

APRIL 19, 2023

OPINION

What Is Tax Efficiency?

By Michael Funaro, Westpac Wealth Partners

It's that time of year – tax season. Whether you requested for an extension or have filed, taxes are on the mind of business owners. Recent years have shown that educating our future and current clients about Tax Efficiency is relevant and valuable. Tax efficiency is simply an attempt to minimize your tax liability when given different financial decisions. To be tax-efficient, the tax outcome must be lower than an alternative financial structure that achieves the same end. From years of planning and thousands of cases, we've learned that in some scenarios tax efficiency can outperform your basic rate of return formulas. This is one of many reasons why business decisions shouldn't be made in a vacuum. A few key considerations for business owners, golf course owners and property owners will be to evaluate areas such as tax deferral, tax rate arbitrage, wealth transfer, and maximization of tax deductions. One of the easiest ways to reduce your income tax bill is to... [READ MORE >>](#)

SPOTLIGHT

Benefits of a Golf Course Reserve Study

By Eric Dixon, GCS Class A Golf Club Reserves, RS, Managing Member Florida Turfgrass Association

Golf course owners face many challenges in managing their properties. One of the most important is ensuring that the course is properly maintained and that capital improvements are made as needed. To help with this task, golf course owners can conduct a reserve study. The following will explain the benefits of a golf course reserve study and why it is a valuable tool for golf course owners. A reserve study is a comprehensive analysis of a golf course's physical and financial condition. The study examines the condition of all major assets, including buildings, equipment, and infrastructure. The study also considers the current and future costs associated with maintaining and replacing these assets... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

>> [Haverford High School golf caddie earns full ride to Penn State](#) (The Philadelphia Inquirer)

>> [Golf Tourism Global Market Report 2023: Increasing Government Support Bolsters Sector](#) (globenewswire)

>> [KPMG joins forces with Stephen Curry as Title Sponsor for Underrated Golf Tour](#) (Golf Business Technology)

>> [TaylorMade launches Ti Bubble 2-inspired BRNR Mini Driver](#) (GOLFWRX)

FROM GOLF BUSINESS MAGAZINE MARCH/APRIL 2023



The Top Five Marketing Strategies With the Best ROI

When you reach down to open up your golf-course-management toolbox for some marketing utensils, all the options can be a bit overwhelming. Which ones work best? Which ones are worth the effort? Which ones stand the best chance of bringing in new players and keeping the regulars coming back?... [READ MORE >>](#)

Real Transparency Meets Real Estate Throughout Golf Communities

For any course owner or operator whose golf facility co-exists with surrounding residential communities, the real estate setting can be a blessing and a curse. Or both at some point during the lifespan of the course or club... [READ MORE >>](#)

REVENUE 365

Say hello to your **automated public membership** software.

[Learn more](#)

Supreme Golf | NGCOA Executive Partner

COMFORT AT EVERY TURN

EXPLORE DRIVE? >>

YAMAHA
Revs Your Heart

Hot Off The Press!

NGCOA's **So, You Want to Own a Golf Course?** A Must-Read Primer for Any Aspiring Golf Course Owner

[Download today!](#)

Think you know what it takes to own a golf course? Know anyone aspiring to purchase their own club? [Click here](#) to access NGCOA's new guide *So, You Want to Own a Golf Course?*

Golf BUSINESS PODCAST

Listen to, subscribe to, or download all the Golf Business Podcast episodes

Get it on iTunes Store | Listen now! ngcoa.org/podcast

The Golf Business Podcast brings you informative content to help your golf course business thrive.

Nationwide: **+100%**

High: Mid Continental South **100%**

Low: Southern Nevada **-100%**

February 2023 Weather Impact Report

Pellucid

The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

Join us for National Golf Day 2023

May 8-10 • Washington, DC

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262

