

DEALER OF THE MONTH

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

GODFREYS

Location:

Sevenoaks and Hailsham

Employees and size of premises:

40 employees. Sevenoaks
18,000 square feet, Hailsham
12,000 sq ft on a 3 acre site

Number of service vans:

7 plus 2 parts vans

Brief history of company:

Godfreys was founded in November, 1933 by Sir William Godfrey. W M Godfrey and Partners started life supplying sprayers and Allen Scythes to local fruit growers from a site in Brenchley, where it grew to be one of the largest horticultural equipment suppliers in the UK. W M Godfrey & Partners set up satellite stores in Sellenge and Sevenoaks and represented Ransomes and other leading brands of the day. It was bad export sales to Nigeria, the dry summer of 1976 that eventually brought a halt to W M Godfrey & Partners in 1980 after 47 years of trading. The site in Sevenoaks was purchased with the 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 devastating fire destroyed much of the Old Otford Road site. Godfreys re-emerged 250 meters down the road, after acquiring a new building.

In 1998, Godfreys was appointed John Deere Turfcare dealer for Kent and South-East London and in 2005 was purchased by Peter Bateman a



former employee. In 2009 in the teeth of the recession, Godfreys purchased Palmer's Turfcare, the John Deere Turfcare dealer based in Hailsham. We now have two major locations and we cover 2 counties and South-East London for John Deere.

Godfreys was set up in 1933 with the following ethos: "a refusal to sell the next best, if the best was not available" (as expressed by founder, Sir William Godfrey) and 78 years later we still stand by these words.

Key services offered:

Sale of grounds maintenance equipment to golf course, local authorities and their contractors, landscapers, estates, schools and home owners plus other leisure and industrial markets, supported by full after-sales. We offer finance and leasing arrangements.

Specialist services offered:

Lantra and NPTC operator training courses

How has the dealership changed over the years?:

We acquired Palmers Turfcare, the John Deere Turfcare dealer for Sussex in 2009. As a result we now have two adjoining territories for John Deere, which has strengthened our ability to service our customers and at the same time become more efficient.

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 Heath 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 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