



“Living here just makes you a better golfer. You are surrounded by the game.”

— GUS ULRICH, DIRECTOR OF INSTRUCTION

# LIVING *the* GAME

*At Pinewild, a culture of golf evolves into a culture of community in the Home of American Golf.*

PINEHURST, NORTH CAROLINA: Spend time here, and you begin to notice that golf is not something people set aside time for. It is simply part of the day, in conversation, in routine, and in the quiet satisfaction of a round that stays with you long after the final putt.

A community where residents are immersed in the Pinehurst golf culture.

At Pinewild Country Club of Pinehurst, that connection starts at home.

Behind its gates, 48 holes reward both casual play and serious practice, creating a setting where daily life and the

game naturally come together. Nearby, the USGA Golf House and Museum speaks to the game’s stewardship, while the broader landscape of courses, competitions, and golf commerce keeps Pinehurst connected to the game in every direction.

“There is something about living here. It just makes you a better golfer,” said Gus Ulrich, director of instruction at Pinewild, Carolinas PGA champion, and longtime head coach of the nationally successful Sandhills Community College golf program. “You’re around good golf all the time. The courses, the conversations, the people. It sharpens you without you even realizing it.”

Gus also points to the shared mindset that defines the community. “The membership really supports each other, because the pursuit of golf is just part of life here,”

he said. “It’s not about a particular handicap, it’s about community. People care about getting better, learning, and enjoying the game together.”

That spirit shapes the atmosphere at Pinewild. A morning round, time on the practice grounds, or an easy evening at the clubhouse unfolds within a setting that feels both welcoming and rooted.

For many drawn to Pinehurst, the challenge has traditionally been finding the right place to live in this small but booming town. With the introduction of Azalea Place, Pinewild now offers a new luxury neighborhood that makes it easier to embrace the lifestyle, connecting home, club, and the broader golf culture in a natural way. Think modern living set comfortably among the pines and traditions that make Pinehurst so distinctive. Homes in Azalea Place start in the low \$1 millions.

Kyle Kirk, director of golf at Pinewild and Carolinas PGA Sandhills Chapter PGA Grow Ambassador, sees that connection reflected every day.

“Living in Pinehurst brings out golf in its purest form,” Kirk explained. “It’s exercise, it’s fresh air, it’s relief, it’s community. Really, it’s a way of life, and just a great way to live.” ■

“Golf in Pinehurst is more than a pastime. It is a way of life.”  
— KYLE KIRK, DIRECTOR OF GOLF

Learn more at [PinewildCC.com](http://PinewildCC.com).

