

# **Club Benchmarking**

What Is It? Are You Using the Correct Metric to Map the Future of Your Facility?

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#### ARE YOU BENCHMARKING?

 Does your club benchmark its operations or salary information?

Where does your club get its data?

 How often? Annually? Quarterly? Monthly?



#### MAKING BUSINESS DECISIONS

 Clubs are not using real-time, industryspecific data to make the best business decisions.

 Most clubs are using anecdotal information and inaccurate facts.



# AN INDUSTRY NEED

 The standardization and centralization of our industry's surveys and data was necessary

 Club Benchmarking - a game changer for the industry



#### A COLLABORATION

CMAA's collaboration began with the 2011
 CMAA Finance and Operations and
 Compensation and Benefits surveys.

 2012 Data Collection begins at the end of March



#### CLUB BENCHMARKING

 Dynamic, online database which provides apples to apples comparisons

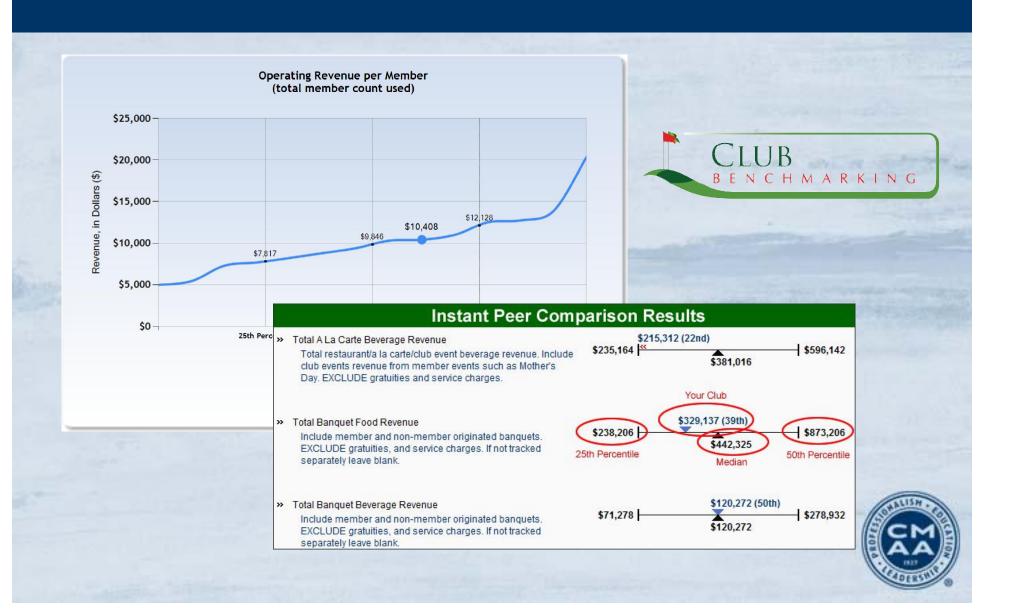
300 individual metrics



 Compliant with the Uniform Systems of Financial Reporting for Clubs



#### CHANGE THE DIALOGUE



# BENEFITS TO YOU

 Reduced time responding to surveys – one survey, one online access point and account

 Increased accuracy through standardization of data – increasing your credibility with boards and committees



# BENEFITS TO YOU

 Graphical reports with one click – much easier to spot and communicate trends

 Compare your club with others based on club type, geography, revenue, member count and more



#### BENEFITS TO THE INDUSTRY

 A common standardized language for benchmarking

 Centralized data allows for macro analysis and instant identification of trends

 Critical mass of data available to be analyzed and used by our industry's education community



# More Information

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