

# OFFERING MEMORANDUM



**For Sale in DFW Metro– 18-Hole  
Championship Golf Course, Toptracer  
Range and Owner’s House**

**West Tawakoni, TX 75474**

**Asking Price: \$3.5 Million**

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## **DISCLAIMER & LIMITING CONDITIONS**

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. An opportunity to inspect the Property will be made available to qualified prospective purchasers. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement, suitability or advice as to the value of the Property by the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer on the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Owner/Seller reserves the right to move forward with any acceptable offer.

The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence.

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# HISTORY

This golf course is a Lake Tawakoni landmark and is situated in downtown West Tawakoni. About 50 percent of the golf course is surrounded by the beautiful Lake Tawakoni which is a 37,000 acre lake. Lake Tawakoni is known as the Catfish capital of Texas. The setting for this 18-hole championship course is charming with a variety of mature pines and oaks punctuating a relatively flat piece of land bordering the lake.

Natives of West Texas near Eastland, the Lively family relocated to East Texas in 1955 with Lively Sr. taking the head professional job at Athens Country Club. The father and his two sons were all good players who competed at the highest level of competition on the PGA Tour. Lively Sr. left Athens for Van Zandt Country Club in Canton when it opened in the mid-1960s and then decided to build a course here toward the end of that decade.

Putting their knowledge of the game and good courses to work, the three men designed a layout that features doglegs to the left and right with a few straight holes blended in for good measure. Those doglegs are framed by large trees and thus require the player to work the ball with draws and fades to get good position for approach shots into small greens. The Course is long enough to challenge even the best players, especially with those trees framing most of the holes. The placement of the ponds and creeks makes it necessary to use good strategy. This Course tests the skills of the best golfers and at the same time is very enjoyable for the average golfer.

John Sr. financed the construction of the Course. Sons John Jr. and Billy managed the construction and it took about a year to complete and the Course was opened for play on Nov 1, 1971. John Sr. and sons managed the course until about year 2000. John Sr. passed away in 2000. In the initial years, both John and Billy Lively spent years on the PGA Tour, experiencing a wealth of memorable matches with legends like Nicklaus, Player, and Trevino at world-class venues like Pebble Beach, Pinehurst, and Riviera.

The sons managed the Course until Sept 2020 when they sold it to Net Operations Inc. Until the year 2021, the golf course was known as Tawakoni Golf Club. The name of the golf course was changed to Deer Run Golf Club in early 2021. The new management led by James Chemp has undertaken major improvements and revitalized the Course. They also added several buildings

and a Toptracer Range training facility. They purchased a lot of equipment required for all aspects of operation with sufficient redundant capacity.

## EXECUTIVE SUMMARY

Deer Run Golf Club represents a rare opportunity to acquire a lakefront golf course investment in the rapidly expanding North Texas recreational corridor. Located along Lake Tawakoni, Texas along State Highway 276, the property sits approximately 50 miles east of Dallas and benefits from easy access to the Dallas-Fort Worth metropolitan area. Lake Tawakoni is a popular recreational destination attracting visitors year-round.

The property includes an established 18-hole championship golf course, Toptracer driving range, clubhouse facilities, maintenance buildings, and an owner residence.

Since 2020, ownership has revitalized the property through infrastructure upgrades, operational improvements, and facility enhancements designed to increase long-term asset value and revenue potential.

