



What's Trending?

Adult Children Living With Members...Do We Accommodate Or Turn Them Away?

Many clubs are seeing an increase in the number of members who have adult children living at home beyond the age of college, creating an important question....Is this an opportunity to generate revenue or challenge to existing membership parameters?

When our membership demographics evolve, as membership professionals we have to intelligently assess the situation and look for solutions that will offer enhancements to the lifestyles of our members, not create obstacles. The biggest question we face is, how far is too far when it comes to pushing the boundaries of our membership categories and bylaws?

For years many clubs have found an acceptable age for removing children from their parents account to be sometime before their 25th birthday. However, now clubs are being faced with a variety of scenarios keeping children under their parents' roof far longer; resulting in the need for a solution that accommodates members, but doesn't jeopardize existing categories designed for young people.

So what are clubs doing? Some are finding it best to stick to their rule book, but others are seeing the opportunity to generate revenue and strengthen club loyalty. Clubs choosing to accommodate are introducing annual fees for adult children living at home, designing affiliate programs, and outlining family resident parameters. As a result they are finding their members to be thankful the club has made meeting their needs a priority. Additionally, adult children are remaining connected to the club, becoming more deeply engaged, and eventually choosing to transition into full memberships of their own.

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