

# CASTING A VISION

*The Landings Club celebrates  
a decade of renaissance.*



**“Not many private clubs in the world can compare to their diverse courses and overall amenities. It offers an ideal setting for great living.”**

—TOM FAZIO

SAVANNAH, GEORGIA: Changes in golf typically move at a glacial pace. For more than two decades, the USGA has studied the impact of modern equipment enhancing scoring capabilities of Tour players. Any variations in the sport are evolutionary, not revolutionary.

One significant change blossomed in the late 1970s with the “marriage” of a real estate purchase and a private golf membership. A flood of America’s blue-chip companies, including Mobil, Alcoa, and International Paper, used their vast land holdings as a canvas to establish golf communities that offered an array of amenities to stoke real estate sales.

The Landings Club, about a 25-minute drive from downtown Savannah, was a leader in the burgeoning industry. Considered a golfer’s dream, the private community offers six different golf experiences that play through stately hardwoods and marshes.

After a successful career at Ritz-Carlton, Steven Freund was recruited to reimagine The Landings Club for a new generation of buyers.

“I felt a great obligation to maintain the stellar brand that The Landings Club had firmly established in the

Southeast,” reported Freund. “Its abundance of riches and remarkable depth of amenities required a measured approach to change. I joined the team shortly after The Great Recession, so members were cautious about any proposals that increased costs. For more than two decades, residents took great pride in belonging to a debt-free facility.

“My primary mission was to accelerate and shepherd capital projects already under discussion,” continued Freund. “In order to garner support instead of pitching wide-ranging capital improvement projects, we “unbundled” each idea to provide clarity and an exact expectation of benefits versus costs. Our formula seems to have worked. Over the past decade, we have invested more than \$62 million in projects big and small. Few corners of The Landings Club have been untouched during our renaissance.”

## ***A LEGACY OF GOLF***

The hallmark of The Landings Club is member access to six courses designed by Arnold Palmer (2 courses), Tom Fazio, Arthur Hills (2 courses), and Willard Byrd.

The latest capital enhancements are the completion



The Marshwood pool boasts a resort-style complex with a zero-entry entry and a large cabana bar, perfect for outdoor dining or drinks with friends.

of its Marshwood Clubhouse and Franklin Creek Pool Complex. This year, attention turns to a renovation of its Magnolia Course and a new Golf Performance Center.

Non-golf amenities are impressive with five campuses, seven restaurants, two full-service marinas, 30 miles of trails, 150+ stocked lagoons, 11 pickleball courts, 31 tennis

courts, eight bocce courts, 35+ youth camps, five pools, and a two-acre community farm.

“When you evaluate value received, many are in a discord of disbelief,” said Freund. “As we march into the future, our mantra is, ‘If we are going to do it, let’s do it right.’”

The Landings Club is a big, brawny operation that operates as a small town. “We have been careful to preserve the soul of the club as we continue to attract new members,” smiled Freund.

The culmination of plans executed over the last decade is a club that has deepened ties to its golf roots while materially evolving in all other areas of its operation. “The results validate the direction,” concluded Freund. “We have more than tripled the volume and patronage of our food and beverage operation over the last ten years. Our members are using our club more than ever and that bodes well for the future.” ■

*For membership information, visit [LandingsClub.com](http://LandingsClub.com).*

Condé Nast Traveler, USA Today, Prevo Health Solutions, Bliss Awards, and Savannah Magazine  
**ALL LAUD THE LANDINGS CLUB AS A TOP PRIVATE COMMUNITY.**

**THE CLUB CAR CHAMPIONSHIP IS CONTESTED ANNUALLY ON THE DEER CREEK COURSE.** The tournament is a part of the Korn Ferry Tour schedule and is a four-day, 72-hole, stroke play competition with a total purse of \$600,000.

**“If you love golf,  
you will love living here.”**

— STEVEN FREUND

