

Management Solutions

Page 3

Fresh Eyes

Page 6

Survey

Page 7

Strategic Plan

Page 8

Management Contracts

Page 9

Advisory Role

Management Consulting

FRESH GOLF's advisors provide a range of solutions from annual budgetary and human resource management assistance, to complete short and long-term planning, implementation and management support. When creating or redefining a company's culture, our proven methods and streamlined procedures will assist with simple strategic planning advice or complete company management.

Our varied backgrounds allow our team the confidence to advise a variety of business structures, from a single owner operator to a resort owner. For a low monthly fee, FRESH GOLF solutions can facilitate your golf operational needs, with additional payments based on your performance and success.

Going through a transition phase in your golf operations? FRESH GOLF has a range of solutions available to lead you through the process.



Fresh Eyes Evaluations

Our team represents extensive management experience in all areas of a golf facility that will prove value to you and your team throughout this process. From Turfgrass Management, Administration, Food and Beverage, to Golf Operations, our extensive background gives a balanced, objective look at your property through 'Fresh Eyes'.

Our 300 point evaluation is a thorough analysis of a guest's visit to your property from an impartial third party.

Mystery shopper programs are not a new concept, but generating an effective program in-house is a time-consuming task in a busy season.

Fresh Eyes is a complete evaluation of your entire operation by individuals that have worked in every department of a golf club.

From evaluating your accessibility to the booking process, washroom amenities, staff greetings, golf cart cleanliness, loyalty programs, cart path edging and everything in between, we will find your areas of weakness. We will also provide positive feedback to staff, managers, and owners for accomplishments that are used to build from and create a sense of pride amongst your team.

All Fresh Eyes reports will be returned within 24 hours for you and your staff to review as a team. We can also work on creating an effective system for your future use, so the evaluations can take place throughout the year.

Our program is simple. Fresh Eyes evaluations start at \$500 and can be customized to fit the needs of your club.

