

New product pinpoints golf demand

MIDLOTHIAN, Va. - A new product that claims to quantify golf demand and potential for specific market areas down to the zip code level is now being marketed by Forecast Golf Group, Inc. T

he Golf Course Sales Potential Report is aimed at developers, investors and management companies.

Forecast has been providing similar sales potential data for range developers since 1990 and has expanded its methodology to the course segment of the industry to identify greens fee sales potential for public

golf courses. Forecast says it maintains an ongoing in-house database that can generate reports within days of a request.

"Many companies rely solely upon basic demographic information," said Forecast President James Murphy. "This information is essential, but it is only one piece of the puzzle. What makes Forecast unique is our ability to define golfer demand, in terms of dollar sales potential, for every zip code in the U.S."

For information contact Forecast at 804-379-5760.

Golf Communities

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-scale daily-fee courses being built. Give me 500 members with \$200 monthly dues, and I can make some money. No one else is chasing that market.

"If you've got a good course you can basically trap your customers. They build a \$150,000 to \$1 million home bordering the course, spend \$5,000 to \$25,000 on a course initiation fee and you've got them. That's my focus."

Stanchina, a PGA professional

since 1974, started his real estate career in 1977 as assistant manager of a Michigan golf community. A few years later he formed his own company, U.S. Golf Services and Development, which acquired and operated 15 golf properties from 1983 to 1993. The firm concentrated on underperforming properties, most of which Stanchina righted then sold.

With an infusion of \$30 million of German investment capital several months ago, Stanchina formed Golf Communities USA. The firm's purpose was to acquire, construct and operate country club communities in prime golf destinations throughout the United States.

The company quickly acquired Pinehurst National and Pinehurst Plantation in Pinehurst, N.C. Pinehurst National has an Arnold Palmer-designed course and Pinehurst Plantation a Jack Nicklaus layout. When fully developed, the two communities will have more than 1,000 homesites. The company plans to pump \$7 million into property development and a new clubhouse.

Shortly thereafter, Golf Communities purchased Cutter Sound Golf & Yacht Club in Marin County. In addition to an 18-hole course, Cutter Sound includes 96 boat slips and 200 homesites. Extensive course improvements and a new waterfront yacht club are planned.

"Our first priority with any project is course condition," Stanchina said. "I have two brothers who are superintendents. We're more concerned about the turf than the presentation of the filet mignon in the clubhouse."

The company is also developing Montverde Country Club in Orlando, a 400-lot subdivision with a Stanchina-designed course scheduled to open next fall; operates Pleasant Hills Golf Club in Mt. Pleasant, Mich.; is under contract to acquire a 9,000-acre project in Tennessee; and is pursuing developments in Naples, Fla., Atlanta, Arizona and the Carolinas.

"Once we get through all that, we'll tighten our belts a little," Stanchina said.

In evaluating potential acquisitions, Stanchina said Golf Communities looks for clubs with roughly 250 members where membership and developer goals may conflict; a quality, modern course with large greens, tees and landing areas; at least 200 surrounding, undeveloped homesites; and a minimum price of \$5 million.

After purchasing a golf property, Stanchina turns it over to a management team whose members have different responsibilities but equal authority. A general manager oversees the entire operation with a superintendent, food and beverage manager, golf pro and business manager contributing their expertise.



Photographed at Blackwolf Run, Kohler, Wisconsin



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