



# **ROYAL WOOD GOLF AND COUNTRY CLUB**

## **MEMBER SURVEY**

### **February 2014**

# **Goals of the Survey**

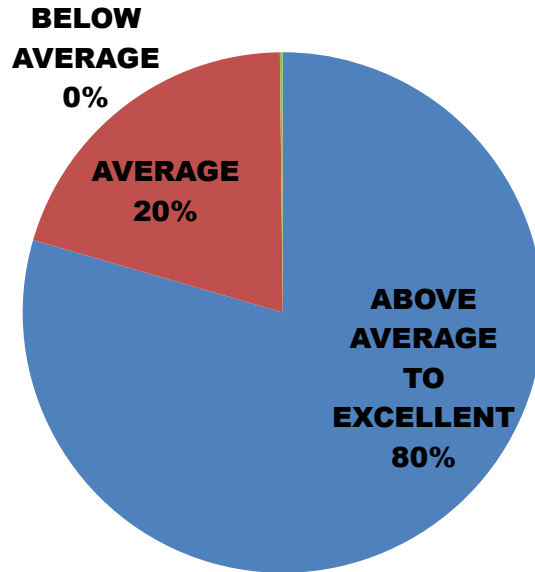
- **Measure levels of satisfaction pertaining to current club operations and amenities**
- **Identify areas of the club that excel and those that offer opportunity for improvement**
- **Include member input when creating club priorities**
- **Generate list of future wants and needs**

# **SURVEY REPSONSES**

- **Survey completed by February 15, 2014**
- **608 surveys were entered**
- **470 of the 800 doors responded = 59%**
- **Cost of Survey was approximately \$550**

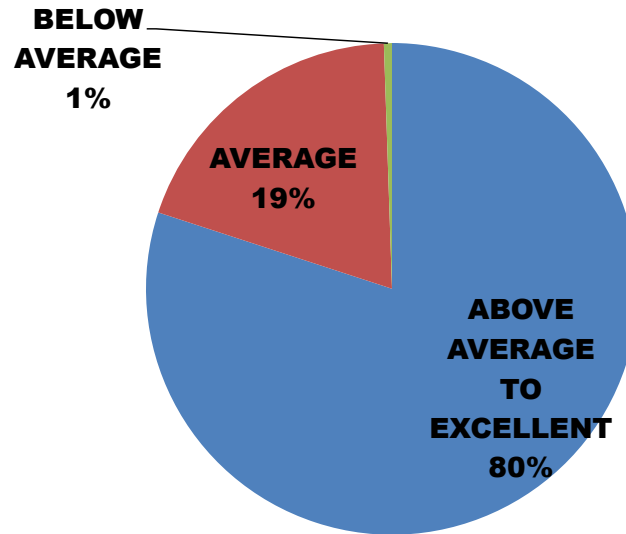
# OVERALL MEMBER SATISFACTION

How satisfied are you with the overall quality of facilities at Royal Wood Golf and Country Club?



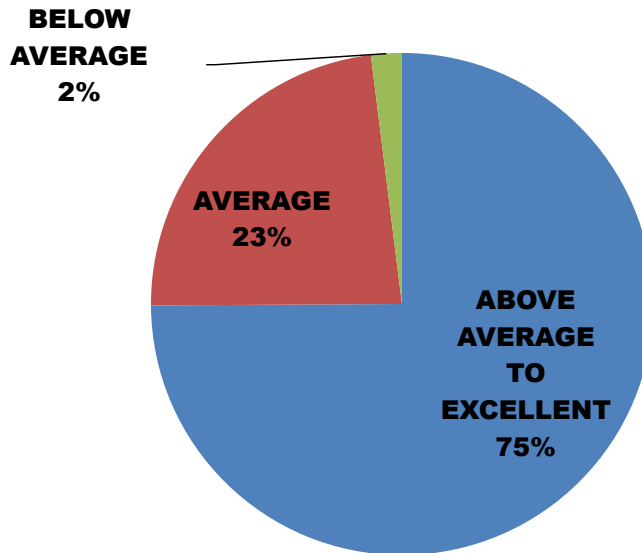
# OVERALL MEMBER SATISFACTION

How satisfied are you with your membership at Royal Wood?



