

Sales Letter

Richard Williamson • Fort Myers, FL

This is a sales letter for an upscale golf resort/community client in Naples, Florida. The letter's tone and wording is designed to set an atmosphere of warmth and elegance--and avoids a hard sell, which would be inappropriate for the target audience of persons able to afford the \$120,000 membership fee. The letter pulled 74 qualified responses and resulted in 36 memberships--about 4.320,000 in business!

Imagine a perfectly preserved slice of native Florida countryside: stands of rugged cypress, the graceful swoop of a snow-white heron, the creaking of tall pines in the warm breeze. Add to that the blue of the sky caught in a fairway pond, a carpet of carefully cropped bermudagrass unrolled from tee to pin, and the looping arc of a well-hit ball.

That's Tiburon.

Tiburon is more than a golf club. It's a unique approach to the game in a setting that is ideal, and with amenities that set it apart from every other club in Southwest Florida. Legendary golfer and course designer Greg Norman is the architect of Tiburon's 27-hole course. And it is a masterpiece.

At Tiburon, Norman melded a rare blend of traditional and modern elements to create a course that is at once elegant and stunningly beautiful yet challenging for players of every level. Nowhere else will you find the combination of stacked sod-wall bunkers, spectacular green surrounds cut to the height of most greens, and tricky coquina sand waste bunkers. Our 800 acres of meticulously trimmed grass play like a classic links course, and no-rough fairways allow a well-hit ball to run to the pin. Mis-hit and your ball becomes part of our pristine Florida landscape.

Tiburon is the result of a partnership between Greg Norman, Ritz-Carlton hotels, and Watermark Communities (WCI), Florida's largest developer of golf course properties. The united resources of golf's "Dream Team" ensure Tiburon's facilities, maintenance, and ongoing development to be of the highest possible quality. This year alone, a new, state-of-the-art clubhouse and fitness center, the lavish 295-room Ritz-Carlton Golf Lodge, and 9 new holes will join the world-class Rick Smith Golf Academy as just some of the elements that make Tiburon Golf Club unique.

We are delighted in your interest in membership at Tiburon. As one of a limited number of Medallion Members at Tiburon, you will be entitled to preferred access to Greg Norman's masterpiece golf course, including 60-day advanced tee-times and no greens fees. Discounts and special access to the Rick Smith Golf Academy and dining and charging privileges at the Five Star Ritz-Carlton Naples Beach Resort, the new Golf Lodge, and Tiburon's own Grille, Bar and Golf Shop.

Take some time to get to know Tiburon. You will find our friendly, knowledgeable staff eager to assist you, answer questions, and make you feel at home. Please telephone me at 941-594-7900 with any questions or to arrange a tour of Tiburon Golf Club.

We are very proud of Tiburon Golf Club and want to share the Tiburon experience with you.

Sincerely,

Membership Director