# **HAMPTON GOLF PRESS RELEASE**

**COMPANY CONTACT:** Justin Kuehn at (904) 564-9129 or [jkuehn@hampton.golf](about:blank)

**FOR IMMEDIATE RELEASE**

**HAMPTON GOLF TEAMS UP WITH NEWLY FORMED KPI GOLF MANAGEMENT**

Jacksonville, Florida, January 25, 2019 (GLOBE NEWSWIRE) – Hampton Golf, which currently lists 28 golf courses under management has joined forces with newly formed KPI Golf Management.

Hampton Golf’s President MG Orender and KPI Golf’s Principal Founder John Brown have known each other in the golf business for more than 30 years. John built Brown Golf Management until selling and retiring in 2017.

“When I heard that John was back in the business, I was immediately intrigued. After speaking with him and understanding his business principles were aligned with Hampton’s, I knew this would be a great fit. There are a handful of people like John in the industry and I knew it would make sense to introduce KPI to Hampton Connect”, said MG Orender.

Hampton Connect is our new digital management solution that helps golf course operators manage their properties with complete financial transparency, train team members more frequently and ultimately make decisions based on real-time data. Hampton has always explored innovative ways to keep our Team Leaders armed with the latest technological tools to better operate their business. Now we are sharing those tools with courses that may not be financially equipped to engage in full management services.

In a recent 90-day case study using Hampton Connect, 18 golf facilities of all types (public, semi-private and private) collectively experienced over a $500,000 reduction in expenses and over a $1,000,000 increase in revenue year over year.

KPI Golf Management’s focus is on turning underperforming facilities around. As the KPI name would suggest, John Brown and his team lean heavily on performance data to inform decision making. What better way to execute operationally than utilizing Hampton Connect!

With KPI’s initiatives to grow, they will also be using Hampton Golf’s proven centralized services including accounting, marketing/communications, human resources, legal and buying power.

“I have incredible respect for MG and Hampton Golf”, said Brown, “and I’m really excited about the synergies between our two companies. There are some very, very big industry changing ideas coming down the pipeline”.

**About Hampton Golf**

[Hampton Golf](http://www.hamptongolfclubs.com/) is the National Leader in technologically advanced golf course management, providing a wealth of experience in all aspects of the hospitality industry, including golf, food and beverage, agronomy, accounting, amenity management, marketing, lifestyles, human resources, and customer service. The Hampton Golf team manages golf courses and facilities throughout the United States and employs more than 1,900 team members, including more than 40 PGA professionals.

Hampton Golf was co-founded in 1999 by M.G. Orender, 33rd President of The PGA of America with the goal of providing the highest standard of excellence in design, service and course conditions at each facility it serves. Hampton Golf manages championship golf courses, lifestyle clubhouse facilities, spas, and residential communities and with a decentralized management structure with on-site team members at each facility all supported by club operations services based in Jacksonville, Fla.

For more information about Hampton Golf and its golf course clubs, visit **www.hampton.golf**, or call (904) 564-9129.

**About KPI Golf**

[KPI Golf Management](https://kpigolfmanagement.com/) is a boutique golf course consulting and management firm focused on turning around underperforming and distressed golf facilities in the United States. KPI brings a specialized data-driven approach to helping clubs operate sustainably and profitably. The KPI acronym is a business term that stands for “Key Performance Indicator”.

KPI Golf Management was co-founded by PGA Master Professional John A. Brown Jr., previously retired founder and CEO of Brown Golf Management. In just 6 ½ years, John built Brown Golf into a Global Top 20 Management Company per Golf Inc. Magazine with a portfolio of 30 facilities under management or ownership.

For more information about KPI Golf Management, visit **kpigolf.com** or call (843) 540-2353

**Photography**:

1. M.G. Orender, President of Hampton Golf

<https://kpigolfmanagement.com/wp-content/uploads/2019/01/mg-orender.jpg>

1. John Brown, President of KPI Golf Management :

<https://kpigolfmanagement.com/wp-content/uploads/2019/01/John-Brown-Photo.png>  
<https://kpigolfmanagement.com/wp-content/uploads/2018/11/john-brown-square-1.jpg>

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