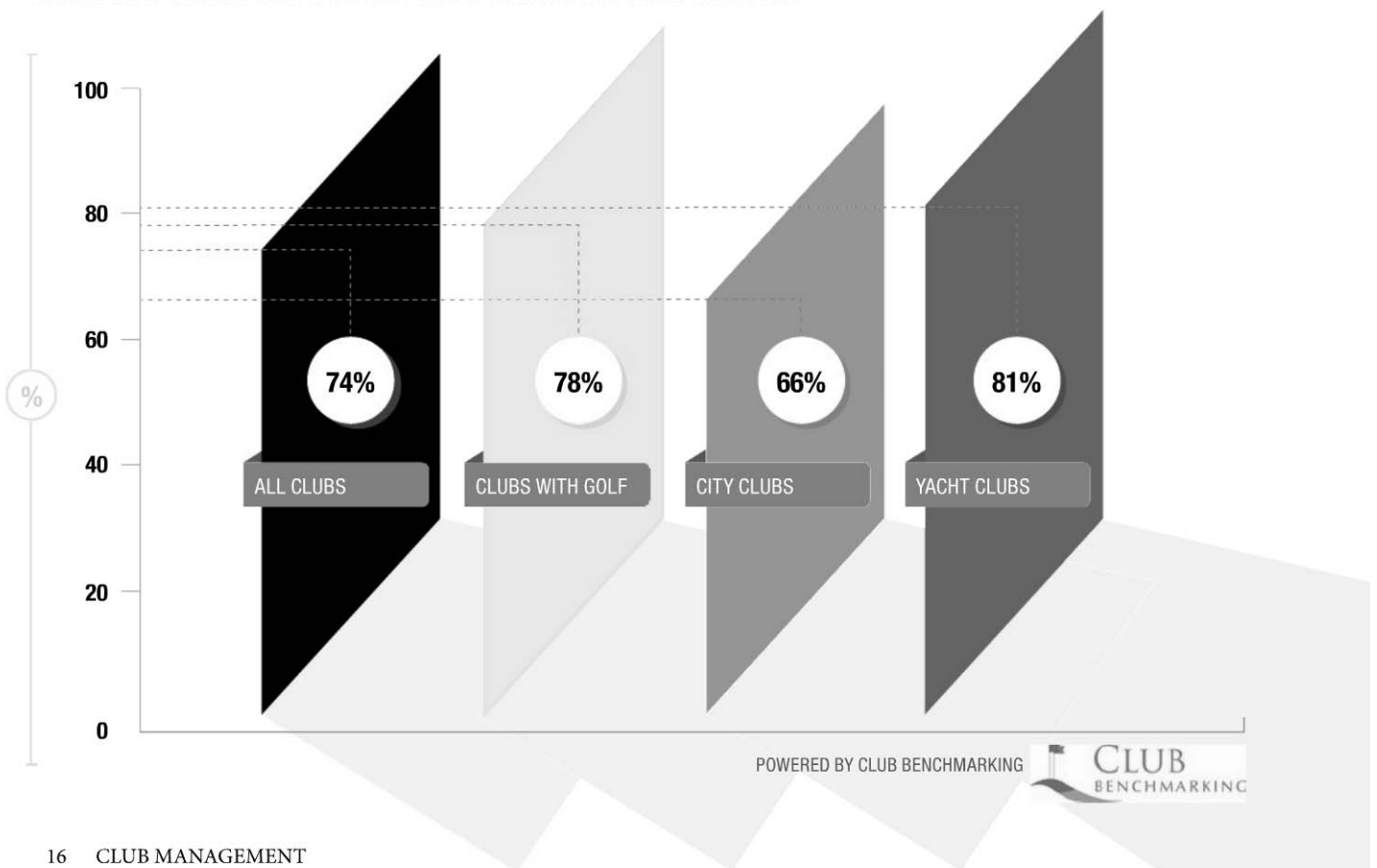


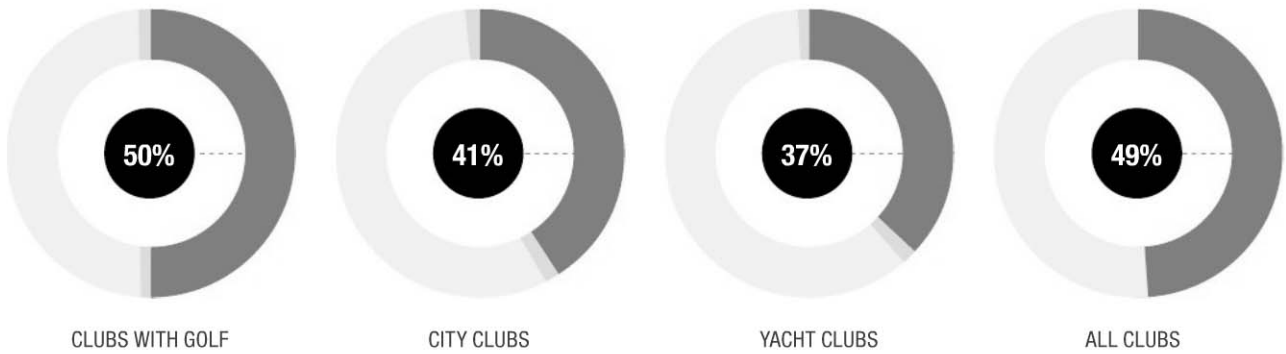
THE BUSINESS OF DUES

Roughly 75 percent of the cash a club uses to support its operation comes from dues, regardless of size or geographic location of the club. Here's a literal look at what those dollars mean to your business, courtesy of Club Benchmarking. To read more about the financial impact of member dues, visit clubbenchmarking.com/blog.

PERCENTAGE OF DOLLARS USED TO SUPPORT CLUB OPERATIONS THAT COMES FROM DUES:



DUES AS A PERCENTAGE OF OPERATING REVENUE AT THE MEDIAN:



THE DUES ENGINE

A club's dues engine has two cylinders—the amount a member pays to belong to the club and the number of members paying dues. The balance between those two cylinders is directly related to the club's financial health and the value proposition presented to its members.