# OVERALL MEMBER SATISFACTION

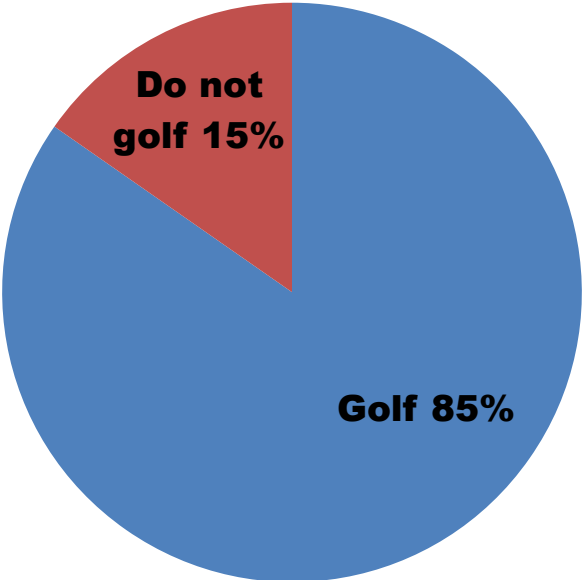
How satisfied are with the "value" of your membership **relative** to the cost of your dues assessment?



# Reasons for Purchasing in Royal Wood For Buyers owning 3 years or less

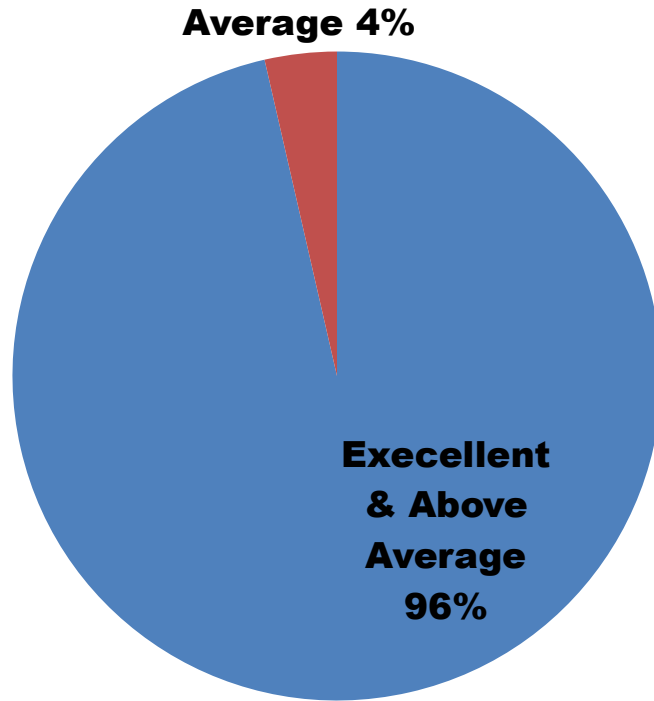
<b>Residences (features / cost)</b>	<b>99%</b>
<b>Overall Aesthetics</b>	<b>99%</b>
<b>Member fee levels</b>	<b>98%</b>
<b>Value</b>	<b>98%</b>
<b>Location</b>	<b>95%</b>
<b>Staff Professionalism / Service</b>	<b>94%</b>
<b>Member Friendliness / Social Interactions</b>	<b>94%</b>
<b>Quality Golf Course</b>	<b>93%</b>
<b>Clubhouse</b>	<b>88%</b>
<b>Reputation of Club</b>	<b>87%</b>
<b>Bundled Community</b>	<b>85%</b>
Dining	80%

# Respondents who play golf





# Golf Course Overall Condition



# **Golf Course Operations**

- **Excellent and Above Average in most areas.**
- **Improvement needed**
  - **Effectiveness of Rangers**
  - **Speed of Play**

# **Golf Course Programs and Events**

- **Excellent and Above Average in most areas.**
- **Improvement needed**
  - **Pricing of Golf Events**
  - **Scheduling (timing) of golf events on the seasonal calendar**

