The Only Reciprocal Network Exclusively for Private Clubs

PRIVATE CLUB
NETWORK

Generate exposure, revenue and loyalty by joining the only reciprocal network for private clubs in North America. With hundreds of private clubs participating, this value-added service is sure to provide your club with additional revenue streams, assist with recruitment and improve loyalty.

www.PrivateClubNetwork.com

What is Private Club Network?

WHAT CLUBS ARE SAYING

"Private Club Network has really strengthened our member recruitment programs and is also a great retention tool for our existing members, who enjoy traveling and reaping the benefits of a private club membership while abroad. This has been a win-win on all fronts!"

Phillip Bennett, CCM
General Manager
Riverside Golf
& Country Club

"Joining Private Club Network has been great for our members. It has given them the ability to play affordable golf at similar clubs to their own and it has increased our bottom line. My members and my board are happy, and when they are happy, so am I."

Gary Betts
Golf Professional
Sleepy Hollow
Golf & Country Club

Private Club Network has formalized the informal process of reciprocal club service which has always been a part of the private club industry. When you become a member of Private Club Network, your club and staff are no longer burdened by the time consuming processes of establishing reciprocal relationships and managing member requests. Whether online, or through our professional concierge service, your members reap the benefits of the only reciprocal network dedicated to private clubs.

While other reciprocal networks do exist, Private Club Network is the only network which offers membership to clubs as opposed to individuals. This simple nuance protects the privacy and status of your private club.

How Does It Work?

When your club enrolls in Private Club Network, each of your golf members is automatically enrolled and may immediately begin enjoying the benefits at any of the Network's private clubs. You, in turn, extend the opportunity for other members of the network to visit your club on a space-available basis.

Three Key Advantages of Private Club Network

1. Shared Reciprocal Play

Private Club Network members can play golf at any of the participating clubs nationwide for a standardized fee. Whether your members travel for business or pleasure, the network ensures your members a private club experience when they are away from home.

2. Member – Dedicated Services

The Private Club Network accepts all member requests for play through its friendly tee time concierge staff as well as it's secure, members only website. The Network's dedicated toll-free reservations line and website provide your members with reliable, professional resources to make their experience simple while at the same time taking the burden away from your Club Pro and staff.

3. You Retain Complete Control

Decide how many PCN member tee times are accepted at your club, and choose a pricing level from our structured scale, ranging from $25 to $250, to be used as the PCN member rate.

Frequently Asked Questions

Q. What makes Private Club Network the right choice for your club?

A. Private Club Network, founded in 1999 was established to assist private clubs in their efforts to offer "added-value benefits" for their members as a retention and recruitment tool. Today, the Network boasts hundreds of private clubs throughout North America; formalizing what has, informally, been a part of the fabric of private club memberships for years.

Q. Are there other "reciprocal" networks in the industry?

A. Yes. But, Private Club Network is **the only network of private clubs where the club joins**. No other reciprocal programs offer membership to the club rather than individual golfers. This simple nuance protects the privacy and status of your private club, while allowing your entire membership to benefit from this valuable program.

Q. Can any club join Private Club Network?

A. No. Joining Private Club Network is by invitation only. The clubs in PCN must meet certain criteria of quality to be eligible for membership.

Q. Private clubs generally do not accept outside play, do they?

A. Most private clubs accept limited outside reciprocal play from other private clubs. Private Club Network becomes your resource for utilizing reciprocal privileges at other qualified private clubs.

Q. What are the costs to join Private Club Network?

A. Your club pays $99 per month to be a member club of Private Club Network. This monthly fee gives ALL of your members access to the other clubs within PCN. Aside from standardized guest fees at PCN clubs, your members NEVER pay anything to PCN in order to enjoy it's benefits.

Q. If our Club joins, are we in full and total control?:

A. Absolutely! The basic concept of reciprocity is NOT guaranteed access to another club. Rather, reciprocity is extended only when you determine that having a member of another club enjoy access to your club will NOT inconvenience your membership.

WHAT MEMBERS ARE SAYING

"Just wanted to compliment you and your network. My wife and I have been to 2 courses since we joined PCN and wanted to let you know that we have had nothing but good things to say about the courses and the hospitality that has been showed to us. Thank You Very Much!"

Trevor M.
PCN Member

"We have had a chance to use PCN several times over the past couple of months. Your response and service has been the best ever. My least favorite activity is making travel arrangements. You take the bother out of it with your positive, prompt response. Thanks again."

Bob G.
PCN Member

How Does Your Club Join Private Club Network?

1. Contact - Call 800.547.0838 to discuss the details of PCN membership, including its benefits and obligations, or visit www.privateclubnetwork.com.

2. Apply - Contact one of our representatives by calling 800.547.0838 to obtain a membership packet and apply to join PCN.

3. Experience - Our team will conduct a new member orientation to familiarize you and your staff with how to make the most of your PCN membership. Then, you can relax and enjoy the benefits of being a member of Private Club Network.

"Private Club Network is truly a creative and unique service which benefits not just the individual member, but also the club and private club industry as a whole. This service should have a place at your private club."

- Jim Singerling
CEO, CMAA

For more information, contact us at 800.547.0838
or visit www.PrivateClubNetwork.com

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