



MAXIMIZING THE VALUE OF YOUR GOLF COURSE: WHY IT MATTERS AND HOW TO DO IT

Have you ever wondered what your course is really worth? Principal Henry DeLozier explains why you should care about your course's worth and shares insights to help determine its fair-market value. Included in Henry's presentation were tips on what increases and decreases the value of your facility as well as strategies to maximize your course's value.

Key Concepts Determining the Value of the Golf Course

Before strategizing how to achieve maximum value, it is important to understand exactly how the fair-market value of a golf course is calculated and the key factors which inform this valuation. These factors include Appraisal for Value, Assets, Liabilities, EBITDA, CapEx, Balance Sheet, Income Statement, Fair-Market Value, and Highest and Best Use.

Defining the items that impact valuation allows for a deeper understanding of the current market conditions for fair-market value calculations and the standard methods used to determine them.

Increasing and Decreasing Value

Favorable trends in revenue growth and expense reduction, reliable and consistent EBITA, and highest and best-use alternatives simultaneously increase the value of your course. Flat or negative EBITA, deferred capital maintenance, deteriorated asset condition, and negative external factors are harmful to the valuation of golf courses.

"Focusing on sustainable revenue growth *before* you are ready to sell is imperative," says DeLozier. "Do not assume that future growth should accrue to your benefit." Maximizing market value requires increasing EBITA and dedicate golfer engagement, reducing costs, improving asset durability, expanding market reach, and reinforcing brand authority. Low valuations are the byproduct of inaccurate or incomplete financial packages, unnecessary expense loading, poor visual care and upkeep of the course, and a damaged brand presence within your market.

Increasing the course's value requires an accurate and current financial package, current property description, and an understanding of present market conditions and trends. The first step is knowing your fair-market value and then assembling these tools to begin affecting valuation in a positive manner. Owners and operators should not hesitate to leverage the NGCOA to expand their market reach. [View the presentation here.](#)

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ABOUT GLOBAL GOLF ADVISORS

Global Golf Advisors provides highly specialized consulting services to the international golf, private club, real estate, resort, and investment communities. Headquartered in Phoenix (US), Toronto (Canada) and Dublin (Ireland), GGA offers its services in five strategic categories: i) Corporate Strategy, Financial Engineering and Transaction Advisory, ii) Governance Services, iii) Performance and Operations Consulting, iv) Club Membership Programs & Solutions, and v) Strategic Marketing and Business Planning. The firm takes a 360-degree view of financial, management and operational issues before developing a strategic plan that establishes benchmarks for success and identifies potential outcomes of recommended actions. In its 24-year history, GGA has consulted on more than 2,700 golf-related projects worldwide. For more information, please visit www.globalgolfadvisors.com or call 1.888.432.9494.

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