### GOLF COURSE LAYOUT



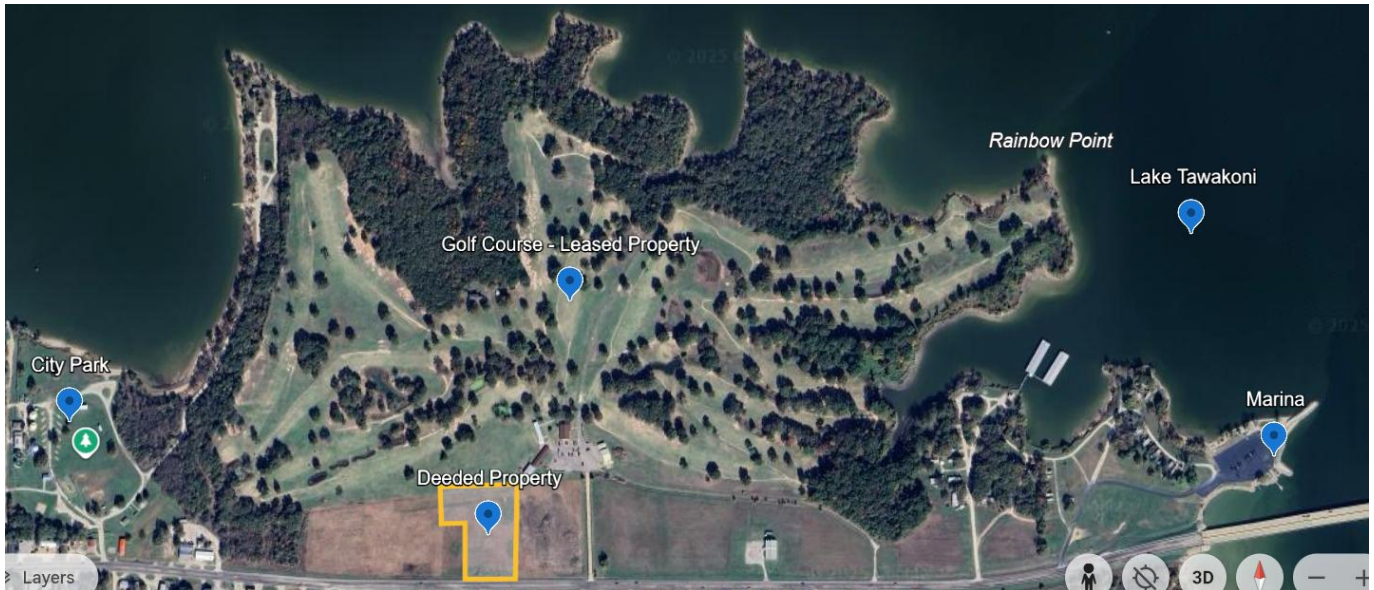
## **PROPERTY HIGHLIGHTS**

- Established 18-hole championship golf course (Par 72; 6,727 yds) on 200 acres.
- 54 years of successful operation with strong brand recognition.
- One of the most scenic golf courses with lakefront setting along Lake Tawakoni.
- Covered Toptracer Range with 10 bays and a Practice Putting Green.
- The only golf course on this 37,000 acre lake that is just 50 miles east of downtown Dallas.
- Landscaped fairways lined with mature oak trees.
- 16 ponds and 2 sand/grass bunkers.
- Clubhouse, cart barn, equipment barn, and storage buildings
- Owner residence (~2,100 sf)
- Extensive maintenance equipment included
- Development potential for resort use.

## **REGIONAL MARKET ANALYSIS**

North Texas is one of the fastest-growing regions in the United States. Recreational assets located within driving distance of the Dallas-Fort Worth metroplex benefit from strong demand from weekend visitors and tourism markets.

