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OPINION

When It Comes To Greens Fees, The Golfer Decides If The Price Is Right

By Michael Williams, Contributor, Golf Business

I got started in golf operating the National Park Service courses in Washington, DC. Our mission there was to provide affordable, accessible golf to the public. When I began my first season in 2002, you could get 18 holes and a cart for a weekday round for less than \$40. I fully admit that the courses were far from Tour quality; after all, we were playing over 100,000 rounds on some of our courses and the courses were conditioned to withstand that beating. It wasn't fancy, but it was a decent playable level of golf... [READ MORE >>](#)

SPOTLIGHT

Demand and Development: A Glance at the Golf Course Market Landscape for 2024

By Scott Kauffman, Contributor, Golf Business

Four years after the coronavirus pandemic sparked a rejuvenation in the golf industry, the 2024 golf season is shaping up to be another strong business year for course owners nationwide. And based on two golf properties that sold within days of each other last December, courses of all types continue to be in high demand from an investment perspective. Indeed, whether it's well-known private clubs or modest public courses, institutional capital and/or high-

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net worth individuals are sizing up all facets of the golf course market as not only solid places to park capital in the coming year – but more importantly, an asset class with the promise of producing even greater future returns... [READ MORE >>](#)

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Northampton Country Club Recognized as Jemsek National Course of the Year

Like many of these stories, it starts with a third owner, although there have certainly been more than that. Northampton Country Club, nestled in the Western Massachusetts village of Leeds along the Mill River, is 125 years old, first welcoming golfers in 1898 when Leeds was the textile part of Northampton... [READ MORE >>](#)

Google's Purge of Old Gmail Accounts: Understanding the 'Why', and How it Affects Your Business

If you haven't heard, Google is taking drastic steps to purge inactive Gmail accounts from its system. And because this is a rather complex issue for those with large email databases, I thought artificial intelligence might be a smarter way to describe to you what's happening... [READ MORE >>](#)



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