

Waitlist Memberships: Stages in Maintaining

Waitlist Privileges:

- Bylaws and golf caps prevent some Clubs from being able to offer waitlist privileges
- Members joining a Waitlist want to have privileges to use the Club
- Restriction: No play in tournaments or golf groups, restricted play (day & time)
- Privileges are determined by the number they are on the waitlist

Waitlist Retention:

- Host events for waitlist members (i.e., WL Wine Dinners)
- Waitlist & Ambassador events
- Waitlist events with the Board and Membership Committee
- Member vs. WL tournaments
- Ambassador program
- Monthly check-in calls with an update
- Invites to larger formatted member events, open to prospective members too (i.e., Concerts on the Lawn)

Initiation Fees:

- Annual increase in initiation fees seems to be standard
- Legacy: Initiation fee by age
- Charge an application fee, if no deposit is required to join WL, so they have more of a commitment even without privileges
- Based on where one falls on the waitlist, more deposit is required, more privileges, pay dues
- Once on the WL you are locked into the current initiation rate, with the deposit paid
- Floating initiation fee: The Membership Director's responsibility to keep WL informed of price increase
- WL that are extending past 2 years, Clubs are setting hard lock-in dates for initiation fees

WL Memberships:

- Social awaiting golf: Join as a social member and lock in at the current initiation fee by paying in full at the time of joining
- Golf Waitlist with privileges: Deposit and dues paid to receive restricted privileges (more than social)

Attrition Rate:

- The industry has seen lower attrition rates post covid
- Clubs are projecting future attrition rates by looking at pre-covid trends

Waitlist Priority:

- WL members referred by members have priority on WL

- Don't provide an exact # on the waitlist, provide a time frame of how long the wait will be

Vetting Process:

- With the creation of WL, Clubs can be more selective and rely on the member vetting process to drive new members
- Make prospects have sponsors and seek out sponsorship
- If new to the area, connect with like-minded professional who is a member

Building a Waitlist:

- Transparency is key
- Tell WL whats happening now and what you know
- Have terms & conditions for waitlist members to clarify privileges and restrictions
- Clubs are having their WL go through the onboarding process to join WL
- When converting from WL to full member, recheck the references

Waitlist Caps:

- Drive from member experience – Focus on limiting WL
- Most Clubs are new to WL so want to monitor vs. cap
- Look at reality, don't let emotion run your WL

Guests of Members:

- Raising guest rates
- Morning golf on ly for members, no guests
- Limiting the number of guests that can play with a member

Renovations:

- Assessment built into initiation fee
- Create urgency, and limit # of memberships available.
- Have visuals of what's to come

Other

- 50% room is on waitlist and average waitlist is 18 months
- Some waitlist are able to participate in a social activity and limited golfing privileges
- Some charge 65% of the full member dues but have access to the club with limited options
- Mother's Day have limited seating options and golf restrictive
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Some options:

- 10% of initiation fee deposit but it is floating IF
- 50% non-refundable IF and pay 60% of the dues and fees

- Deposits help engage the capital dollars, dues increases and option to stay connected
- One silo but legacy do get priority, reinstatements receive no priority
- Reinstatements have to pay the difference in initiation fee to come back. Leave of Absence is up to 3 years not 5 years.
- There is a waitlist within a waitlist for recreational activity
- What happens with attrition? Lists are viewed when equity club and it is transparent where the spots are and where they are on the list.
- They have to be vetted and approved prior to even getting on the waitlist
- Sponsor is also suspended when their sponsorships
- Probation on a two year period of first joining.
- Quote higher than what is realistic – be fully transparent
- Join at another level but they pay higher rates for golf.
- Quarterly updates and top ten of movement as far as updates of who is on the waitlist
- 72 hours to accept upgrade; check paid.
- Announce waitlist and IF increase helps finalize a waitlist
- Background screening- reliable screening
- Commissions are provided when they are vetted and when they are approved off. Or bonus if they net at the end of the year for members.
- Compensation: Salary, Commission and Bonus, Car Allowance, Cell Phone Allowance expected
- Marketing Plan for waitlist
- Walks in vs appointment
- Installment options until age 35 years old
- Waitlist happy hour with families
- Capital dues charged 75%
- 4-7% dues increase