## AERIAL VIEW

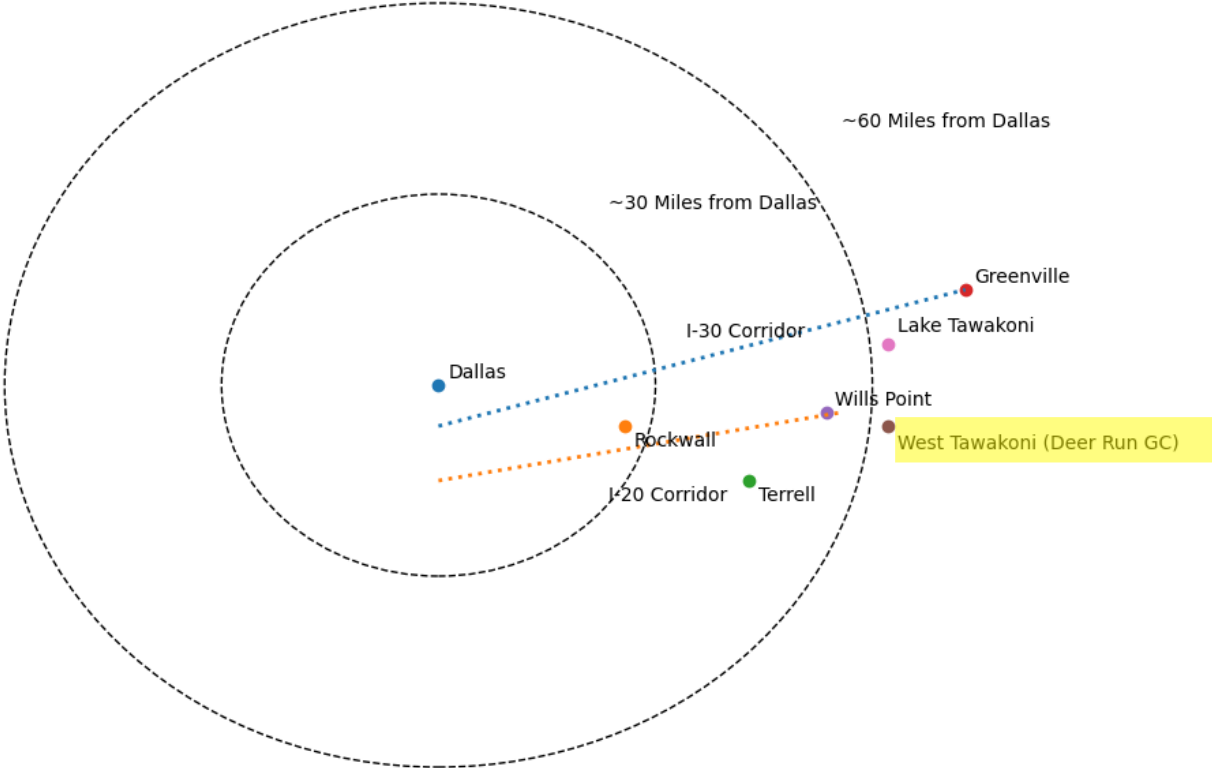


- ❖ Golf Course, Toptracer Range, and Owner's House: 200 acres (Leased).
- ❖ Deeded land: ~ 3.5 acres with Texas highway 276 frontage (not included in the package but is negotiable).
- ❖ The property to the East of the golf course including the marina is owned by the Sabine River Authority of Texas. They have just removed almost all of the trailer homes there and will finish cleaning up soon. It may be available for sale as well.
- ❖ The property to the West of the golf course is the City Park where major civic functions take place.
- ❖ The highway in front of the golf course is TX-276 which is currently being widened from Quinlan to West Tawakoni.

## INVESTMENT HIGHLIGHTS

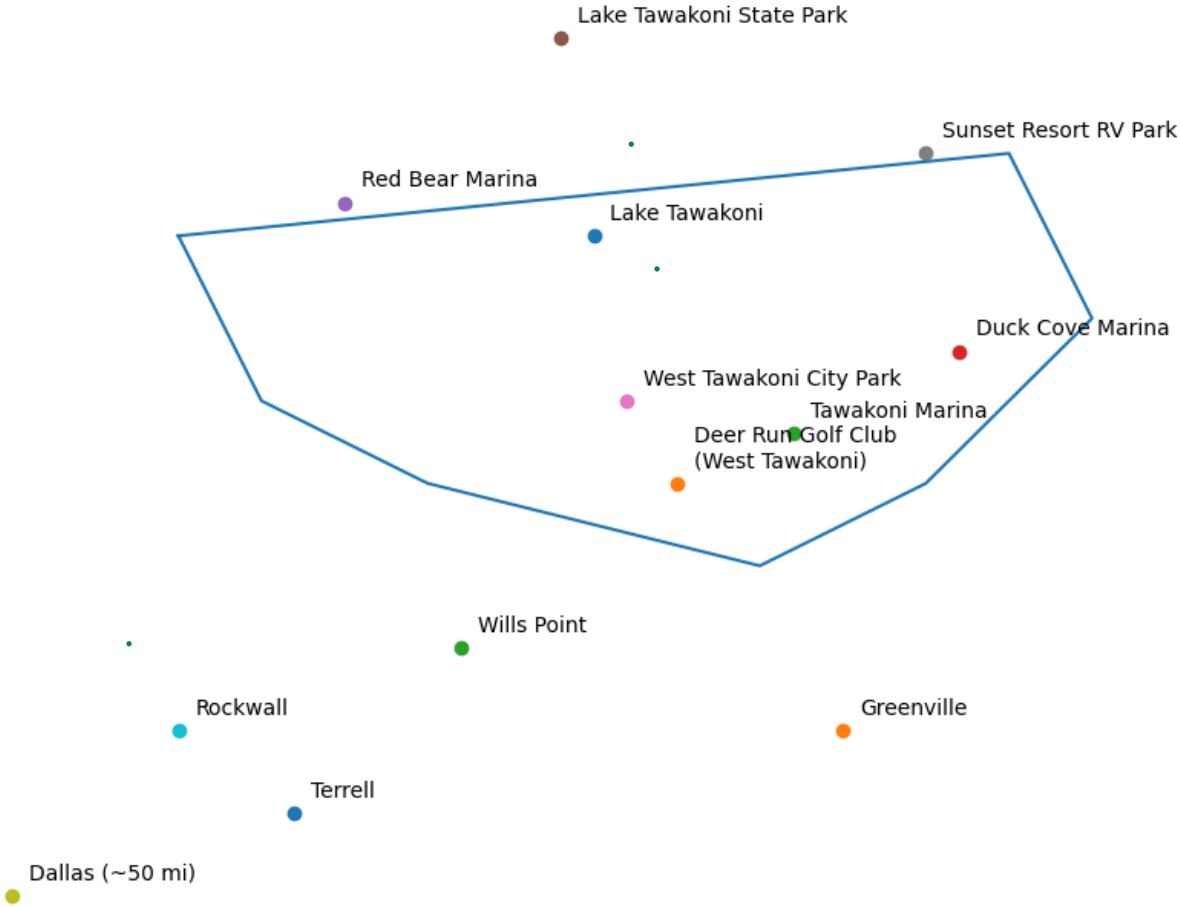
- **Established Facility:** 54 years of successful operation with strong brand recognition.
- **Revenue Diversity:** Green fees, memberships, practice range, lessons, food & beverage, tournaments, merchandise sales.
- **Upside Potential:** Opportunities for membership growth, course enhancements, F&B expansion, and real estate development.
- **Location Advantage:** Located in a high-growth destination market close to Dallas, TX.

