

HOW DOES GOLF INSTRUCTION STACK UP?



By Lorin Anderson, President

You've chosen this career and you're not turning back now. You love the game. You love helping people. You have no desire to sit at a desk all day. Teaching the great game of golf is your passion and quite likely there aren't a lot of other jobs you'd rather be doing.

But, compared to other career paths, how does it stack up by the numbers?

Well, Proponent Group members, who are generally the top 10-20 percent of earners in the golf instruction world, compare pretty well with some of the highest-paying careers.

I gathered some data from salary.com, which provides very detailed numbers from hundreds of industries, and I chose four fairly diverse careers to compare and contrast. Note that the comparisons being made here are with the top-tier positions in these fields. These are the managerial positions within each specialty, not the lower-level worker bees.

For Aerospace Engineers the median pay last year was \$124,900 and the 90th percentile was 149,000.

For Head Nurses the median was \$100,100 and the 90th percentile was \$119,000.

For Directors of Sales and Marketing in mid to large corporations the median pay was \$141,000 and the

90th percentile was \$181,000.

Tax Attorneys saw a median pay of \$124,000 and saw their 90th percentile reach \$144,000.

Corporate benefits were not part of the calculation but typically have a value equal to 10-25 percent of the cash compensation, depending upon the individual company.

So how do the game's top teachers, our members stack up? Not too shabby. Our Full Members, who average around 20 years of full-time teaching experience, generated a median revenue of **\$102,000** with the 90th percentile bringing in **\$210,000** for the year.

Associate Proponent Group members, generally with less than 10 years of teaching experience, saw median revenues of **\$60,000** and the 90th percentile was at **\$126,000**.

Unlike the salaried professionals listed earlier, our members often have business expenses to put against their revenues. For our full members the five biggest expenses include teaching technologies, rent payments, continuing education, marketing and training aids purchased. These five line items cost our typical Full Member **\$14,200** last year. For Associate Members those expenses averaged about **\$5,400**. Even with the typical business expenses factored in, our members compare pretty well with some of the highest paying careers anywhere.

Not bad for doing something you truly love. **PG**

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