Fresh Eyes Pricing

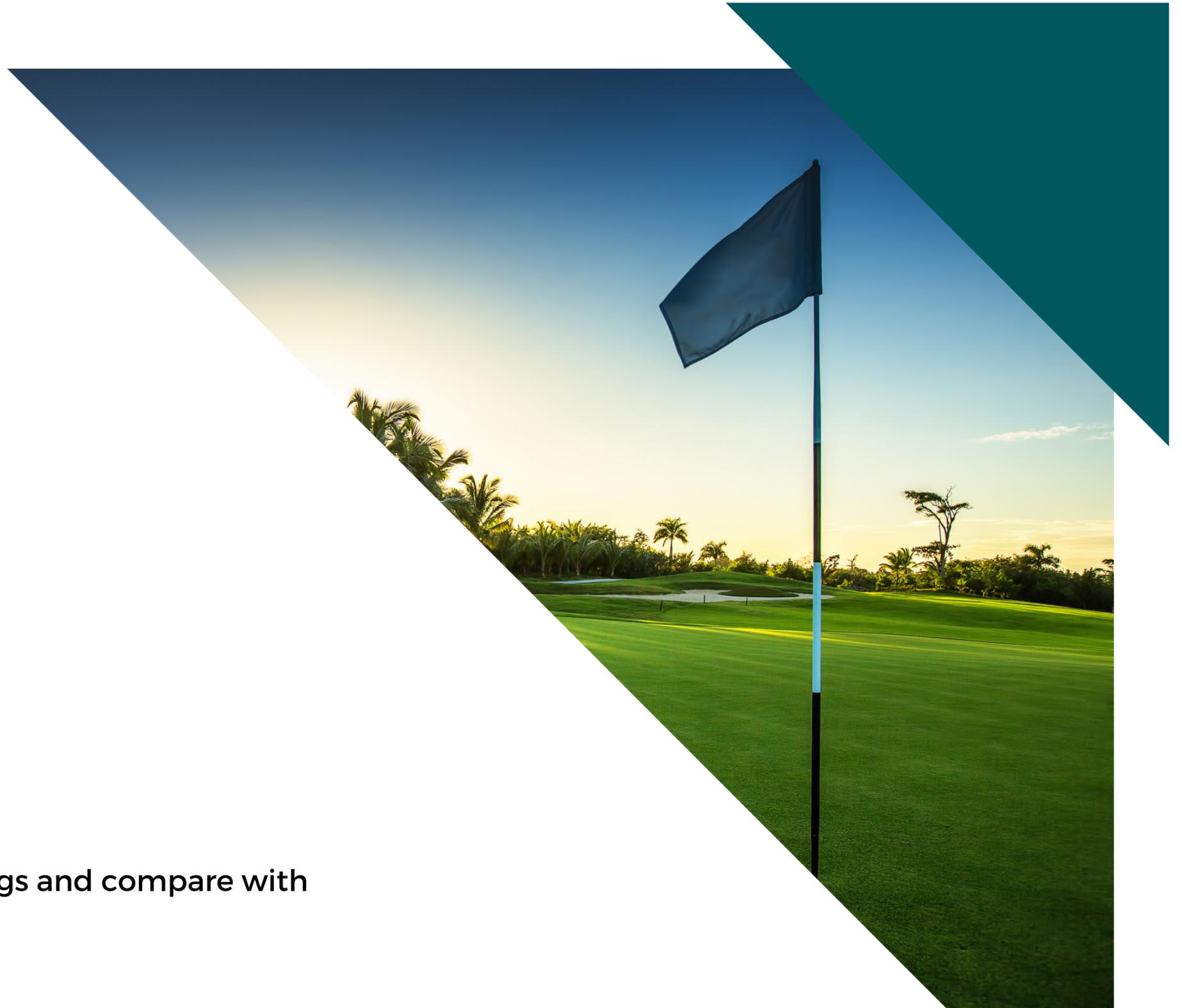
Basic Evaluation \$500

Includes:

- Review of booking options
- 18 hole evaluation
- Clubhouse walkthrough
- Meal service
- Written report of the 300+ evaluation

Add-ons available:

Consult with Management Team to review findings and compare with comparable facilities - \$120 per hour



Fresh Eyes Evaluations

BASIC
\$500

Site visit

300+ point written report

ENHANCED
\$750

Site visit

300+ point written reports

Presentation to management team

PACKAGE
\$1200

Two site visits

300+ point written report

Presentation to management team



Surveys

For the surveys to be effective, it needs to ask the right questions that are custom to the needs of the golf club. The review and analysis of the results are an essential part of success.

We collaboratively work with the club to find the right questions to create effective surveys. Golfers/members want to be heard; a survey is a great way for your customers to have a voice.

Surveys and result analyzations will be customizable. Most surveys range between \$1,500-\$3,000 depending on the length and comparative studies required.



Strategic Plan

Strategic Plans are essential for creating a road map for the management, boards and owners to continue to be on the same page.

FRESH GOLF's philosophy is to have some common fundamentals, but the key is putting measurable goals to allow for team success points. A Strategic Plan must be reviewed monthly at a minimum, with updates of where the specific tasks are being accomplished.

Methods:

- Member surveys
- Meeting with key stakeholders (ie board, management team, owner, etc)
- Meeting with different demographics (ie age, membership categories, etc)
- Reviewing of key documentation (ie financials, communications, Bylaws, club rules)
- Market analysis
- Drafting Strategic Plan with management team then key stakeholders
- Presenting Strategic Plan and Action Plan
- 6 month and annual reviews

Every Strategic Plan is unique from club to club. We are dedicated to providing an affordable quote to your next Strategic Plan. You will have a Strategic Plan for success, and be able to train your team the ability to know what success looks like.

Our Full Strategic Plan package is \$15,000, and FRESH GOLF offers customizable solutions and methods to meet your needs, time, and skill sets to fit your budget.

Management Contracts

**Minimum 6-month
Contracts Available**



Many properties go through management changes and the owner or management group may lack an operational expertise. FRESH GOLF is your solution during this learning process as an alternative to rushing out and hiring a new leader. Instead, you can work with a hands-on small team focused on your success. We will maintain or improve your business structure, increase your customer service levels, and streamline your daily operations, resulting in short and long term successes.

FRESH GOLF will lead your property through these times of change. Our company can assist through the recruiting and training process to ensure smooth transition.

As a small firm, we have the flexibility to adapt our services to your needs, and we are more attentive to your short and long term goals.

Advisory Role

Small transitional issues or times of growth call for an impartial look or a second opinion. Is your current team structure effective for your business?

FRESH GOLF helps provide second opinion or regular reviews of the internal operations. We can ensure the proper operating and procedural manuals are in place and being followed to achieve your desired levels of service.

One area that can always afford a fresh set of eyes is the communications of the club. The last 10 years, the way we communicate to our members/customers has evolved dramatically. Our affordable review can be as in depth as desired. From a 3-hour package of reviews and recommendations to a 10-hour program which includes training your team are both available.

FRESH GOLF can also help train new staff. We have a successful background of improving teams while retaining existing (inherited) staff. When your property experiences a transition period, third party help develop and implementing new strategies is necessary to maximize efficiency and minimize the impact to your bottom line and customer service levels.

Fees are based on estimated monthly time for site visits, review of materials. Ongoing support can be arranged and negotiated to accommodate all parties involved.

Packages start at \$400 on a month to month contract.

Services We Offer

- Management of the property in place of Head Golf Professional, Director of Golf or General Manager
- Creating Fresh Eyes operating manuals and ensuring procedures are in place
- Low Monthly Fee plus performance benefits to ensure we only profit if you profit
- Six month minimum contracts, giving ownership/management group time to determine future needs
- Collaboration to determine what goals and objectives to seek
- Work with ownership/management group to create positive step to create a stronger bottom line
- Hiring, training and terminating of employees
- Flexibility of employees working for FRESH GOLF solutions or ownership group
- Website evaluation