# LAKE TAWAKONI REGIONAL INVESTMENT MAP



This map shows Deer Run Golf Club's regional location relative to Dallas and nearby growth markets.

# LAKE TAWAKONI DEVELOPMENT OPPORTUNITY MAP



Key assets shown include regional recreation assets such as marinas, parks, RV resorts, and nearby cities that support tourism and recreation demand.

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# GOLF COURSE

The course features a traditional parkland-style layout with mature trees, strategic water hazards, and scenic lake views. The design provides a challenging yet enjoyable experience for both experienced golfers and casual players.

## Course Details:

- ✓ Par 72
- ✓ 6,727 yards
- ✓ Multiple ponds and water hazards
- ✓ Tree-lined fairways

The golf course is an 18-hole championship golf course on 200 acres of leased land at a very affordable lease. It is one of the most scenic and affordable golf courses in the DFW area.

Website: <https://deergolf.com>

Information for each hole: <https://deergolf.com/course-information/>

Golf Course is in downtown West Tawakoni, about 50 miles east of downtown Dallas. About 50% of the course is surrounded by the Lake Tawakoni which is a 37,000 acre lake. The City of West Tawakoni is the most prominent city on Lake Tawakoni.

The golf course is nestled between Tawakoni Marina to the East and City park to the West. A new 70 unit hotel and several other developments are planned in front of the golf course.

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# PRACTICE FACILITIES

The modern Toptracer driving range facility enhances the golf experience by providing ball tracking, practice analytics, and entertainment-based games. The range includes 10 covered hitting bays and night lighting for extended use. It was commissioned in December 2024.



## FACILITIES AND BUILDINGS

Buildings are listed below:

| <b>Building Name</b> | <b>SF</b>     | <b>Remarks</b>   |
|----------------------|---------------|--|
| Clubhouse            | 3,840         |  |
| Cart Barn            | 3,125         |  |
| Equipment Barn       | 2,400         |  |
| Metal Shed-large     | 2,400         | Built in 2021. Specially engineered for 20' ceilings without columns to accommodate tall machines. |
| Metal Shed-Small     | 1,200         | Built in 2021,   |
| Gazebo               | 149           | Built in 2023.   |
| Toptracer Range      | 2,750         | Built in 2024.   |
| House                | 2,140         | Has an attached 2-car garage.  |
| Shed                 | 364           |  |
|                      | <b>18,368</b> |  |

Parking Lot:

- ✓ There are about 100 parking spaces (built in 2021).

## **CAPITAL IMPROVEMENTS**

Since acquisition, ownership has completed over 125 capital improvement projects. The total project value is about \$1.2 million. Here are the highlights:

- ✓ Covered Toptracer Range Building with 10 bays
- ✓ Two large metal buildings for equipment storage
- ✓ Clubhouse remodel
- ✓ Replaced a 25-space parking lot with a 100-space asphalt parking lot; asphalted 2 roads.
- ✓ Replaced Clubhouse roof and cart-barn roof
- ✓ Replaced irrigation pumps and electric motors

## **EQUIPMENT INVENTORY**

The sale includes extensive golf course maintenance equipment including tractors, greens mowers, fairway mowers, irrigation pumps, and other operational equipment required to maintain the course. There is redundant capacity available to take care of the needs when some machines are being repaired.