# Tennis

- **12% of respondents play Tennis at RWGCC (71 of the 604 respondents)**
- **Tennis players rate the Pro as Excellent**
- **The tennis programs are also rated as Excellent and Above Average**

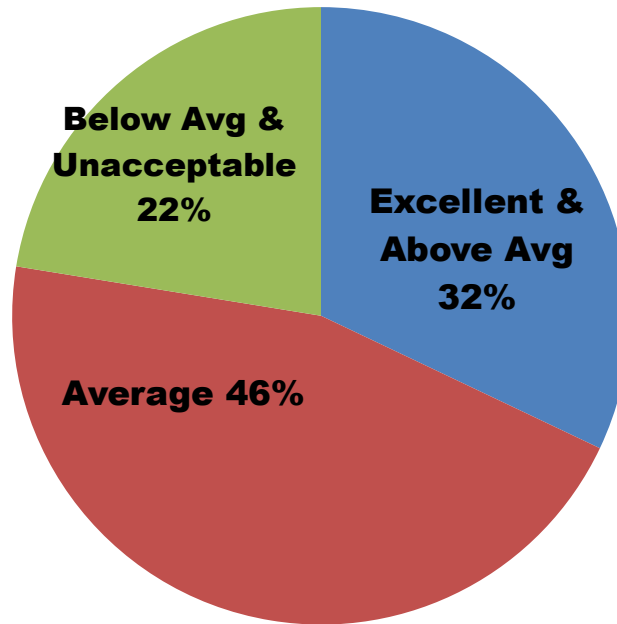
# **Fitness Center**

- **46% of respondents use the Fitness Center at RWGCC (278 of the 604 respondents) Fitness Centers has four times more users compared to Tennis**
- **Areas needing improvement**
  - **Space available for the equipment**
  - **Wait time for equipment**

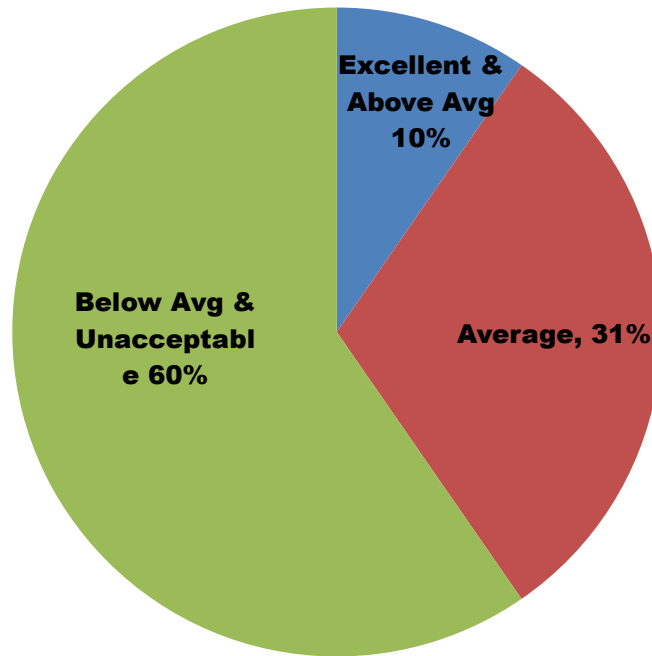
# **Tewksbury**

- **69% of the respondents eat dinner out at least than once per week**
- **26% of the respondents eat dinner at Tewksbury at least once per week**

