



ROYAL WOOD GOLF AND COUNTRY CLUB

MEMBER SURVEY

February 2014

Goals of the Survey

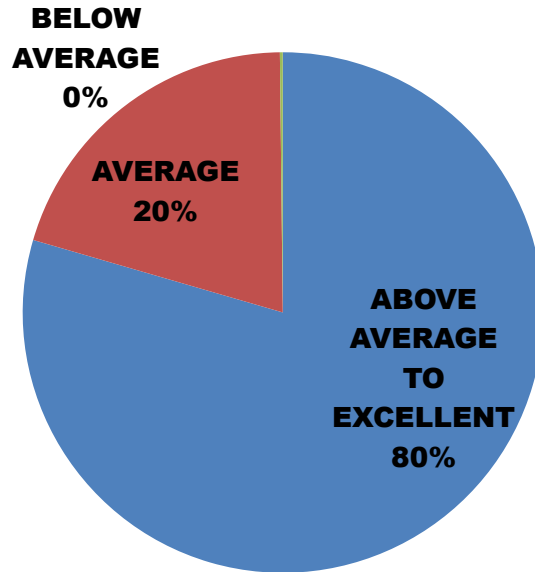
- **Measure levels of satisfaction pertaining to current club operations and amenities**
- **Identify areas of the club that excel and those that offer opportunity for improvement**
- **Include member input when creating club priorities**
- **Generate list of future wants and needs**

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**

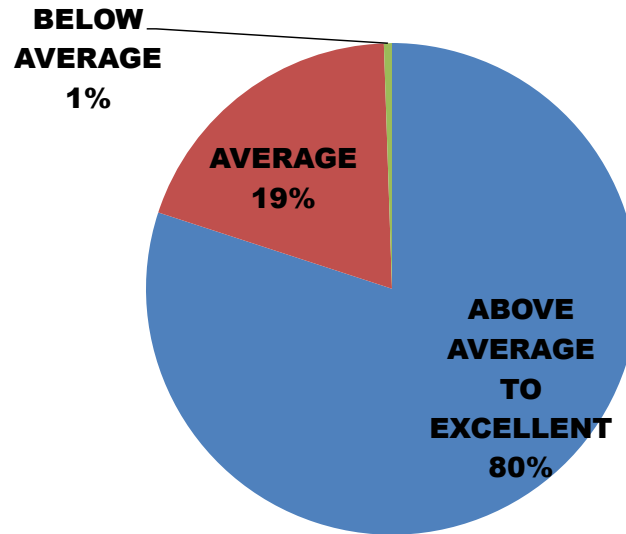
OVERALL MEMBER SATISFACTION

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



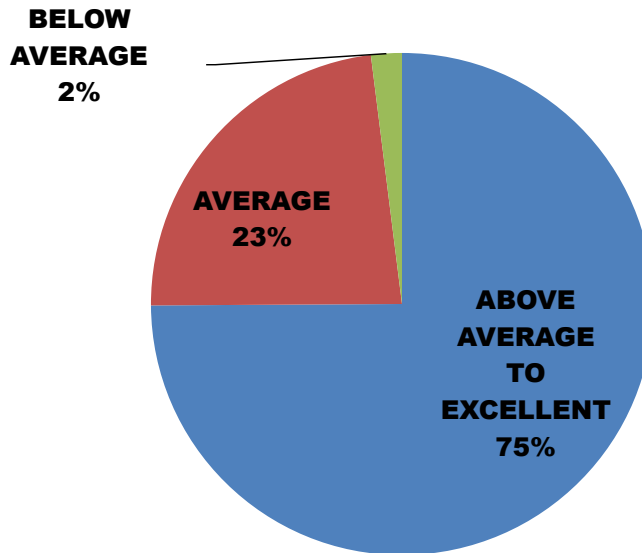
OVERALL MEMBER SATISFACTION

How satisfied are you with your membership at Royal Wood?



