



# Country Club Board Insights

Why not equip the Board, and your GM, with the best Business Intelligence tools available to Country Clubs?

## COST

## BENEFIT

- \$3,400 Comprehensive research tool
- 1 –2 hours for G.M. to initiate

- Saving one member from leaving (\$3,000 to \$ 8,000 annually.) Then consider impact over 10 –15 years from that loss, \$30-50K!
- Identifies what is most important to members and where to focus management’s efforts.
- Provides pro-active insights into problem areas / “opportunities” before costly reactionary measures become necessary.
- Know where to make cuts and identify what areas to strengthen.
- Develop stronger programs and activities that will increase member satisfaction, member retention and referrals; your best form of advertising!
- Positive teaching tool that G.M. uses to work with each department manager to improve performance.
- Provides clear measurement data for staff to set goals and focus on continuous improvement.
- Identify small investments that can pay big dividends.
- Provides for two way communication between members and Club Leadership.
- Effective approach to marketing by clearly identifying your Club’s positive characteristics.
- Greatly helps yearly Board rotation by clearly identifying the most important areas to focus on rather than wasting time, money and energy on non-important issues or items.
- Season-end report with diagnostics, benchmarking and actionable plans for all ten ‘Drivers of Success.’
- 12 months of continuous member feedback that G.M. can view 24/7.
- Allows for necessary adjustments throughout the year for added member satisfaction.

**Better Results**

**Better Decisions**

**Better Science**

Options;

- Starting at \$500.
- 24 / 7 / 365 QuickPeak features for Course, Golf, Swim, Pro Shop, and Banquets.

**ClubInsights**

**A Purchasing Association of Private Clubs Partner**

**Tools that help very good clubs become great,  
great clubs become excellent,  
excellent clubs become exceptional.**