



# The Benefits of Benchmarking

A benchmark is a process of comparison against a standard point of reference where one can measure or compare actual performance.

## How does your golf club stack up?

**Benchmarking** is a way of discovering if your best performance is being achieved. This information can be used to identify gaps in your golf club's processes in order to achieve an advantage in your operations and against your competitors. Golf Club Benchmarks helps you discover the power of benchmarked data.

**Competitive benchmarking** is used when a golf club wants to evaluate their results compared to past performance or compared to competitors. In addition, competitive benchmarking is used when a golf club needs to identify standard industry performance targets. When compared to peers or competitors, external benchmarking can help you identify competition that may be outperforming you. In addition, it helps your management team and workforce become more accepting of new ideas and influences.

## Benchmarks can allow you to:

- \$ Gain an independent perspective about how well you perform compared to other golf clubs.
- \$ Drill down into performance gaps to identify areas for improvement.
- \$ Develop a standardized set of processes and metrics.
- \$ Enable a mindset and culture of continuous improvement.
- \$ Set performance expectations.

## Our reports help paint you a picture

The reports (sample shown at right) tell you the whole story based on your golf club or industry standard benchmarks. How you stand up to them is displayed in an easy-to-read and understand format using our green-yellow-red light methodology. You can quickly see where you are doing well, and where you need to "up your game".

## Let's GO, together.

We capture your financial and operational data, then illuminate it in a competitive context so you can make clear, informed decisions. Contact us today to learn more about our tools and consulting services.

## OUR REPORTS: What does your data say?

The benchmark > here is year-on-year performance from 2017

Period Reports	2019			2018			2017		
	Annual	% of Rev	YOY	Annual	% of Rev	YOY	Annual	% of Rev	YOY
<b>Total Revenue</b>	5,342,277	100%	3%	5,193,996	100%	15%	4,514,568	100%	
<b>Dues</b>	2,115,529	40%	0%	2,060,369	40%	0%	1,804,221	40%	
<b>Other Membership Fees</b>	219,112	4%	1%	171,968	3%	0%	156,811	3%	
<b>Food and Beverage Revenue</b>	2,130,360	40%	0%	2,067,007	40%	3%	1,685,712	37%	
Food and Beverage Cogs	-2,130,080	-40%	-1%	-2,033,554	-39%	-2%	-1,669,410	-37%	
<b>Net Food and Beverage</b>	280	0%	-1%	33,453	1%	1%	16,302	0%	
<b>Golf Operations Revenue</b>	877,276	16%	-1%	894,652	17%	-2%	867,824	19%	
Golf Operations Cogs	-694,956	-13%	0%	-663,101	-13%	-1%	-558,161	-12%	
<b>Net Golf Operations</b>	182,320	3%	-1%	231,551	4%	-3%	309,663	7%	
<b>Golf-Course Maintenance</b>	-958,061	-18%	-1%	-969,934	-19%	3%	-972,602	-22%	
<b>Clubhouse, Administration &amp; General</b>	-1,128,907	-21%	-1%	-1,063,971	-20%	1%	-930,982	-21%	
Locker Room	-93,400	-2%	0%	-93,027	-2%	0%	-92,872	-2%	
Pool and Tennis	-125,391	-2%	0%	-107,018	-2%	0%	-107,138	-2%	
Energy Costs	-140,224	-3%	0%	-145,496	-3%	0%	-155,943	-3%	
Entertainment	-93,539	-2%	-1%	-73,816	-1%	0%	-64,783	-1%	
Interest	-60,084	-1%	0%	-59,626	-1%	0%	-53,202	-1%	
Real Estate Taxes	-110,004	-2%	0%	-99,011	-2%	0%	-97,194	-2%	
General Insurance	-72,792	-1%	0%	-74,482	-1%	1%	-75,964	-2%	
<b>Total</b>	<b>-2,782,342</b>	<b>-52%</b>	<b>0%</b>	<b>-2,686,381</b>	<b>-52%</b>	<b>-4%</b>	<b>-2,550,680</b>	<b>-56%</b>	



### GREEN MEANS GO

When you get the green light, hit the gas. Keep moving forward and picking up speed. This is when you know your finances are performing and the road is wide open before you.



### YELLOW MEANS SLOW

When we give you the yellow light, you should proceed with caution. Look at the numbers carefully and make smart choices to keep moving forward.



### RED MEANS NO

Here's where we stop. Red is the color of alarm. But always keep calm because, with the right information, you can remedy the red to get back on track.