There are 60 golf carts available for customer use. For comparison, the average 18-hole golf course in the United States typically has a fleet of 50 to 60 golf carts, with a national average of 57 per facility. One of the newer metal buildings have already been wired for additional carts if needed.

The total value of all equipment and golf carts is \$1.3 million.

# REVENUE SOURCES

## Current revenue streams include:

- ✓ Green fees
- ✓ Cart rentals
- ✓ Memberships
- ✓ Driving range usage
- ✓ Food and beverage sales
- ✓ Tournaments and events
- ✓ Merchandise sales
- ✓ Golf instruction

## Potential Revenue Growth Strategies:

- ✓ Increase memberships
- ✓ Toptracer leagues and events
- ✓ Expand tournaments and corporate outings
- ✓ Wedding and event venue rentals
- ✓ Golf instruction academy
- ✓ Stay-and-play packages with nearby lodging

## **DEVELOPMENT OPPORTUNITIES**

Future development opportunities may include developing the 3.5 acres with highway frontage (not included in the package but can be added), adding a boat dock allowing boaters to come in and play or do an event.

There are several pieces of land available nearby for purchase and development. The City of West Tawakoni is a development-friendly city.

## OFFERING TERMS

The property is offered for sale at the asking price on the cover page of this document. Additional financial information and due diligence materials will be made available to qualified buyers following execution of a confidentiality agreement.

Please contact James Chemp, General Manager ([james.chemp@deergolf.com](mailto:james.chemp@deergolf.com); cell-469-377-0073) No online only requests for information will be honored without talking with James first and providing some proof that the buyer has the financial wherewithal and management experience to handle this type of undertaking.

# FINANCIALS

This Course was originally constructed in 1971 but was in a run-down condition as of 2020 when it was sold to Net Operations Inc. Since then several million dollars have been put into it and the course has been revitalized. Two large storage buildings, gazebo, and the 10 bay Range Practice Facility powered by Toptracer are all new. The old small parking lot was replaced with a large 100 space parking lot. The street in front of the Clubhouse and the long street to the house were asphalted. Several hundred other infrastructure upgrades were made, a list of which is available at the time of due diligence period.

**Here is what comes with the sale:**

| #        | ITEMS   | VALUE              | REMARKS   |
|----------|---|--------------------|---|
| <b>1</b> | <b>18-HOLE GOLF COURSE BUSINESS</b>   |                    |   |
|          | Approx. 188 acres of land   |                    | Land is leased for a very reasonable price. New leases: 20 yr+20 yr |
|          | Inventory & supplies  | \$10,000           |   |
|          | 61 golf carts   | \$400,000          | 1 cart is used for work   |
|          | Tractors, backhoe, bucket truck, specialized mowers, vehicles, trailers, many other specialized equipment                   | \$900,000          |   |
|          | Buildings-Clubhouse, Cart Barn, Equipment Barn, Storage Building #1, Storage Building #2, and a gazebo. Total 15,864 s.ft.  | \$1,744,100        |   |
|          | Infrastructure Improvement Projects-completed   | \$800,000          |   |
|          | Good Will including the name "Deer Run Golf Club", website, Facebook, Instagram, and Tiktok; About 10,000 unique customers. | \$400,000          |   |
| <b>2</b> | <b>TOPTRACER RANGE (10 BAYS)</b>  |                    |   |
|          | Approx. 12 acres of land  |                    | Land is leased for a very reasonable price. New leases: 20 yr+20 yr |
|          | Covered building (~2,750 sq.ft.), furniture, equipment  | \$400,000          |   |
| <b>3</b> | <b>OWNER'S HOUSE</b>  |                    |   |
|          | Approx. 2,140 sq.ft house, ~364 sq.ft. shed with 120 acres of manicured lawn (golf course).                                 | \$618,200          |   |
|          | <b>TOTAL VALUE</b>  | <b>\$5,272,300</b> |   |
|          | <b>ASKING PRICE</b>   | <b>\$3,500,000</b> |   |

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**GOLF COURSE, TOPTRACER RANGE, AND  
OWNER'S HOUSE PICTURES**

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**Holes #12 & 13**



**Hole #12**



**Hole #2**  
29



**Hole #9**



**White tail deer**



**Hole #16**



**Rainbow Point (East end of the golf course)**



**Northwest side of golf course close to City park**



**Clubhouse**



**Toptracer Range**



**Toptracer Range**



**Owner's House**