



CMAE and KPMG Launch New Initiative

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

For owners and operators who are thinking of selling or refinancing their golf facility, or for those who are simply looking to understand the present value of your golf business, this new collaboration between KPMG Advisors and CMAE club managers blends together experience and global market understanding with practical management solutions. Over the past 10 years, KPMG have valued both public and private golf courses, as well as golf resorts and residential communities and developments.

If your golf facility is underperforming, and you would like to receive some independent advice to help increase operational efficiency, the KPMG and CMAE specialist advisors are available to 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

For over 10 years, KPMG has provided advisory services to the golf industry in over 40 different countries. As such, we have developed a deep understanding of the sector, but 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.

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

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