# Tewksbury Consistency in Food Preparation, Portions and Presentation

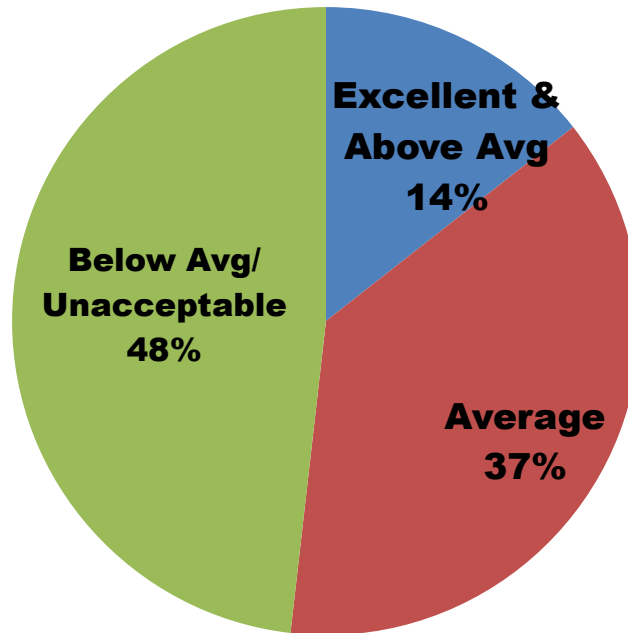


# Tewksbury – Speed (Promptness of Service)

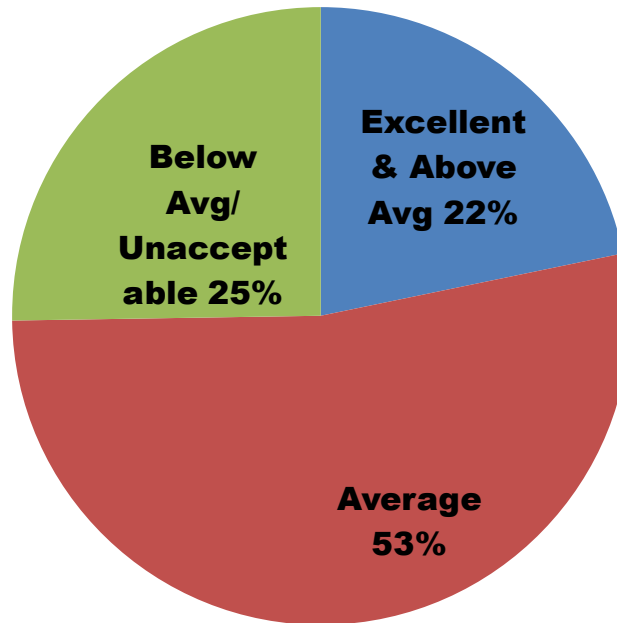




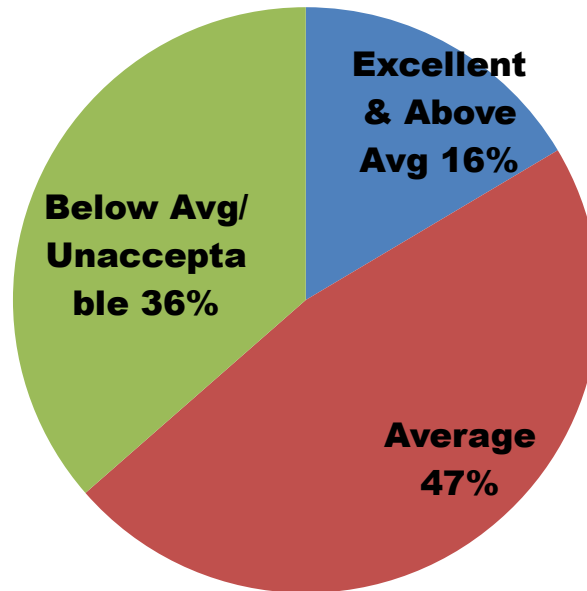
# **Tewksbury – Bar / Lounge Speed – Promptness of Service**



# **Tewksbury – Bar / Lounge Glassware Quality & Aesthetics**



# **Tewksbury – Bar / Lounge Timeliness and Accuracy of Check**



# **Tewksbury Dining Staff**

- **Areas for improvement**
  - **Menu knowledge**
  - **Promptness of Service**
  - **Appearance / Dress**
  - **Attention to Detail**

# **RWGCC Clubhouse Usage**

- **Percent of Respondents using the following:**
  - **Card Room**           **19%**
  - **Library**               **39%**
  - **RW Pool**              **13%**

# **RWGCC Common Areas**

- **Common Areas rated as Excellent and Above Average**
  - **Appearance of the Clubhouse**
  - **Exterior common areas appearance**
- **Common Areas needing improvement**
  - **Size of Clubhouse rooms**
  - **Parking availability**
  - **Vehicular Flow**

