

The smart way to
improve club loyalty and
increase membership.



As a Club Manager, we know you are continually searching for value-added benefits to offer your demanding members, who look to you to provide innovative services that enrich their membership. The smart approach is the Private Club Network, the largest private club-to-club reciprocal network in the United States, featuring more than 175 clubs nationwide.

www.PrivateClubNetwork.com

What is the Private Club Network?



One of the greatest challenges facing the private club industry is finding new and creative ways to enhance member recruitment and retention. To remain competitive, private clubs must identify services and amenities that will add value to their members' experience, while staying within tight budgets.

With this simple philosophy in mind, the Private Club Network was developed and soon after became recognized by BoardRoom Magazine as the 2002 New Product of the Year.

HERE'S HOW IT WORKS

When your club enrolls in the Private Club Network, each of your golf members are automatically enrolled and may immediately begin enjoying the benefits at any of the Network's private country clubs nationwide. You, in turn, extend the opportunity for other members of the network to visit your club on a space available basis.

3 KEY ADVANTAGES OF THE PRIVATE CLUB NETWORK

1. Shared Reciprocal Play.

Private Club Network members can play golf at any of the participating country clubs nationwide for a standardized fee of \$25/player. Whether your members travel for business or pleasure, the Network ensures your members a private club experience when they are away from home.

2. Member-Dedicated Services.

Private Club Network accepts all member requests for play through its friendly Tee Time Concierge Staff. The Network's dedicated toll-free reservations line and website provide your members with a reliable, professional resource to make their use of the benefit simple while at the same time taking the burden away from your Club Pro and staff.

3. You Retain Complete Control.

You maintain complete control over how many tee time requests you will accept from Private Club Network members who request to play your club.

WHAT CLUBS ARE SAYING

"I have been pleasantly surprised by the caliber of individuals that we've had coming to our club from other clubs in the Private Club Network. They have been appreciative of the opportunity and enjoyed their experiences."

Jeffrey Sanchez, PGA
Head Golf Professional
Silver Creek Valley
Country Club

"Participating with the Private Club Network has really strengthened our new member recruitment as well as pleased our existing members. This has been a win-win on all fronts!"

Rob Mount
Membership Director
Lake Valley Golf Club

How does my Club join the Private Club Network?



5 EASY STEPS

- 1. Contact.** Your first step is to speak with the PCN Representative to discuss the details of membership, including its benefits and obligations, and receive a PCN Interest Packet. 800-547-0838
- 2. Apply.** You complete and return the PCN Application and Agreement.
- 3. Approval.** Upon approval from the PCN, you will receive your PCN membership documents and schedule a new club orientation.
- 4. Orientation.** The PCN team will conduct a new member orientation to familiarize you and your staff with how to make the most of your PCN membership.
- 5. Experience.** Congratulations! Your members register and begin enjoying this new benefit!

FREQUENTLY ASKED QUESTIONS

Who will be requesting to play my club?

PCN golfers are ALL members of a private club, similar to your own.

Does my club have to accept a minimum amount of PCN tee times?

No. You have complete control over how many tee time requests you accept.

Will this be a burden to my staff?

No. All tee time requests are handled by the PCN Tee Time Concierge Staff. This will free your Head Pro from having to make any personal calls on behalf of your members.

What does it cost to participate in the Network?

Your club only pays \$99 per month to participate in the Network. Your members pay nothing, creating a high perceived value for little cost to your club.

What if I have more questions?

Visit our website: PrivateClubNetwork.com or call us toll free: 800-547-0838.

WHAT MEMBERS ARE SAYING

"This is my first time using PCN. I can't wait to tell our local pro and other members what a great service this is. Thanks so much!"

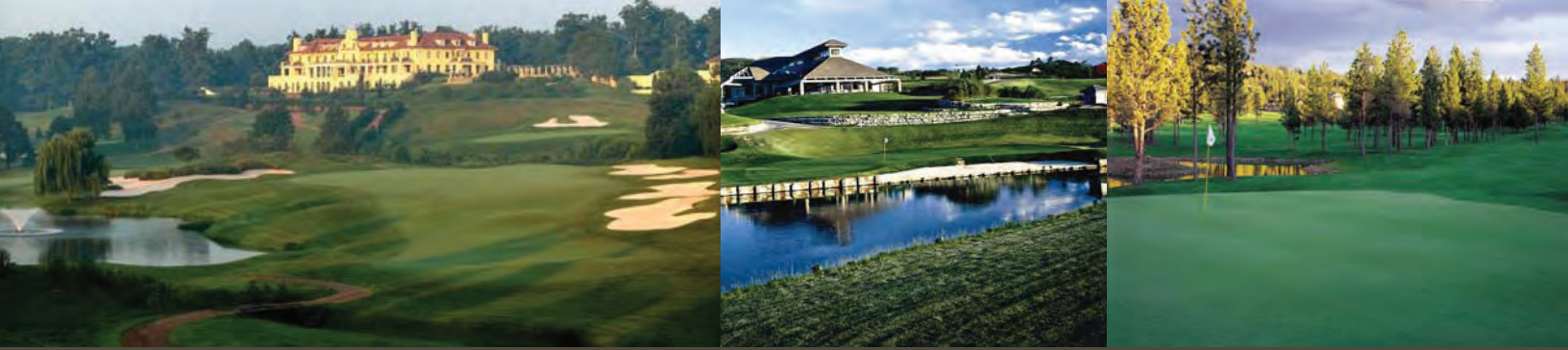
Seth W.
Sycamore Creek CC
Springboro, Ohio

"Our overall experience was terrific and your assistance was outstanding. Many thanks again!"

