

2025 Merchandiser of the Year Private Award Candidate Bio Form

Please submit this form no later than **Friday, October 4, 2024 at 4pm.**

Email *

dougbrody@pga.com

Name of Nominee: *

Doug Brody

Facility Employed at: *

Warwick Hills Golf & CC

Year Elected to Membership: *

1997

Do you own the Merchandise Concession? *

Yes

If not, who owns the Merchandise Concession? *

Me and my wife own the Merchandise Concession

What percentage of time do you spend in the merchandising area of your facility? *

15-20% in season and 50% in the shoulder season

Please share what you can to illustrate the financial success of your merchandising concession * over the past few years in 250 words or less: (**Note:** *These bios will be shared with the Michigan Section membership- a suggestion would be to use percentages rather than whole numbers to keep any sensitive information private*)

My wife Jenn and I have owned the golf shop at Warwick Hills since 2005. We have a strong collection of staff and great vendor partners who have all collectively helped our Merchandising operation thrive from year to year.

Warwick Hills Golf & CC has 280 Golf Member Families and 120 Social & Recreational Member Families
Golf Shop 1,000 Square Feet

Special Orders 750 per year

Average Shop Sales: \$65.50 per round

Margin: 23%

Overall Turn Ratio: 2.5

All merchandise is sold at a Member Price of 20% off Retail and MAP on all Hard Goods

Our Golf Shop is open March through December and is fully stocked from the start of March until the end of the year. In Grand Blanc we do not have a lot of competition from other golf shops or clothing stores for shopping, we try and give our members and local guests a great shopping experience for on & off course clothing needs. We carry over 20 different brands of clothing and accessories and our customers know that we are bringing in fresh merchandise weekly all year long.

It is important to our golf shop to carry over very little merchandise from year to year. We liquidate merchandise at year end and we participate in a liquidation sale at CC of Jackson every February with several other country clubs. We also use a high end resale store to help clear out older inventory.

We also own the merchandising rights for the PGA Champions Tour Ally Challenge merchandise, during the tournament week about 40% of the soft goods inventory is Ally Challenge merchandise. Ladies and junior apparel are a big part of the foot print in the golf shop, our soft good product mix is 50% Men's, 40% Ladies, and 10% Juniors. We offer Free Gift Wrapping all year long. Displays are changed no less than every two weeks. We do launch monitor club fittings for \$90, we give half of the fitting back on club purchases. We match the lowest prices in the state on all golf clubs. Our goal is to give our members and guests every reason to support our golf shop for all they're golf needs, gifts and off course apparel.

Does your facility have the Mill-River Plan or a similar merchandise purchasing plan in place? *

Yes

No

If yes, please explain the plan that is in place: *

We price everything in the golf shop at Retail less 20% for the member price

Please share your merchandising philosophy in 250 words or less: *

Our merchandising philosophy is to carry a wide variety of the latest and greatest golf apparel lines, equipment and accessories. My wife and I do all the buying of soft goods, I do all the hard goods buying. Our relationships with the members, local businesses and events drive the majority of our sales at Brody's Golf Shop. Our biggest events for merchandise sales are: Mega Demo Day - Multi Vendor, Spring & Fall Stag events, Men's & Ladies Invitationals, PGA Champions Tour Ally Challenge, three Ladies Night Out Shopping parties, Ladies Fashion Show, Black Friday, and Wine & Cheese Holiday Shopping parties.

We average over 700 special orders a year, being able to show our members that we will go the extra mile to deliver a unique quality product at a fair price with top notch service has been the biggest key to our success. We have a very liberal return policy, we want our members to be life long customers. Our staff does it's best to create a low pressure, comfortable, honest shopping environment that member's and guest enjoy. We put our club logo on 90% of our Men's Apparel and 30% of our Ladies Apparel. I am a Association Of Golf Merchandisers member, Golf Business Network member, PGA Ambassador and I participate in a round table Michigan Head Professional group to help stay on top of trends in the industry. Networking with fellow golf professionals, sales reps and industry experts helps our business stay ahead of the curve.

List any other PGA Section or National Awards you've received and the year(s) you received them (50 word limit): *

Michigan PGA Merchandiser Of The Year - 2014 & 2019
Michigan PGA Golf Professional Of The Year - 2024

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