

We are excited to welcome [Northstar Club Management Software](#) to PCMA's Premier Professional Club Resource Program and share some insight with you regarding their industry expertise and resources.

NORTHSTAR CLUB MANAGEMENT SOFTWARE

Northstar, the leading provider of Club Management Software for Private Clubs, is delighted to be partnering with PCMA. Our mission is to provide a superior product that helps create the best member experience. Northstar is installed in nearly 500 clubs worldwide, including 50 Platinum clubs and has won Boardroom Magazine's prestigious "Software of the Year" award numerous times.

[The Northstar suite offers 28 integrated modules](#) to cover club requirements from end to end; but it is the website, communications and CRM (customer relationship management) modules that are of the most value to PCMA members. Northstar's offering includes, but is not limited to, lead generation, membership management, mobile app for club members, integrated website solutions, campaign management based on member's spending history and targeted email marketing. Websites provide the first impression of a club for potential members and the responsive mobile-ready web designs from Northstar are the best in the industry.

CRM is often perceived just as a methodology to track leads, but it is at Customer (Member) Relationship Management where Northstar really shines. Northstar helps extend the club's value to its existing and potential members via full featured interactive software to inform and engage the membership while at the club or away.

The newly launched ClubNow mobile app kicks up the engagement level another notch with the members having a range of club related options like Reservations, Statements, Events and Tee Times literally at their fingertips. The location-based functionality of the app alerts staff with member details providing customized and one of a kind service.

To learn more about Northstar's CRM, Websites, Mobile App and other club related products, please contact us at:

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It's our pleasure to share this fantastic professional resource with you and we look forward to continuously developing your professional network.

Kindest regards,
Your Team at PCMA



