



Resort Profit Potential Opportunity

(Preparing you to fund, sell, go public, expand and/or simply maximize cash flow)

(Answer questions and rate your Resort &/or Club from 1 to 10 (10 being highest))

Once completed please fax to 910-221-9317, or email the form to:
johnmeeske@resortsandclubs.com.

1. Does your resort have capital needs? _____. Rate your current strategies and ability to raise capital in today's environment _____
2. Is your Resort "Marketing into The Experience Economy"? _____
If so how are your "Experiences" holding up against your competition
- rate the current value of your "Resort Experiences" _____
3. Does your Resort or Club have Real Estate as a part of its financial profile? _____. If your answer is yes how would you rate your efforts and plan to improve these sales and profits _____
4. Does your Resort &/or Club have a "Protocol" that is responsible for your high multiple and low CAP? _____ If so rate the effectiveness of your "Protocol" _____
5. Have you considered "Equity Conversion" as a financial strategy to improve your financial position? _____ Rate the mood of your property owners and/or members - _____.

6. Have you considered refinancing or selling your resort recently ?
_____ If so rate how you would view the financial and strategic picture of your resort today _____

7. Do you have "Transfer Fees" on your individual properties? _____
Rate the opportunity you and your partners / stockholders are deriving from these transfer fees _____.

8. What are your "Gross Sales per Occupied Room" (total sales in the entire resort divided by # of rooms occupied)? _____ Rate your plan to significantly increase this number without CAP-X _____.

9. What is your Repeat Business percentage? _____ Rate your Repeat business marketing program effectiveness _____.
(Repeat business is 25 to 125% more profitable)

10. What is your Referral Business percentage? _____ Rate your Referral business marketing plan effectiveness _____.

11. Do you have a "Board of Directors" for your Resort &/or Club ?
_____ Rate your boards effectiveness as to bringing in new business and creating "New Experiences" and new Markets for your property without CAP-X _____.

12. Destination Resorts are usually complex, is yours _____? Rate the complexity, especially financially, of your Resort _____.

13. Is your Conference / Group Business growing _____? Rate your overall program to grow Conference / Group Business _____.
14. Is your Social Business growing _____? Rate your program as to growing Social Business _____?
15. What is your Employee Turnover Rate _____? If turnover costs 1 to 5 times annual salary rate your development & retention program _____.
16. Does your resort provide a weekly financial statement to the bottom line _____? Rate your overall financial reporting plan of your resort _____.
17. Are you happy with your present multiple of earnings _____? Rate your plan for improving your multiple (CAP RATE) _____.
18. Do you have Golf at your Resort? _____ If 13% of the total population golf's and 84% wants to golf rate the effectiveness of your program and facilities at addressing this opportunity _____.
19. Do you have skiing at your resort? _____ If 7% of the population skies rate yourself as to your future program to grow your winter "Experiences" _____.

20. Do you have or plan to have significant retail businesses at your resort? _____. Rate your effectiveness at marketing your retail shops to inside and outside guests and regional inhabitants _____.
21. Does your resort or club have a destination Spa? _____ If one of the highest income spas produces a 46% GOP rate yours _____.
22. If you are considering refinancing and/or selling your property have you “Reengineered” your Business Plan? _____ Rate your Business Plan as to maximizing value, Income potential, LTV and Sales Price _____.
23. Does your resort have a “Profit Sharing” program for your “Experience Partners” and managers? _____ Rate its effectiveness at retaining, motivating and improving the “Guest Experience” _____.
24. Do you have a Club at your resort? _____ If so are your members happy, are they called by name, do they refer new club members – rate your Club as a Resort Country Club _____.
25. Is your resort in the Attractions business? _____. Rate your attractions as to the markets and satisfaction of your guests _____.
26. Service is still King even though we are transcending into “The Experience Economy” is your resort known for Great Service?

_____ Rate your service standards and personalization of these standards ____ .

27. Is there activities and events in your area that draw guests to your resort? _____ Rate the effectiveness of your resorts ability to draw guests from these outside activities and events _____.

28. Do the businesses and people that live in your resort region know your resort and sing its praises? _____ Rate the overall impression of your regional people and businesses of your resort _____.

29. If real estate, especially second home real estate, is a significant part of your income do you have a "Resort Country Club" culture? _____ Rate your "Resort Country Club" Culture as to its effectiveness to obtain referral real estate sales as well as referral social and group business _____.

30. Is your resort a "Brand"? _____ Rate your Resort Brand as to its value to the overall business multiple (CAP) and value of property _____

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