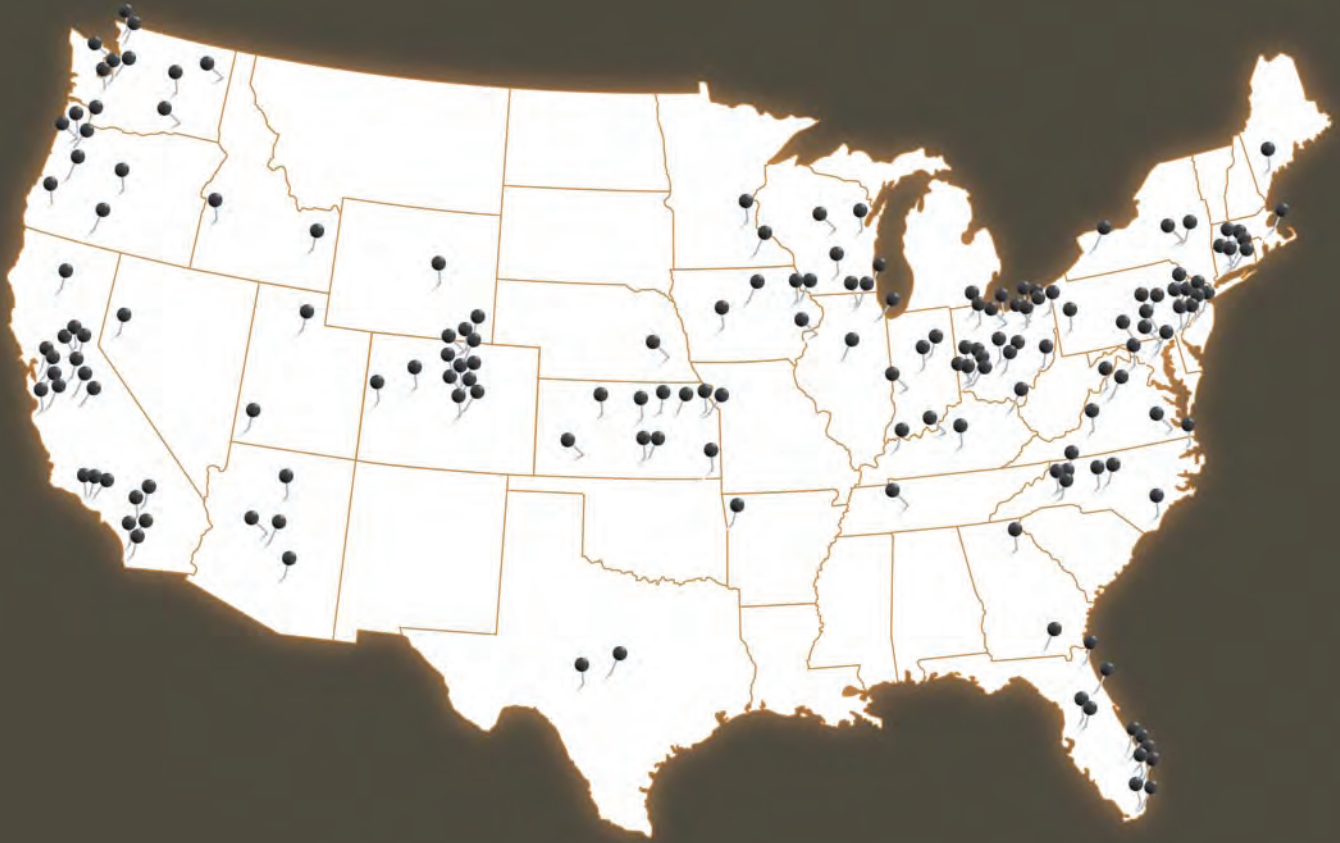
Al D.
Auburn Country Club
Auburn, California

"My son and I had a wonderful time! The Club was beautiful and the course was great! We think the Private Club Network is terrific. When we tell others about the program, they just can't believe what a great deal it is!"

Chris Beilman
Smoky Hill C.C.
Hays, Kansas



175 clubs and counting.



More than 175 private country clubs at some of golf's greatest destinations such as Orlando, San Diego, Phoenix, and Boca Raton have joined the Private Club Network. You pay only \$99 per month, and your members will be able to play at all of the clubs in the Network for a \$25 or \$50 fee. In addition to this incredible member benefit, there are many other reasons why joining is the smart thing to do...

- Provides additional value to your current members
- Assists in retaining current members
- Becomes a competitive advantage when recruiting new members
- Brings in additional revenue via guest play (if you choose)

For more information, contact us at 800.547.0838 or visit:
www.PrivateClubNetwork.com

