



In recent months, the discussion of how gated golf communities are managing consumer sentiment toward their real estate purchase has become a popular topic within boardrooms and media outlets.

Over the past three years, we have seen a trend of future sunbelt residents and golf members say they plan to live outside the gates of a club community – 48% of buyers to be exact. Since the emergence of Covid, that trend has decreased by 8% (down to 40% of all buyers wishing to live outside the gates of a golf community). Why is that? Safety, security...controlled environment? Although trending in a better direction for clubs, the volume of buyers seeking non-resident memberships still remain significant.

A few questions we ask ourselves:

- Will trends continue of buyers seeking gated communities due to Covid in 2020-21?
- If not, how will clubs adapt to an increase in non-resident membership demand?
- Is capture rate affecting the long-term financial health of the club?
- Why do buyers want to live outside the gates? Why do they buy within?
- Will non-resident members support a capital improvement plan for the club's amenities?
- How should clubs begin to shift their marketing focus and capture more real estate seeking buyers?

On September 24<sup>th</sup>, we plan to address the above questions and take a deeper look at the data, best practices and hear from industry experts as they interpret what the trends mean for gated golf communities across the country. Our panel will be joined by:

- Gabe Aluisy – Host of Private Club Radio – Moderator
- Jason Becker – Golf Life Navigators – Buyer Trends & Motivation Toward Real Estate
- Dr. Jim Butler – Club Benchmarking – Club Finances & Balance Sheet Impact of Real Estate
- Michael Timmerman – Club Benchmarking – Club Amenities vs. Real Estate Values
- David from California – Consumer/Private Club Member – Why he purchased outside the gates
- Susan from Illinois – Consumer/Private Club Member – Why she purchased inside the gates

To register for this complimentary event, *please exit and complete your registration form*. The symposium will be held online - via Zoom. Log-in credentials will be emailed days before the event. Be sure to block your calendar now, this is a discussion you won't want to miss.

-Jason Becker, CEO  
Golf Life Navigators