



Private Club Member Research

RRC Associates has extensive experience with club-related real estate evaluations. The firm has been involved in planning and programming for various types of clubs, ranging from golf to alpine skiing-centered facilities. Frequently our work involves totally private membership clubs; however, issues often involve the integration of destination hotel/resort guests into the facility with the minimum of disruption. We have also frequently worked on evaluating various types of real estate-related resort club and interval formats.

Typically, our work involves the use of survey research to probe the opinions of members or prospective members or buyers. RRC has conducted research at the earliest stages of club planning, but we have also continued on with many club facilities to investigate satisfaction levels over time, fees and dues structures, and amenities and features that are desired by members.

We are well versed in the types of questions to ask when evaluating club facilities and formats, and the appropriate methods for asking (such as mail, Internet, telephone, focus groups and one-on-one interviews). RRC is also experienced in collapsing the data that results from surveys by creating summary graphs and charts. We also call out key findings and observations, and are prepared to make recommendations based on experience in a variety of club settings.

Some of our club clients include:

- **Abercrombie & Kent Destination Clubs**
- **Arrowhead Alpine Club**
- **Bachelor Gulch Club**
- **Beaver Creek Club**
- **Catamount Ranch and Club**
- **The Club at Cordillera**
- **Club St. Sophia**
- **KSL Private Clubs**
- **Game Creek Club**
- **Mayacama Golf Club**
- **Private Retreats**
- **Red Sky Ranch**
- **River Valley Ranch**
- **Vail Resorts**
- **Wintergreen Resort**



The Arrowhead Alpine Club



Mayacama Golf Club



Red Sky Ranch