

MEMBERSHIP STRUCTURING

RFC (formerly Pacific Century Clubs, Inc) specializes in the membership programming and structuring. Working in conjunction with the owner/developer's law firm, RFC develops the categories of membership, features, benefits, pricing and other programming in preparation for the launching of membership sales. Some of our clients and projects include: *Cordeville, Granite Bay Golf Club, Glen Oaks Country Club, Morgan Creek Golf & Country Club, Traditions Golf Club and Washington Golf Club.*

RFC incorporates the research data from its market/feasibility studies and market positioning into the appropriate membership structure, whether that project is a residential master-planned community or a free standing private club. RFC bridges the gap between the legal boiler-plate documentation and the practical application of the legal structuring, thus reducing legal costs and deriving a "market-driven" membership structure.

RFC strikes an appropriate balance between the membership legal structure requirements, the marketing perspective and the developer/owner's short and long term objectives. RFC's involvement in the legal structuring will also help speed the process up, while freeing up the developer's/owner's time to focus on other aspects of the development.



The following are the key elements developed within the Membership Structuring process:

- Membership Categories
- Features and Benefits
- Pricing Strategy and Timetable
- Schedule of Dues and Fees
- Subscription/Reservation Programs
- Membership Plan (the legal structure and terms of membership)
- Contracts Payable Ledger and Chronological Log
- Corporate, Senior, Junior and Non-Resident category structuring
- Frequently Asked Questions
- Membership Agreements
- Summary Overview
- Club Rules and Regulations
- Equity/Refundability Conversions