

The Plantation Golf Club, an exclusive private equity golf club of 400 members, has been using their ClubSoft system since 2006.

General Manager Pat Lizza is a strong supporter: "Working with ClubSoft is so easy. Unlike other systems I have used, ClubSoft exceeds expectations after you install it and just keeps getting better.

From a financial perspective, we cut our support fees in half by switching to ClubSoft and we're getting more value for those fees.

In addition to a club management system, ClubSoft has been a fantastic communication tool for us.

We were able to use it to fill some membership spots earlier this year by announcing a limited promotion to members and guests. We sold a number of memberships in a short period of time by using ClubSoft data mining and the marketing application to connect with people who had visited or played at the club in the past year.



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ClubSoft distributed our message accurately and immediately. No other system I have used could have done it."

Pat went on to remark, "The product is easy to use. The support team is always friendly, responsive and knowledgeable. Our network technician endorses the technology and our members love the real time web access. What else could you ask for?"

Pat's input has also directly influenced ClubSoft to add ground breaking enhancements like member and employee text messaging and automatically scheduled reports to be run and emailed to club staff.

"Having a direct link to the management team at ClubSoft and knowing they listen and take action on my requests and feedback means a lot. There's value in knowing my vendor understands my club needs, the industry at large, and continues to build technology to benefit both."