

Your dream golf lifestyle is just a click away

The founder of the Golfing Homes website, Patsi Brown, lives in the residential golfing community of Horizons Golf Resort at Salamander Bay. The Community Association of Horizons until recently restricted the display a “For Sale” signs on properties. – a situation that occurs within many golfing communities. Also, there was the added problem of the properties being in a “gated estate”, a foreign notion for the local real estate agents!

Given that the most likely buyers of a golfing residence are going to be golfers, it was obvious that these restrictions retarded vendor opportunities to sell their properties.

Patsi decided to set up a small web site with the express purpose of helping residents within Horizons to market their properties. As the idea grew, so did the amount of visits to the site over a very short period. In mid-July 2010 it was decided to take the concept to the next step and have the site designed professionally and place the concept on a commercial basis that would at least recompense the outgoing expenses associated with developing such a site.

The problems associated with finding these unique properties comes in a variety of ways. Either the golf course properties are listed with a number of local real estate agents or they are marketed by a developer or a combination of the two. Unless the prospective purchaser has specific knowledge of the golf course or the geographical area and real estate agents, finding these unique properties is, to say the least, difficult. With the growing number of overseas visits to the site, this factor is of real importance. The “one stop shop” approach is the obvious way to simplify the search for non-locals, ex-pats and overseas investors alike in finding these desirable and unique properties.

On the domestic front, It’s surprising how many avid golfers really aren’t aware of which golf courses actually have a residential component.



Patsi and her husband George are both keen golfers. George, a retired commercial television executive, has been able to greatly assist in the initial stages of marketing the concept in a broader spectrum. “Although very time consuming, personally meeting with the marketing personnel of the individual golf courses, developers and real estate agents, is the most productive way to create awareness of the site.” says George.

He went on, “With times being particularly tough right now, it’s not good enough for the developer or agents to be just ‘order takers’. They need to be pro-active and achieve exposure for their product that will produce results.”

Even though it’s early days, golfinghomes.com.au is currently carrying about 200 properties all of which either have golf course frontage or are within golfing communities. In addition, manufacturers of golf equipment such as Club Car and GCR golf recognising the site potential, support and advertise on the site.

Readers who would like to speak with either Patsi or George can contact them through the website or by emailing caddy@golfinghomes.com.au.

GOLF COURSE HOMES FOR SALE OR RENT

www.golfinghomes.com.au

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