



DOCKWA

Palm Beach Town Docks

June 30, 2020

WE ARE A MARINA'S

***MANAGEMENT, MARKETING, AND
GUEST EXPERIENCE HUB***

POWERED BY ONE OF THE

***LARGEST NETWORK OF BOATERS IN
THE WORLD.***



TRUSTED BY OVER 1,000 MARINA PARTNERS (AND COUNTING!)



**DANA
POINT
HARBOR**



**CHICAGO
HARBORS**

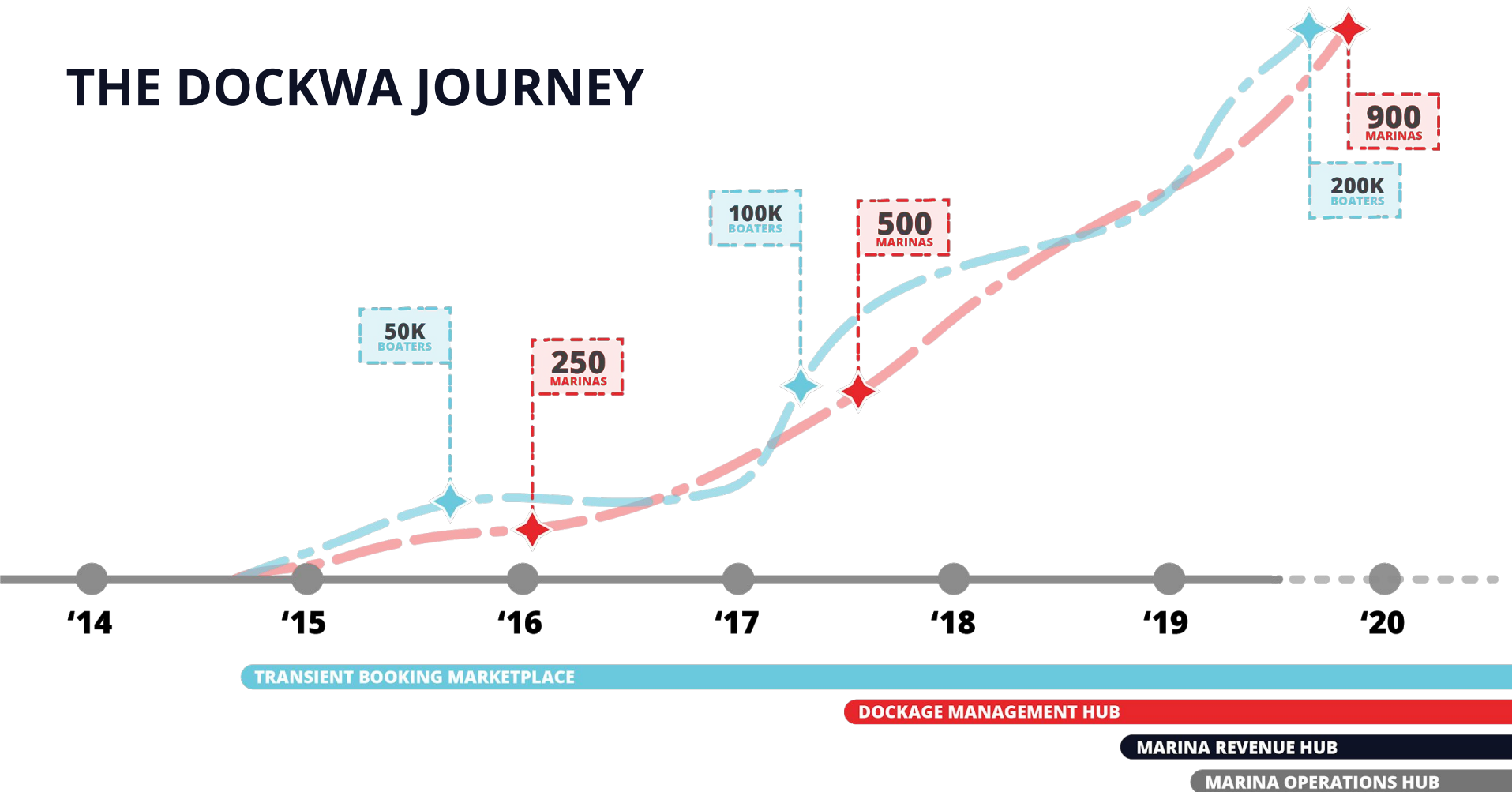
**Stock Island
Marina Village**



**Cuttyhunk
Marina**



THE DOCKWA JOURNEY



Our promise to the marine industry is to
help marina staff...

