

## KPMG GOLF ADVISORY SERVICES

# Business planning, performance improvement, valuation services, transaction advice

The golf industry is witnessing challenging times. Are you doing everything to adapt to changing market conditions? Considering tomorrow's business dynamics, do you know what your golf course is worth today?

KPMG's Golf Advisory Practice in co-operation with the Club Managers Association of Europe (CMAE), is available to help golf course owners and operators turn their golf operations around and can assist to appropriately assess the value of their business.

For over 10 years our group has provided advisory services to the golf industry in over 40 different countries.

As such, we have developed a deep understanding of the sector. Now, in partnership with experienced CMAE club managers, we can provide practical ideas and strategies to give your golf facility a new lease on life.

### Operational Quick Scan

Do you want to increase operational efficiency?

Our specialists can assess issues related to:

- Membership strategy and model
- Staffing and clubhouse operations
- Food and beverage operations and customer service
- Staff training and development
- Golf retail and merchandise strategy
- Revenue generation opportunities
- Cost controls and business efficiencies

- Golf course condition and maintenance strategy
- Marketing and PR plans

### Valuation services

Are you thinking of selling or refinancing your golf facility? Or simply looking to understand the present value of your golf business?

Have your golf course independently and professionally valued by a team who understand the business you operate in. We value both public and private golf courses, as well as golf resorts and communities.

**For more information on KPMG's Golf Advisory services please contact:**

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