OVERALL MEMBER SATISFACTION

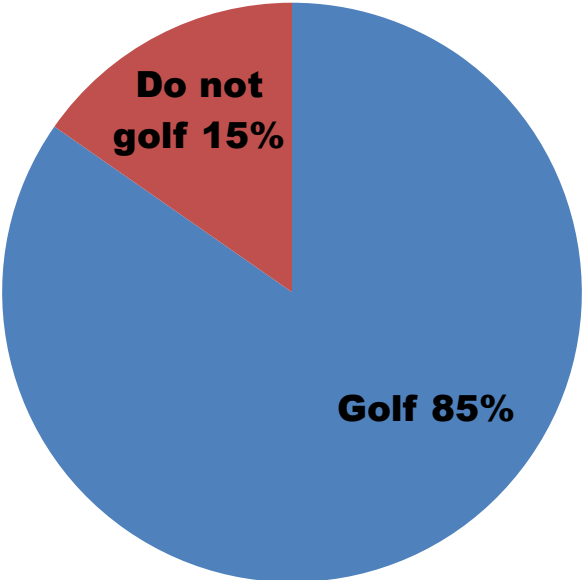
How satisfied are with the "value" of your membership **relative** to the cost of your dues assessment?



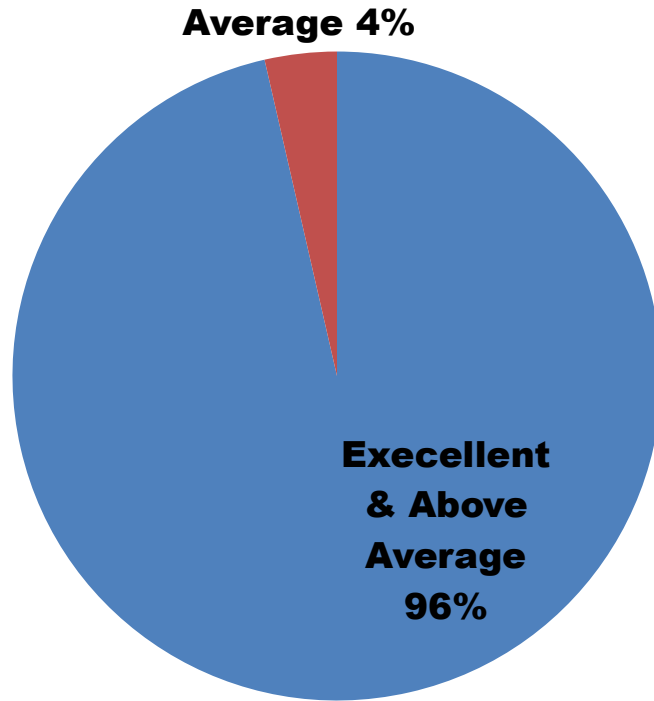
Reasons for Purchasing in Royal Wood For Buyers owning 3 years or less

