Godfreys was founded in September 1903 by Sir William Godfrey in Sevenoaks. The company was set up by former employees of W M Godfrey & Partners, one of the largest horticultural fruit growers from a site in Sevenoaks. They represented local fruit growers and set up satellite stores in Sellinge and W M Godfrey & Partners started life supplying the fruit growers from a site in Sevenoaks. In 1933, W M Godfrey & Partners purchased the company’s name changing to just, Godfreys. Under new ownership, Godfreys grew again to be a leading regional retailer in the garden machinery industry; however in 1995 a major milestone was being given access to GCSAA seminars, the Bernhard team. These were interesting subjects that kept the whole group engaged, our group ranged from young Assistant Greenkeepers to experienced Head Greenkeepers. For me, meeting, spending time and getting to know such a wide group of people from our industry with similar problems and different solutions was a highlight.

How has the dealership changed over the years?

We acquired Palms Turfcare, the John Deere TurfCare dealer for Sussex in 2009. As a result we now have two major locations and we cover 2 counties and South-East London for John Deere.

What would you like to see changed?

Improved profit margins!

Do you support customers who have in-house service facilities?

Yes.

Major customers:

- The Royal St Georges Golf Club, East Sussex National Golf and Hotel Spa, Lingfield Park Race Course and Golf Club, BAA Heathrow, The London Club etc...

Franchises

- John Deere for Kent, Sussex and South East London

To nominate a Q&A Dealer of the Month contact Scott MacCallum with your reasons why the dealer of your choice should be featured...

Déjà Vu Worldwide

The series aimed at celebrating the great work done by dealerships up and down the country.