



WADE

company

PERFORMANCE DRIVEN MEMBERSHIP MARKETING SOLUTIONS

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MISSION STATEMENT

We specialize in the private golf club industry as well fundraising and development throughout various not-for-profit organizations.

STRATEGY

A partner = A partner is defined as one that identifies your revenue needs; assist in developing a plan of action to increase your revenue and implement your plan to achieve your goals.

With **Wade & Co.**, you have a partner committed to ensuring that your goals and objectives are a priority. During our initial analysis, we provide a complimentary analysis of your existing plan*. The initial analysis includes recommendations along with project costs. Our organization assures you will receive exceptional service along with positive results.

** Customary expenses are to be covered by potential client.*



OUR CLIENTS

The below clients have enlisted the services of Wade & Co. since inception in 2004.

- Ashley & Associates
- VGM Club
- Kemper Sport
- Hurstbourne Country Club, Louisville, KY
- Golf Strategies, LLC
- The Golden Bear Club, Windermere, FL
- Kitson Partners
- The First Tee of Louisville
- Heritage Golf Group
- Red Mile Village, Lexington, KY
- Try It Local, Louisville, KY
- Woodmont Country Club, Cherry Hill, NJ
- Bright Star Golf Group
- The Equalizer



ACCOMPLISHMENTS

Since incorporation in 2004, Ms. Wade has provided comprehensive and executable turnkey sales programs/support, for many private golf and social organizations. These organizations were seeking to improve their fiscal performance in the core areas of hospitality, and golf.

In the fall 2004 and through winter 2005, Ms. Wade contracted with The Golden Bear Club at Keene's Pointe in Windermere, Florida. The goal was to hire and train a membership director and execute an effective external marketing campaign, to expand the membership base. Ultimately, the club grew to an average of 20 new members per month; up from the average of five per month. The financial results were over \$3 million in initiation fees and a \$36,000 monthly dues increase.

Ms. Wade has developed and executed a two-day Membership Sales Training for Heritage Golf Group's east coast membership sales executives; this seminar was conducted in May 2007. This seminar was the first for this organization. The Membership Sales team rated the seminar a nine based on a scale of one to ten. A second two-day seminar was conducted for the entire membership team of 17 membership directors in February 2008. Heritage Golf Group has a number of private country clubs located in large metropolitan areas that have an initiation fee of approximately \$30,000.00. She further expanded her training expertise to KemperSports in August 2008 to develop a one-day training session for 12 membership directors of KemperSports private club division.

In the spring 2008, she was a speaker at the famed Golf Inc. Conference in Doral Resort, Miami. Her session on Prospecting for Membership earned the highest rating from attendees at the conference. The information she provides is valuable and immediate. Therefore, she has been asked to speak again in the fall 2008 at Camelback for Golf Inc.



ACCOMPLISHMENTS - CON'T

Wade and Co. has further expanded into the non-profit arena. Her recent work is of the development for The First Tee of Louisville, www.thefirstteelouisville.org. She assisted The First Tee of Louisville in generating over \$100,000 through a signature fundraising event. In addition, she recently completed a three-year proforma for Ashley and Associates to develop a three-year proforma for the MVP Zone, www.themvpzone.org.

In 2009, Ms. Wade began work with Hurstbourne Country Club in Louisville, Kentucky. Under her direction, she hired and trained a Director of Membership for the club. She also restructured the membership categories at the club. With an aggressive marketing campaign, Hurstbourne sold 26 memberships in 2009 with an average initiation fee of \$20,000.

During 2010, Ms. Wade continued her long-term partnership with VGM Club and continues to make a positive commitment to her role with VGM. She also contracted with Woodmont Country Club in Cherry Hill, NJ. Under her direction, the club sold 77 memberships during the 2010 golf season.

Ms. Wade has an innovative approach with each client. Her strategy is of "Experiential Marketing," turns customers into advocates. The mediums may utilize event marketing, social media, and incorporates a number of grass-roots marketing strategies. Through her innovative approach, private country clubs as well as non-profits have seen significant growth in their respective markets.



REVENUE GENERATING SERVICES

Wade & Company provides but is not limited to the following services:

REVENUE GENERATION

- Market Share Analysis
- Sales Promotion
- Promotion Mix Strategies
- Evaluation of Product/Price mix
- Brand positioning & Product
- Differentiation
- Event Marketing
- E-mail database initiative
- Social Media Marketing

STRATEGY AND POSITIONING

- Competitive Analysis
- SWOT analysis
- Development and integration of strategic objectives
- Strategic positioning & planning
- Marketing Plans
- Customer Retention planning
- Sales Personnel Development
- Hiring/Training of sales team
- Managing/evaluating sales team
- Social Media Integration



CONTACT US

"You may never know what results come of your action, but if you do nothing there will be no result!"

- Mahatma Ghandi

In making your first step toward success, contact:



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