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

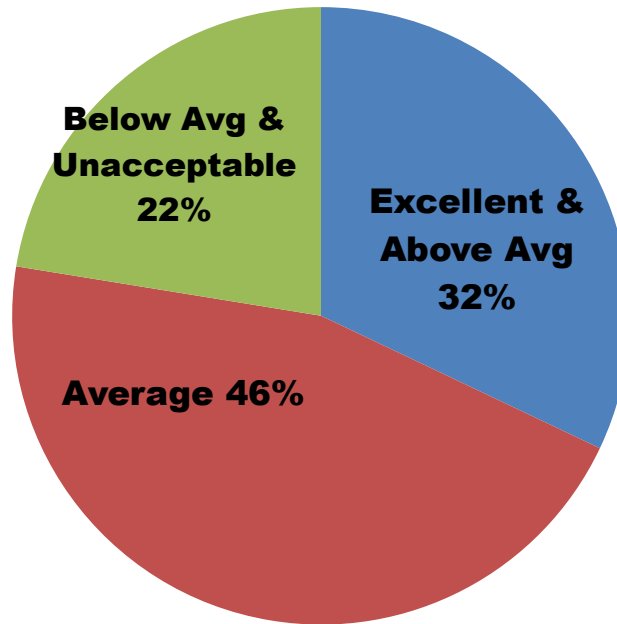
Fitness Center

- **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**

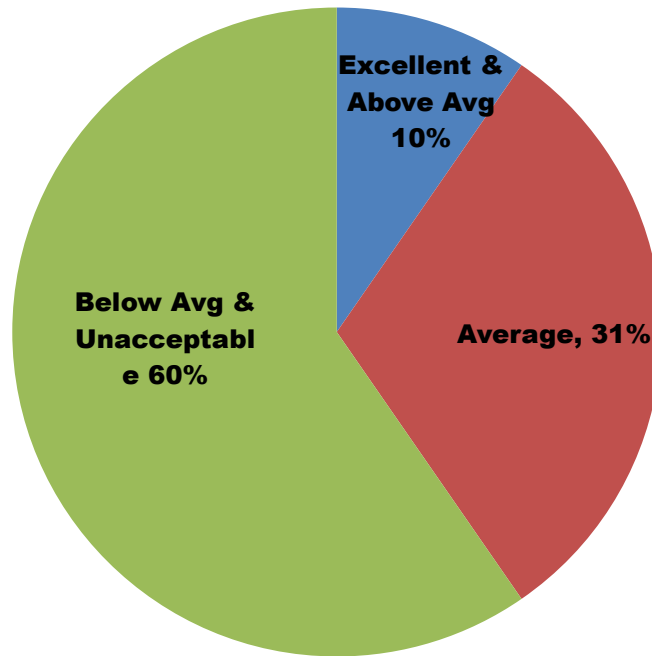
Tewksbury

- **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**

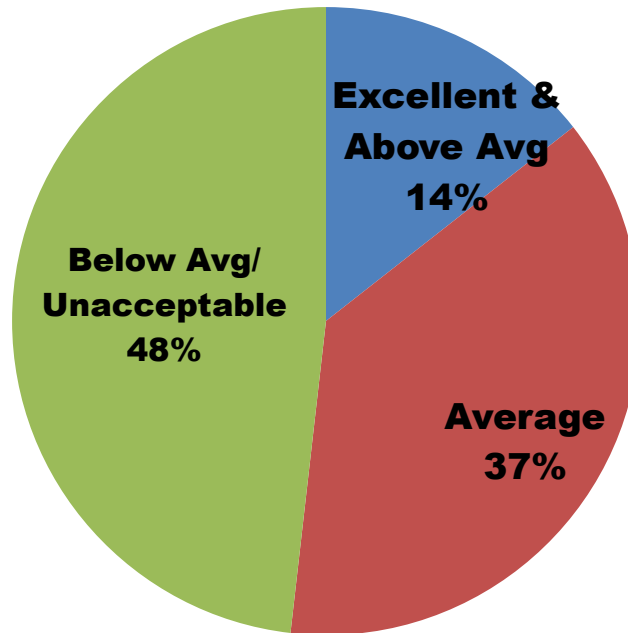
Tewksbury Consistency in Food Preparation, Portions and Presentation



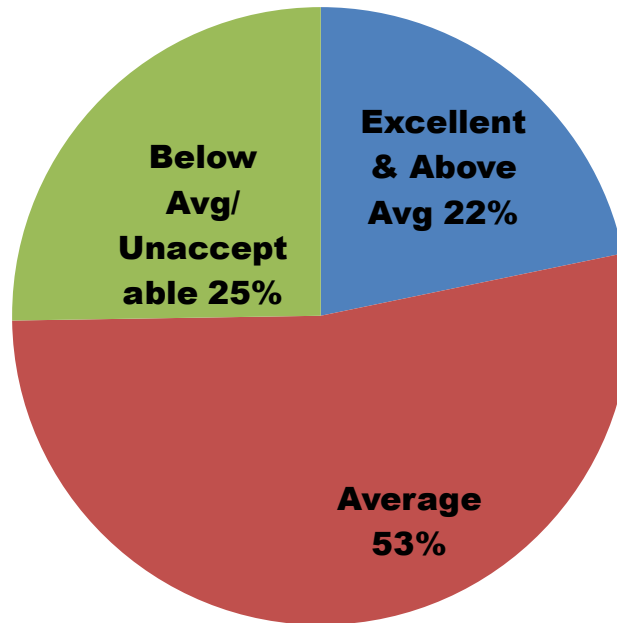
Tewksbury – Speed (Promptness of Service)