# **Royal Wood Administration**

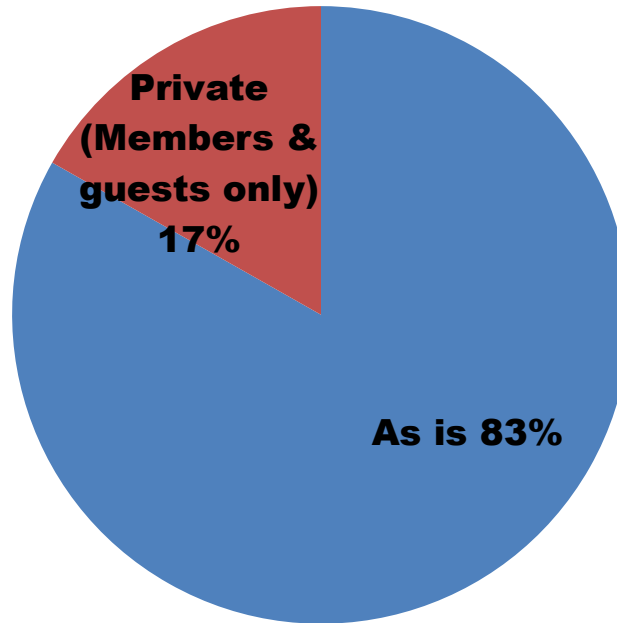
- **Administration areas Excellent and Above average**
  - **Board of Directors**
  - **Communications**
  - **Business Office**
- **Areas ranked less than average**
  - **Enforcement of Rules and Regulations**
  - **Management Responsiveness**

# **RWGCC Ponds**

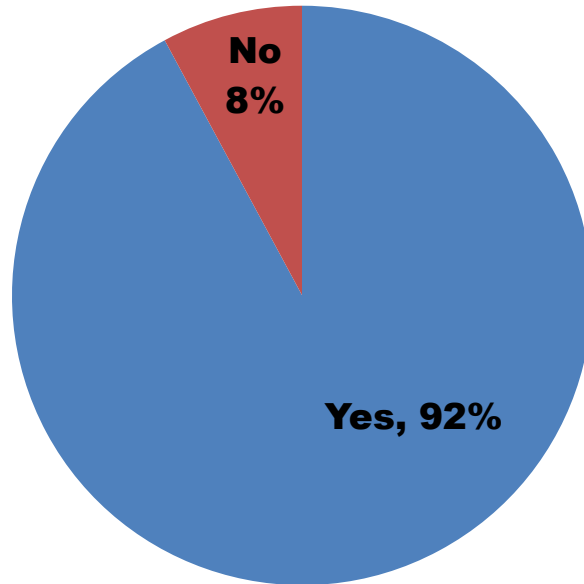
- **Ponds are the lowest rated of all common areas in RWGCC**
  - **Water Quality**
  - **Berms and pond banks**
  - **Water Level**



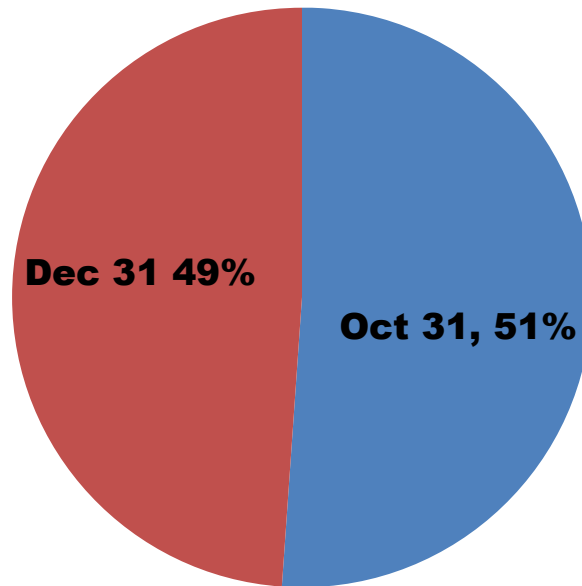
# Should the Restaurant be As Is or Private (Members & Guests only)?



