

MEMBERSHIP LAUNCHES

In the long run, all of the market studies, planning, training, graphics, materials, legal work, design and engineering comes down to the day you unveil the project, the impact that it makes and the excitement and momentum that is created. RFC has not only been involved from the very early days of feasibility and planning and through all of the development phases of membership marketing, but its has carried through, as a vital team member, into and beyond the "Membership Launch." Some of our Membership Launches include: *Cordeville, Granite Bay Golf Club, Glen Oaks Country Club, The Oaks, Washington Golf Club and Morgan Creek Golf & Country Club.*



During our past 12 years of membership consulting, we have coordinated the launching of several fine club's membership programs. Some of the many aspects of a launch that we have been involved in:

- Invitations
- Press Releases
- Staff Meetings
- Photography
- Industry Days
- Course and clubhouse tours
- Collateral Packages
- Subscription/Reservation Packages
- Sign-up procedures
- Children's activities
- Owners' Tournament
- Founder Member Tournaments
- Member/Guest Events
- Community involvement
- Traffic and dust control
- Catering and Equipment setup
- Real Estate Representative presentations
- Gifts
- Signs, posters and other graphics

RFC is a one-stop consulting firm from vision to reality. We become part of the team and stay a part of the team. We realize that the staff must take over at some point and that the consulting budget does eventually run out, but this has never prevented us from becoming part of the development-opening family and we put our hearts and souls into each project.

