

Lucky No. 7

*Addison Reserve ranks
as one of America's best.*



DELRAY BEACH, FLORIDA: Addison Reserve stands as a shining example of what qualified management collaboratively working with its Board can accomplish. The mature, private community was sold out and turned over to membership in *only* five years—an astonishingly short period of time. With no fresh real estate to generate new memberships, avenues to materially grow revenues were limited. The Board, realizing a long-term strategic vision was needed, committed to bring in the right people.

CODE OF CARE

Howard Schultz, founder of Starbucks, believes, “When you’re surrounded by people who share a passionate commitment around a common purpose, anything is possible.”

“You can’t argue with Starbucks’ success,” said Michael McCarthy, general manager and CEO at Addison Reserve. “I was brought up to appreciate customer service and I believe investing in human resources is vital. If you treat your employees right, they reciprocate with genuine care.”

For the past 10 years, the golf industry has been stuck in neutral. “We are an exception to the industry. In the past 10 years, our revenue is up 40 percent,” stated McCarthy.

Among thousands of private golf clubs, *Platinum Clubs of America* ranked Addison Reserve No. 7 in the top 150 Platinum Country Clubs in America. “I credit our service culture for our club earning the prestigious ranking,” continued McCarthy.



The exclusive, private community consists of 19 residential villages and 27 holes of Arthur Hills designed golf. Other amenities include a 70,000 square-foot grand clubhouse, a 20,000 square-foot sports and recreation center with 11 Har-Tru tennis courts, and an Asian-inspired spa.

“Our Trepidation nine starts with a steady climb, much like a roller coaster ride,” described Kevin Baldizar, director of golf. “After several doglegs of twists and turns, the course ultimately descends down to the ninth green.”

Construction is about to begin on Addison Reserve’s \$25 million Sport and Spa Esplanade. With an emphasis on health and wellness, the new facilities will provide a state-of-the-art fitness center, a luxurious spa, an aquatic center, children’s activity center, and a tennis complex with pickleball courts. It will also feature a casual dining restaurant with an indoor/outdoor bar inviting year-round patronage. The promenade will be lush with water features, firepits, inviting seating arrangements, and tropical landscaping.

“When complete, our location, amenities, and service centric culture will be among the best in the world,” concluded McCarthy. ■

For more information, please visit AddisonReserve.cc.

“THE INTERSECTION of man and nature could benefit the former without harming the latter.”

— ADDISON MIZNER, FAMED SOUTH FLORIDA ARCHITECT