, not enough golfers.*
- *Many courses obsolete due to advances in technology*
- *Clubs in debt trying to 'keep up with the Joneses'*

# *The Golfer*



## *3R's of Membership*

- *Recruitment*
- *Retention*
- *Rave Reviews*



# *Recruitment*

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*USP!*

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- *Private members golf club in West London.*
- *Wet, clay based, parkland course that runs alongside the A40.*
- *88 acres, 6200 yards & Par 70*

# *Greens 2006*



10th green 2006



*Refurbished  
Clubhouse*



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*Ricky Willison  
Head Professional EGC*



*Very flat, slow and boring greens*



*Aim. . . .*

*Best & fastest  
greens in the  
county*





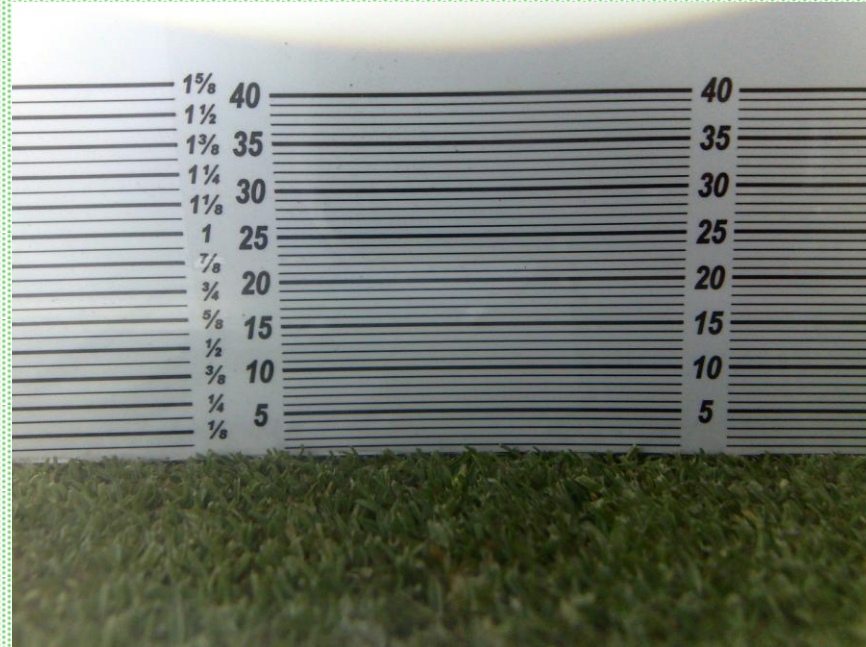
*Greens pre-2006*



# *Greens 2006 - 2012*



2mm





# *Foliar Feeding*



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# *Light Top-Dressings*



*Summer Aeration*  
*Small Tines*



*Ealing's  
Greens Today*



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- *Great to putt on*
  - *firm, fast and sustainable*
- *Revenue increased*
  - *42% increase in visitor numbers last year*
- *Greens' cost reduced*



*Your USP!*

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# *Marketing*

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# *Word of Mouth Marketing*

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# *Social Networking*





## *Recruitment*

- *USP*
- *Word of Mouth*
- *Social Networking*

# *Retention*

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# *Loss of Joining Fees*

LEISURE AND GOLF MEMBERSHIPS AVAILABLE

DEER PARK

# JANUARY SALE

NO JOINING FEE  
SAVE UP TO £500\*

A promotional banner for Deer Park. At the top, a yellow bar contains the text 'LEISURE AND GOLF MEMBERSHIPS AVAILABLE'. Below this, the 'DEER PARK' logo is centered, featuring a green deer head icon. The main text 'JANUARY SALE' is in large, bold, green letters. To the right of the text are three circular images: a golf course with a pond, a smiling woman in a Zumba class, and a group of people exercising. Below the images, the text 'NO JOINING FEE SAVE UP TO £500\*' is displayed.

# *Nomadic Golfer*





# *Service*

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*The Golfer,  
Your #1 concern*



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# *Quality Product for Your Market*

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*‘There’s no point having a Rolls Royce product if your customers drive a Skoda!’*

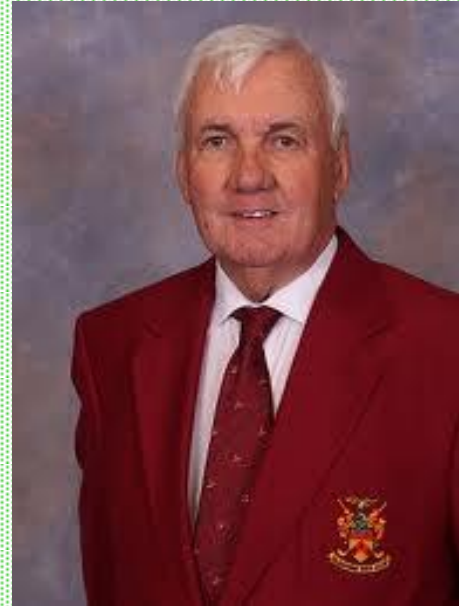


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# *Captain's Day Standard*



# *Gang Mowers*





*Slow and Bumpy!*



# *Fairway Mower of Today*



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# *Fast Putting Surfaces*



*New Members*



# *What are our challenges?*



# *1) Nomadic Golfer*



## 2) Consumables



Image courtesy of Eglishay

### *3) Increased Competition*



## *The 3 R's*

- *USP*
- *Service*
- *Word of Mouth Reputation*
- *Financial Sustainability*



# *THE 3R'S OF MEMBERSHIP*

*RECRUITMENT, RETENTION & RAVE REVIEWS*

