



PGA

Michigan Section

BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Doug Brody, Warwick Hills Golf & CC _____

Year Elected to Membership: 1997 _____

Award Nominated for: Merchandiser of the Year - Private _____

Briefly describe your achievements/accomplishments that would pertain to this award:

My wife Jenn and I are finishing our 14th season owning and operating Brody's Golf Shop at Warwick Hills Golf & CC. Over the years we have continued to try new lines, promotions and events to create excitement at our golf shop. We try to give our customers every reason to shop and support our golf shop.

Staff & Vendors:

The most important aspect of our business is our strong relationships with our membership, guests and vendor partners. We have experienced staff that goes above and beyond to create a warm inviting atmosphere and shopping experience. Our staff takes pride in having solid product knowledge with soft goods. Our professional staff is well educated and equipped to custom fit clubs with the best fitting tools including our Flightscope launch monitor. Follow up with our customers is a very important part of our retail success. We average over 100 special orders a month; communication and follow through are a huge priority for our team to consistently execute. In addition to our special orders, our corporate business has consistently grown each year. This business accounts for over 20% of our overall shop sales.

Metrics:

We have taken a different approach to our merchandise mix than most in our industry. Our soft good product mix is 55% Men's, 40% Women's, 5% Juniors. We carry 10-12 Men's lines, 8-10 Women's lines, and 4 Junior lines of clothing. We offer a wide variety of product with smaller collections. We have a smaller but active membership, so it is important for us to keep the shop fresh and new every week. We are fortunate to have great support from our members and guests throughout the year, our average gross dollars per round was \$55.89 in 2017 and we are trending over \$58 per round in 2018. Our stock turn was 2.5 in 2017 and we are working to be close to 3 turns in 2018 with ending inventory of \$80,000 in 2017. Our average inventory is \$225,000. Our profit margin was 22% in 2017. We give our members and guests a 20% discount off retail on all soft goods and accessories,

and sell equipment at the lowest manufacturer advertised price. We also wave the fitting fee for any golf club purchases. Our professional staff receives a % of gross sales on all golf clubs sold.

Special Events:

Special events drive a large portion of our business. We try to incorporate a minimum of one large event per month on top of our regular golf event calendar. We have three very successful Ladies Night Out Shopping parties with different themes (Yoga, 5K Walk/Run, Fashion Show, Witches Night Out). We have three on course events with Beat The Pro for gift certificates. Our Junior Program, PGA Junior League and Ladies Get Golf Ready for newer lady golfers have proved to be great opportunities to introduce golf fashion as a fun part of the golf experience. Holiday shopping events start in November for us. November allows us the opportunity to let our customers know they can think of our shop for holiday shopping. December has proven to be one of our top three best grossing months for shop sales.

Education:

Personally I have attended the last 26 PGA Merchandise Shows in Orlando, Florida consecutively. I also attend as many educational seminars through the Michigan PGA Section as possible. I am fanatical when it comes to reading golf magazines for news and trends in the business. I read PGA Magazine, Golf Business, Club & Resort Business, Golf Digest, Golf Magazine and Golf World religiously. I have also been a member of the AGM – Association of Golf Merchandisers for over 10 years and PGA Ambassadors for the past 4 years. I also participate in a PGA Round Table group of top private club head professionals in Michigan; we meet twice a year to discuss trends, ideas and solutions within our market.

New PGA Champions – Ally Challenge:

The addition of our new PGA Champions Tour Event: The Ally Challenge Presented by McLaren has helped boost sales both tournament week and beyond. The event has allowed us to get creative with new logos and designs to create additional interest and excitement in our golf shop.