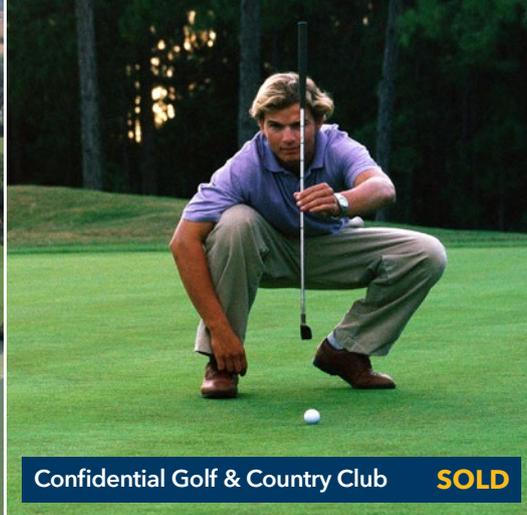




Lakeside Lodge Golf Centre **SOLD**



Confidential Golf & Country Club **SOLD**



Stapleford Abbotts Golf Club **SOLD**



Chart Hills Golf Club **SOLD**



Paultons Golf Centre **SOLD**



The Wiltshire Hotel, Golf & Leisure **SOLD**



Hazlemere Golf Club **SOLD**



Confidential Golf Hotel **SOLD**

The undisputed market leaders for golf course and golf hotel sales in the UK

£34.0 million sales to domestic and overseas purchasers in 2019



“Consistently delivering sales despite recent testing market conditions”

"We were very pleasantly surprised by the level of interest that we received in North Downs Golf Club, and are delighted that the future of the Club has been secured for the benefit of the members, visitors and the local community. The advice and support Ben Allen gave us through the whole sale process was invaluable."

Keith Robinson, FD of
North Downs Golf Club

"Interest in the club was phenomenal. We had at least 10 initial bids, and new interest materialised through the process. In the end the Club was sold to an individual who is keen to maintain the ethos of the Club, whilst at the same time prepared to reinvest in the fabric of the buildings and golf course."

Jerry Young, General Manager of
Hazlemere Golf Club

Market Comment

In the face of all the political and Brexit uncertainty endured through 2019, HMH continued to find an active market for golf clubs and golf hotels, and to deliver sales in both the proprietary and private members' club sectors. With 10 recently completed sales, and a further 4 clubs currently under offer, this optimism seems set to continue. Many UK and overseas purchasers clearly regard the golf sector as an interesting alternative investment opportunity – one that is typically backed by the security of freehold land.

Perhaps the most rewarding recent development has been the confirmation of our longstanding belief that there would be a robust market for private members' golf clubs. Our sales of North Downs Golf Club, Surrey and Hazlemere Golf Club, Buckinghamshire – both of which generated significant interest from a wide range of purchasers – are proof of this. Both Clubs faced the challenges experienced by many private clubs, were acquired by private investors, and now have secure futures.

Unlike most proprietary disposals, maximizing sale price isn't always the principal objective for private members' clubs, as broader objectives can come into play, including:

- Preserving the future of the Club, and the playing of golf at the property.
- Securing investment in the clubhouse and golf course to ensure that the business remains viable.
- Attracting a purchaser with proven entrepreneurial operational experience.
- Achieving a seamless transfer of the business.

Happily, the objectives of most private members' clubs and purchasers are normally closely aligned. We anticipate that 2020 will see more private clubs seeking alternative ways to ensure that their members can enjoy golf in years to come, and we are confident that HMH can help deliver this.

HMH currently has a wide range of golf and golf hotel businesses for sale, with a total value in excess of c. £35 million. Many of these properties are being marketed on a confidential basis, as per our recent successful placing of Chart Hills Golf Club in Kent, where we acted for Eaglesresort.

For further information on current market conditions, or a confidential discussion on how HMH can assist your Club, please contact Ben Allen or Tom Marriott.

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The Masters - 2020: April 9-12, Augusta National Golf Club, Augusta

PGA Championship - 2020: May 14-17, Harding Park, San Francisco

US Open - 2020: June 18-21, Winged Foot Golf Club, Mamaroneck

British Open - 2020: July 16-19, Royal St. George's, Kent

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