SunCor Golf to offer management services

By ANDREW OVERBECK

PHOENIX, Ariz. — After nearly two decades of managing courses developed by its parent company, SunCor Development Co., SunCor Golf is planning to expand operations and offer golf management services to courses in the Southwest.

“We have pretty much stayed within our plan of building a golf course community, retaining it and managing it,” said Tom Patrick, vice president of golf operations for SunCor. “But we are at a point now where we feel good about going out and doing it for other clients.”

For years, SunCor Golf, which currently manages six courses in Arizona and one in Utah, has been getting a large number of requests to manage other facilities.

“It is time to get into golf,” said Patrick. “I just wanted to wait until we had the staff in place and knew that we could do it. The market is attractive right now because everything seems to be moving towards management.”

Patrick plans to develop SunCor Golf’s management team without expanding corporate staff. “We have everyone in place. I have a philosophy that we can do it with the people that we have. We will not go out and create this giant,” he said.

Instead, Patrick is emphasizing training and working with existing staff at the new clubs. This strategy will be tested at Phoenix’s Club West Golf Club in which SunCor Golf purchased the controlling interest this past August.

“At Club West we will utilize existing staff and do some retraining. Ninety-five percent of the staff is staying,” he said. “We usually find that most places have really good people, but they just lack direction and they need some training. It is really not that difficult.”

SunCor Golf will continue to build one or two courses per year, said Patrick. “We just finished Coral Canyon Golf Club in St. George, Utah, and we start construction at Stoneridge Golf Course in Prescott this month,” he said.

Patrick also expects that the company will add only one or two management contracts a year. “We want to be able to do a first-class job,” he said. “And I don’t think you can do that if you grow too quickly.”

SunCor Golf will focus mainly on the Southwest but will not rule out other opportunities. “We will look at Mexico and possibly the Orient,” said Patrick. “We will go elsewhere, but it has to be the right situation.”

INTERNET VENTURE STREAMLINES INTER-CLUB ‘RECIPROCITY’

DALLAS — Reciprocal privileges, which permit a member of one club to use the facilities of another, enjoy a long history among private clubs. Processing charges for a member of one club at another club, however, has often been an accounting hassle. A start-up called RecipNet promises to make things a lot easier.

Dallas-based RecipNet, utilizing Internet technology, allows clubs to not only verify a visiting member’s home-club status instantly, but also be paid for that guest’s expenditures within three business days.

The company, which has raised $1.6 million in equity financing, was slated to go operational Oct. 1.

“Under the old way of doing business, just getting reimbursed for reciprocal charges could literally take months,” said RecipNet founder and CEO Don Williams. “Our system passes those charges directly through to the guest’s home-club master RecipNet account. The guest’s home club then bills its member just as though the charges were made right there at home.”

SunCor Golf’s newest development, Coral Canyon Golf Club in St. George, Utah, opened Sept. 16.