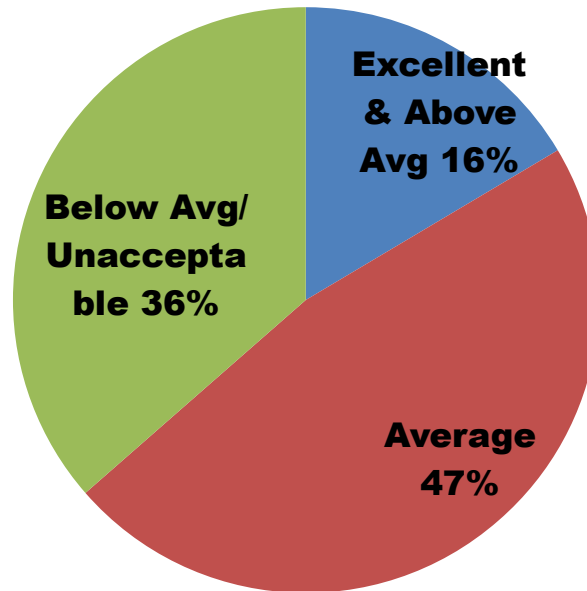
Tewksbury – Bar / Lounge Speed – Promptness of Service



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**

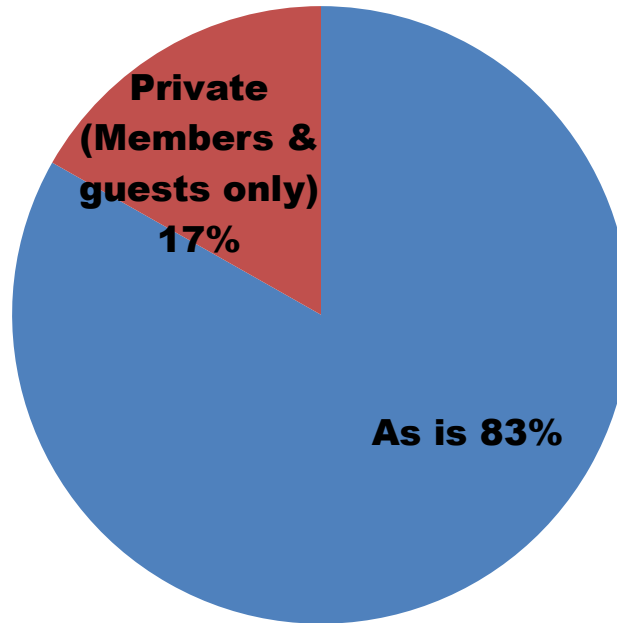
Royal Wood Administration

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

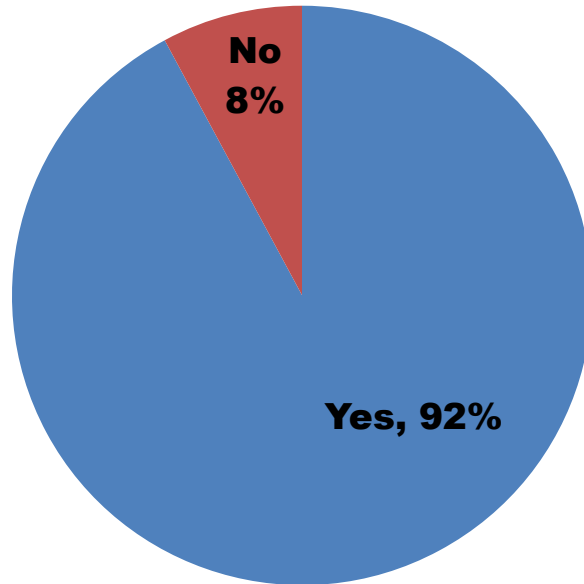
RWGCC Ponds

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

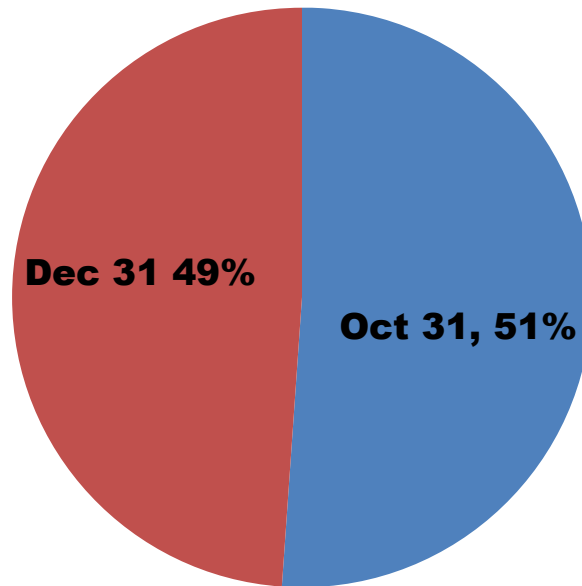
Should the Restaurant be As Is or Private (Members & Guests only)?