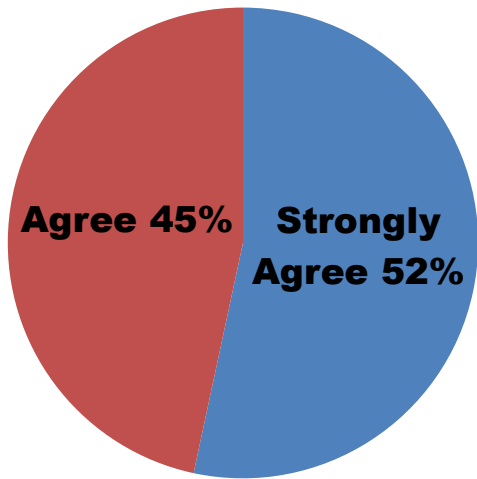
# Should Summer Golf Memberships be continued?



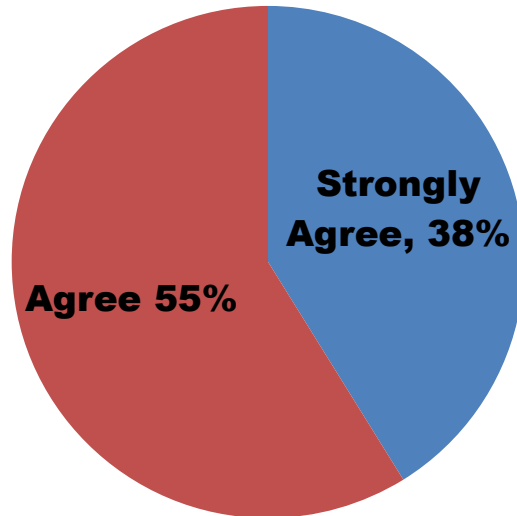
# On what date should summer golf membership end?



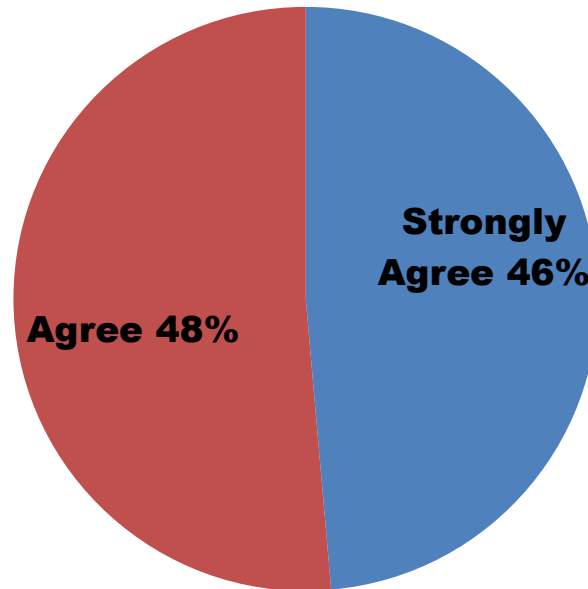
**RWGCC must update its facilities periodically to maintain current operational and aesthetics trends to stay competitive among communities.**



**The programs and facilities  
at Royal Wood should  
change to meet the needs of  
current and future members.**



# **Potential improvements to Royal Wood amenities will add to the value of your property.**



# RWGCC Future Priorities

	<b>% Must Have or Want to Have</b>
<b>Ongoing golf course improvements</b>	<b>90%</b>
<b>Clubhouse improvements based on usage and needs</b>	<b>84%</b>
<b>Improvements to ponds; shores</b>	<b>80%</b>
<b>Enhance current practice net for golf</b>	<b>79%</b>
<b>Increased parking for Clubhouse / golf</b>	<b>67%</b>
<b>Enhance the Royal Wood web-site</b>	<b>59%</b>
<b>Larger Fitness Center</b>	<b>57%</b>
<b>Ability to have outdoor club functions</b>	<b>54%</b>
<b>Use of Clubhouse for movies, etc</b>	<b>53%</b>
<b>Greater variety of Fitness Equipment</b>	<b>52%</b>

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