

**XSTurf.com**

Continued from 36

number of e-commerce initiatives targeting the golf course market, Albert contends that XSTurf already has an advantage because it offers anonymity, the security of escrow accounts and so many ways to sell products.

"There is the catalog model which lists manufacturer's products at list prices," said Albert. "But if I am a buyer why do I want to buy from the site for the same or higher prices? There is convenience, but not much value."

As far as the request-for-quote model, Albert dismissed that as "great for the buyer, but bad for the seller—since the buyer is not committed the seller has little incentive to respond."

XSTurf aims to penetrate all courses that have an annual budget of at least \$100,000 for chemicals, seeds and parts—an estimated 10,000 courses.

Morgan Stanley invested \$20 million in the company in December, and the company is in another round of strategic financing right now with Credit Suisse First Boston.

In preparation for the launch of XSTurf.com, the company will be adding turf seed and equipment experts.

Going forward, Albert is confident. "This is not just a theory," he said. "We have proven that the free market exchange is the most efficient market mechanism leading to the best way to move inventory and reduce the over all costs for the end user." ■

# GOLF COURSE MARKETPLACE

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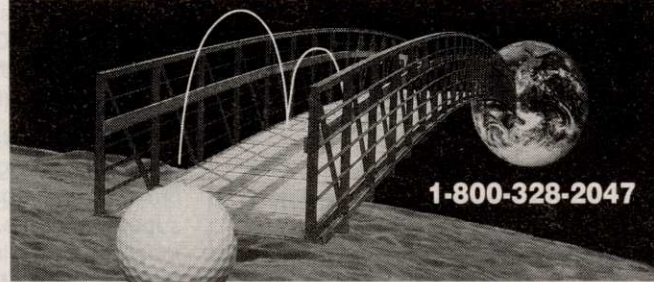


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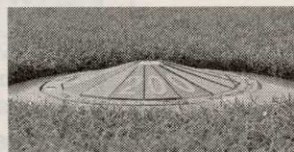
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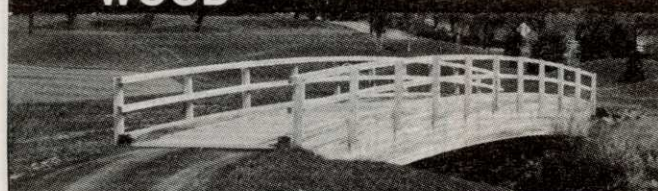


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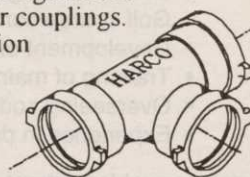


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## Simplot additions

Continued from page 31

hold on to that," said Whitacre. "In Phoenix integration is beginning already. And in Kentucky, we are all around it, so that will be one that we will be developing consolidation plans for."

On the turfgrass side, Simplot T&H has picked up hot-selling L-93 creeping bentgrass, Southshore creeping bentgrass, Jamestown II chewing fescue, and Jaguar 3 turf-type tall fescue. The company now has all the distribution facilities, growing contracts, germ plasm and related genetic research for these turfgrass varieties.

These new assets are already being integrated, said Whitacre. "We were very strategic with the assets that we purchased. They are complimentary to our existing varieties," he said. "We were putting business plans together around these varieties 90 days ago."

According to Whitacre, these varieties will be available through independent seed companies and distributors as well as through Simplot Partners. "We will hit the market in a number of different channels," he said. "There are some market niches where we'll need more than one point of access." ■



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Periodicals postage paid at Yarmouth, Maine, and additional mailing office. *Golf Course News* (ISSN 1054-0644) is published monthly by United Publications, Inc., 106 Lafayette St., P.O. Box 997, Yarmouth, ME 04096. Phone number is 207-846-0600.

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*Golf Course News* is distributed in the U.S. without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Non-qualified subscriptions to the U.S. and Canada cost \$60. All foreign subscriptions cost \$140 annually to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. **For subscriber services, please call 215-788-7112.** Send address changes to *Golf Course News*, P.O. Box 3047, Langhorne, Pa. 19047-3047.

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