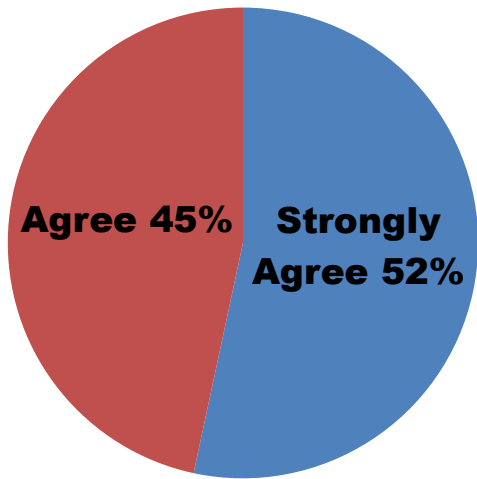
Should Summer Golf Memberships be continued?



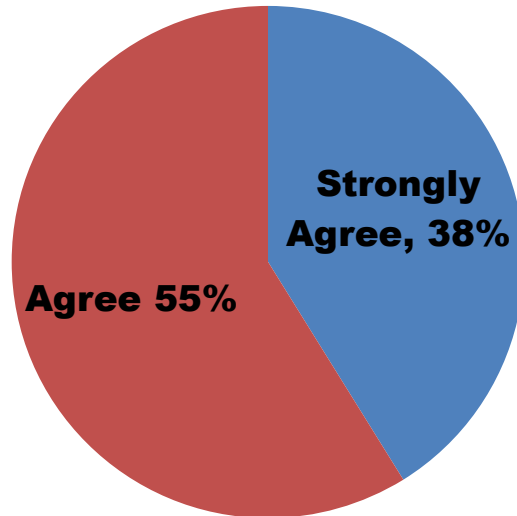
On what date should summer golf membership end?



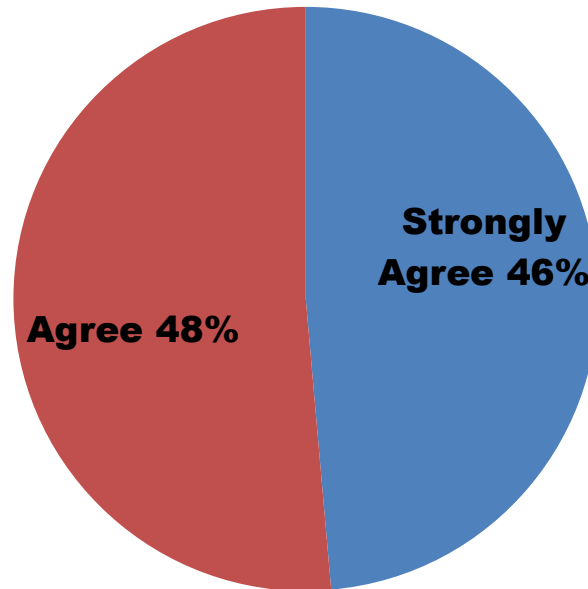
RWGCC must update its facilities periodically to maintain current operational and aesthetics trends to stay competitive among communities.



**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

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

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