



**SCOTT McMARTIN**

To learn more about our acquisition approach for your club, please contact Scott McMartin, chief acquisition officer at [smcmartin@heritagegolfgroup.com](mailto:smcmartin@heritagegolfgroup.com).

# A Vibrant, Innovative Hospitality Company Delivering Quality Experiences

Heritage Golf Group is a Virginia-based owner and operator of premier private, resort and daily fee golf facilities. Current ownership, led by President and CEO Mark Burnett, purchased Heritage in January 2020 with its collection of six owned golf courses.

In just two short years, the company has grown to 18 clubs located in Virginia, Florida, Hilton Head, Westchester County, New York, New Jersey, Illinois, Missouri and Wisconsin.

With the executive team’s collective experience, the Heritage name has become synonymous with impeccable attention to detail, unparalleled leadership, and prestigious properties across the country. The company’s mission is to be a trusted and innovative hospitality company that delivers exceptional member service and guest experience.

**CAPITAL INVESTMENT STRATEGY**

Working with their clubs’ boards and committees to develop a capital plan that enhances the member experience, Heritage’s leadership team has been responsible for more than \$750 million dollars of capital improvements at country clubs over their collective careers. In just two short years, Heritage has completed or has underway \$25 million-plus in capital improvement projects at clubs throughout its current portfolio, with more to follow in 2022. The company is well-capitalized and is actively seeking to expand its portfolio of high-quality golf and lifestyle clubs throughout the United States. Heritage’s capital partner, KSL Capital ([www.kslcapital.com](http://www.kslcapital.com)), has over \$12 billion of successful travel and leisure investments along with a rich history in the golf and destination resort industries with an award-winning portfolio of legendary clubs and resorts.

**GROWTH STRATEGY**

Heritage Golf Group typically acquires new properties from a variety of owners, including real estate developers, private investors, member-owned clubs, financial institutions, resort hotel owners and others.

**Club Lifestyle Communities** – Golf and lifestyle clubs within residential communities owned by developers, private investors and others seeking a confidential exit strategy with a proven, well-capitalized industry buyer.

**Member-Owned** – Includes non-profit clubs and those seeking long-term lease agreements securing growth potential through strategic capital improvements, membership sales, programming creativity and professional operations.

**Semi-Private & Premium Daily Fee** – Properties in major strategic metropolitan markets offering a unique reciprocal membership platform.

**Lodging / HOA Amenity** – Includes golf properties linked to the surrounding real estate including resort or conference centers or HOA communities looking to remove the financial burden of owning and operating their non-core golf assets.



**THE HERITAGE COLLECTION  
A GROWING NETWORK OF CLUBS**

The Heritage Collection provides its full golf members exclusive reciprocal privileges at their growing roster of premier private and resort destination properties. This premium membership program is designed to deliver the consummate golf experience when members travel away from their home club.

Heritage Golf Group’s prestigious network of golf properties have won numerous awards and continue to receive praise and rave reviews.

“We are committed to creating thriving communities that our members and guests will share with their friends and family” says Mark Burnett, president and CEO. **BR**

# HERITAGE GOLF GROUP

Under NEW Ownership, This Virginia-Based, Innovative Hospitality Company Delivers Quality Experiences While Transforming and Modernizing Private Clubs.



THE DOMINION CLUB  
VIRGINIA



*Before*



*After*



*Before*



*After*



TO LEARN MORE ABOUT OUR ACQUISITION APPROACH FOR YOUR CLUB, VISIT US AT [WWW.HERITAGEGOLFGROUP.COM](http://WWW.HERITAGEGOLFGROUP.COM).