



Facility Evaluation

The RCS Club Evaluation is a powerful tool for assessing the current status of your club and preparing you to take the steps necessary to ensure future success in a changing world with a new generation of customers/members. The evaluation includes a comprehensive food and beverage evaluation, along with our signature Facility Mapping Tool to determine your club's overall strengths, weaknesses, opportunities, and threats.



HOW THE EVALUATION BENEFITS YOU:

We look at the who-what-where-when-how-and-why of the internal and external forces shaping your bottom-line success. The evaluation process provides invaluable information about your internal processes, management and accounting systems, service standards, and implicit service beliefs. The result is a roadmap for the implementation of management and personnel systems that can help you reach membership engagement and financial performance targets.

EVALUATION INCLUDES:

- Key Performance Indicators
- Staff and management competency
- Training opportunities
- Brand integrity and communications
- Event schedules, quality, and management
- Point-of-sale use and accuracy
- Menus, profitability, item placement, and pricing
- The quality of the member experience
- Transactional and behavioral trends among members for all locations
- Marketing materials for accuracy and brand reinforcement
- Website and social media scan for communication consistency
- Teamwork among departmental managers, meeting effectiveness
- Operational procedures, such as ordering, inventory, billing, guest tracking, member communications, and accounting
- Selling techniques



OTHER ITEMS OF NOTE

Throughout the evaluation, we will observe your adherence to brand consistency. Does everything look, feel, smell, taste, and sound the way it should? This applies to atmosphere, signage, uniforms, and the language staff uses when interacting with members.

- During the period of our engagement, we may ask to be included in any email blasts you send out about menus, activities, hours of operation, or special events.
- We will evaluate menus, signage, and promotions for adherence with communication standards and brand consistency.
- We may also request access to your website so that we may experience it the way your members do.

The Process:

STEP 1: The evaluation begins with an administrative analysis of your operation. Before ever arriving at your facility, our experts have already analyzed statistical and financial data, and have developed an understanding of your customers'/members' spending and transactional data through an in-depth review of operating results compared to budget and multi-year trends.

STEP 2: Once the on-site portion of the process begins we interview key staff members, observe service and 'back of house' functions in action, and attend meetings and other interactions between managers and staff.

STEP 3: Reporting. At the end of the process you will know where your club is today, how it got there, where it needs to be, how it can get there, and what tools, resources, and procedures it must implement to achieve profit, pride, and member satisfaction.

What We Will Need From You

Prior to arriving on site, we request information from the club to conduct the administrative analysis. Before we arrive at the club, we may schedule a phone call to obtain any further information needed.

The evaluation begins with an administrative analysis to understand the trends and statistics at the club. Information such as revenue trends, sales per cover, sales per member, and covers per member may be used. The site visit will be scheduled approximately two weeks after we receive the information (depending on availability and club schedule).

We will send a list of requested information upon engagement. (P&L, Inventories, Sales Reports, Menus, Golf Rounds, Court Reservations, Usage Reports, etc.)

DELIVERABLES:

Comprehensive Report outlining findings: key performance indicators, what's happening, trends that may be impacting your facility, recommended action items.

TIMING:

From start to finish, the club evaluation typically takes about 60-75 days. The administrative analysis typically requires two (2) weeks; the on-site evaluation is dependent on club size; and the report is delivered approximately 21 business days after the club visit.