



## McConnell Golf, LLC

### **10 Reasons Why a McConnell Golf Property is Different from other Clubs**

#### **1. 33% of Revenue is put back into Our Golf Courses**

- Most clubs today are more concerned about selling real estate and number of rounds played. Capital improvements at member owned facilities are subject to cumbersome approval and assessment processes that often restrict capital invested back into course and property. Not at McConnell Golf where golf is our focus. Our members will always be rewarded with excellent grounds and playing conditions because we invest heavily in our courses.

#### **2. Consistent Product and Service as Result of Best Practices**

- McConnell Golf means excellent service, friendly and professional environment and a product that is unrivaled in the golf business. We are a business that owns and operates private clubs so we have an incentive to get it right and please our clients (the membership).

#### **3. Strictly Regulated Outside Un-Accompanied Play**

- Many private clubs allow outside un-accompanied play through reciprocal membership agreements. At a McConnell Golf property we restrict the un-accompanied play and typically require a pairing or caddy.

#### **4. Guaranteed 4 hours of Play on Any Course**

- Because we are serious about the game and we understand the frustrations and poor play associated with congested or bottlenecked golf courses, we monitor and move play along to guarantee that our members are never subjected to slow play conditions.

#### **5. All Courses ranked as the top in their regions.**

- Our courses carry names like Donald Ross, Pete Dye, Tom Fazio and Arnold Palmer. In addition we have the number 1 and 2 ranked courses in the Triangle. Pure golf for the serious golfer is what we are all about at McConnell Golf.

#### **6. We Limit Non-Member Outings.**

- Community support and involvement are important but we do not view outings as a revenue source to offset dues shortages. We do allow a limited number of service oriented outings at our properties but not to the point of where they negatively affect the experience of our members.

#### **7. Distinct and Unique Benefits to Attract and Retain a Professional Staff**

- No company, organization and especially a private club is any better than their employees that run the day-to-day operations. Founded upon a strong commitment to ensure consistency in service, practices and maintenance procedures, McConnell Golf certifies any full time employee who has been with the organization for a consecutive one-year period, as a salaried employee with distinctive and additional benefits that go beyond common labor practices. By challenging such ordinaries, our clubs attract and retain a quality and professional staff that daily lives up to the McConnell Golf credo.

#### **8. McConnell Golf does not assess the membership for operating expenses.**

- McConnell Golf club members receive the benefits of championship golf and excellent facilities without the worry of being assessed for the bill to maintain such properties.

#### **9. All Clubs are owned and operated by a private company.**

- Members at McConnell Golf clubs are assured that their club will be run with best business practices and not subject to the errant directions that can often be associated with club boards.
- All maintenance and tournaments are scheduled so that our members always have a quality place to play.

#### **10. McConnell Golf members get multiple course privileges**

- Our members pay one initiation and monthly fee but have access to all McConnell Golf championship courses.
- Our members also have the ability to transfer membership from one club to another for a nominal fee.