



## Excellent Program for the Discover Boating Campaign

### New Boating Alternative and a New Profit Center for Marinas

**A new twist on boat clubs making a profitable win/win/win solution for the whole marine industry**

CAREFREE, Arizona, December 9<sup>th</sup>, 2007 – Bryan & Eric Church and their team today announced the release of Boat Club Manager™ designed with marina owners in mind. Boat Club Manager is a boat club management software solution that includes web based reservations, print marketing, internet marketing w/website and consultation. Unlike traditional boat clubs where everyone shares their own boat, the boat club actually owns & maintains the boats and everyone shares boat use times.

“It’s like members of a golf club reserving tee time. But instead of tee time, you’re reserving boat use time” says co-founder Bryan Church. “It’s the simplest way for a marina to add a new profit center into their business. Additionally, if a marina already has a boat rental operation, 90% of the work has already been done to put a boat club in place and they can have income on a steady monthly basis rather than the hit and miss and seasonal income that a rental operation provides.” Church says that from his experience, boat rental income often times are lost due to bad weather, cancelations or broken equipment. Whereas the boat clubs income stays consistent month after month, even in your off season.

For an initial onetime fee and monthly membership dues, members get to use all the different boats and equipment in the fleet as often as they wish, and have none of the additional costs and headaches of owning a boat. Boat Club Manager is the easiest to use (and possibly the fastest set-up) boat club management software solution created. The package includes set-up, contracts, and boat buying & insurance consultation and for an additional fee onsite training at Bartlett Lake Boat Club, marketing and web design. Everything is included to short-cut your learning curve and get you started immediately. Reservations are web based so club members can make reservations 24 hrs. a day, 7 days a week on their own computer. By using offsite servers you’re program can be accessed by management anywhere there is internet service and is safe against system catastrophes, such as computer crashes and software failures. The seasonal business of rental income only, will become a thing of the past.

Boat Club Manager is a natural evolution for every boat rental operation and full service marina. Any marina or boat rental operation looking for a new annual profit centers should take a look at this software solution.

### Discover Boating

Boat Clubs can provide a huge boost to the Discover Boating campaign. As we all know, boating for entry level boaters such as young families is often out of reach, especially if they are not convinced this is an activity that the family will truly enjoy. Boat Clubs can provide the ability for this young family to “try” boating for a very reasonable price. Additionally, they can have access to several different types and styles of boats to see which kind best fit their needs. Once this family realizes that boating is an activity that they really enjoy, they can move from the club into ownership. They will become a more intelligent buyer and will likely buy a more expensive boat than they would have if they would have skipped the club. **Women** are another group that can get a lot out of the Boat Club. They can enjoy boating hassle free. They do not have to worry about towing, launching, covering, untying or anything

else that typically takes the fun out of it. They only have to get the kids and the cooler loaded! The **third group** that benefits is someone who is up in years. They too, can continue boating totally free from any responsibility. We have a member who suffered a stroke several years ago. If not for the Bartlett Lake Boat Club, boating would be out of reach. As our society ages it is important to have programs that will make boating as accessible as possible.

Boat Club's provide an excellent opportunity for an **unlimited amount of people** to experience boating and its related activities. This is because the high cost and the perceived hassles have been removed by the Boat Club. As this group migrates through the club, ownership for many becomes the next logical step. They will move from the club to boat ownership for a variety of reasons such as the club's restrictions, type of boats and hours of usage. These members will come out of the club not as entry level boaters but will be a more sophisticated buyer. This means **higher profits for the dealers** since the boat they will be purchasing will likely not be an entry level boat. Cross promotion can be done between the dealers and the marinas. Boat Clubs can be used by dealers when a prospective buyer falls out of the deal for whatever reason. It is better to keep prospects interested in boating at any level rather than lose them to other activities.

Boat Clubs are quite different than a **rental operation or fractional ownership**. A typical rental operation allows anyone who has the financial means to take the boat out for the day. These renters are untrained and most likely will only rent a boat a couple times a year. A club member will use the boats many times a year, utilizing other profit centers of the marina. While the income from rentals can be good, it is subject to weather, cancellations and broken equipment. Boat Club income is every month regardless of usage. Fractional ownership only allows those who are the partners in the boat to enjoy it and in most cases the boats are very expensive.

### **About Bartlett Lake Boat Club**

Situated 48 miles from the heart of Phoenix, AZ, tucked away in the mountains, 17 miles North of Carefree is beautiful Bartlett Lake & Marina. The Church's developed Bartlett Lake Marina 15 years ago with the idea to create a true gem for Arizona boaters in one of the few lakes surrounding the Phoenix Metro area. They succeeded, but like many marinas through-out the country as the marina approached the maximum number of available slips new sales and profits leveled off. The Churches needed to find additional new sources of income. The answer came in a revolutionary new business model, the Boat Club Manager. The idea revolves around maximizing the profitability of your Boat Club slips by multiplying it against the number of Boat Club members. [www.bartlettlake.com](http://www.bartlettlake.com).

For additional information or demonstrations of the Boat Club Manager, call Bryan Church at (480) 221-0503 or email him at [bryan@bartlettlake.com](mailto:bryan@bartlettlake.com). Or go to [www.boatclubmanager.com](http://www.boatclubmanager.com)

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