

# DEALER OF THE MONTH

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

## GOLF AND TURF EQUIPMENT LTD

### Location and size

Based in Wokingham Berkshire covering Berkshire, Surrey and London

### Employees and size of premises

30 employees 35,000 sq ft over two depots

### Number of service vans

8

### Brief history of company

Established in 1987, Golf and Turf Equipment have been providing grounds care machinery solutions to both commercial and domestic users throughout the South East of England, including London, Berkshire, Surrey, Our association with John Deere has been unbroken since the founding of the business and we have since grown to become one of the largest independent John Deere grounds care dealers in the UK.

Initially based at Bramshill in Hampshire, the company moved to our present base in Wokingham in 1991 and it was at this time that Golf and Turf became part of the Burdens Group, which at the time was the UK's leading distributor of John Deere agricultural machinery. Based in Lincolnshire the Burdens group also supplied the horticultural and construction industry and the partnership has allowed Golf and Turf to improve our initiative aimed at furthering customer choice and providing quality parts and service support.

Our customer base now includes many of the UK top 100 golf courses, premier ship football clubs, Local Authorities, Private Estates and National Trust Properties.



### Key services offered Service facilities

Sales Parts Service

### Specialist services

Contract Hire, Golf Buggy Hire, Specialist Short term and seasonal hire (eg top dressers vertidrains core collectors scarifiers debris collection chippers and many more)

### How has the dealership changed?

Quite early on we noticed that our customers were faced with the difficult purchasing decision between buying new day to day mowing and maintenance equipment or specialist seasonal equipment like overseeding and vertidrains. So we decided to add the specialised seasonal equipment to our hire fleet and this has proved to be very popular with our customers and has been our biggest growth area.

Golf and Turf parts department carry over £200,000 worth of parts in stock. Also being a main dealer for John Deere, Stihl, Charterhouse and Dennis we are able to call on overnight delivery from their vast UK stock and in the case of John Deere their European and American stock too.

So with our industry best parts service you will have less down time, saving cost and inconvenience and removing the uncertainty of repair times and making planning around unfortunate breakdowns much easier.

We also stock tools, work clothing, oil, John Deere merchandise (including toys) and many more accessories related to gardening and grounds maintenance.

### Franchises

John Deere, Charterhouse, Stihl, Yamaha, Major, Tru-Turf, Dennis, Scag and GreenTek,

### Customers

Chelsea FC  
Hampton Court Palace  
RBG Kew  
Royal Parks  
Royal Blackheath GC  
Swinley Forest Golf Club  
The Crown Estate  
National Trust  
Bearwood Lakes GC

To nominate a GI Dealer of the Month contact **Scott MacCallum** with your reasons why the dealer of your choice should be featured...  
Email [scott@bigga.co.uk](mailto:scott@bigga.co.uk)