FILL SLIPS

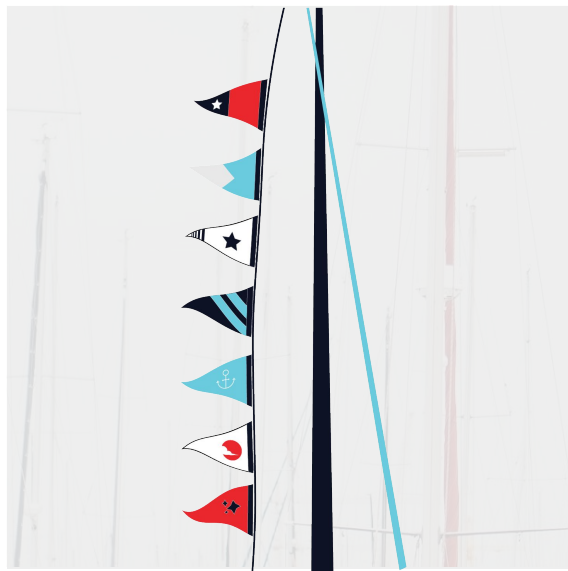
"I am surprised by the number of NEW customers we have received...If I had to guess, I would say about 80% of the reservations we have received thus far have never stayed at Sister Bay."



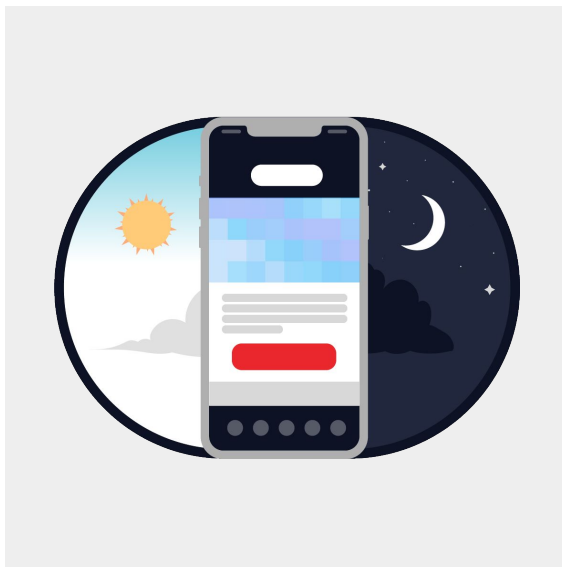
Amy Lorona,
Manager of Sister Bay Marina, Wisconsin



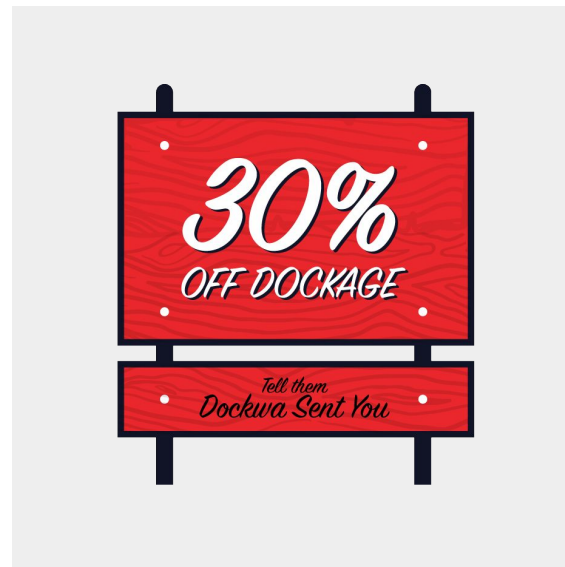
Fill your slips by taking advantage of...



THE DOCKWA BOATER NETWORK



24/7 BOOKING



MARKETING TOOLS

DELIVER GREAT GUEST EXPERIENCES

"I can't say enough about Dockwa and the way it is tailored to the needs of boaters and marina management."



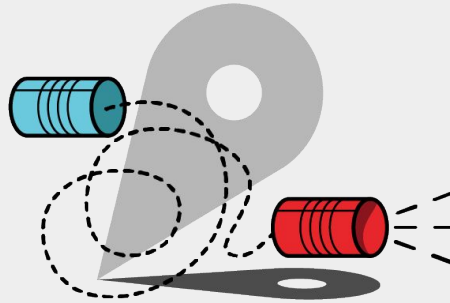
Denis Frain,
Director of Marina Operations at Gulfport Municipal Marina



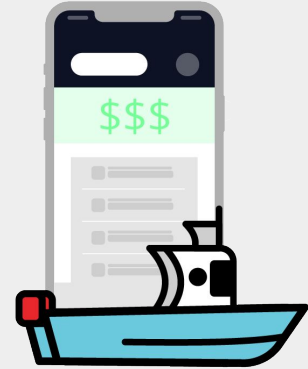
Deliver a great experience by giving guests...



AN IMMEDIATE RESPONSE



**A DIRECT LINE OF
COMMUNICATION**



A WALLETLESS EXPERIENCE

SAVE TIME IN THE DAY

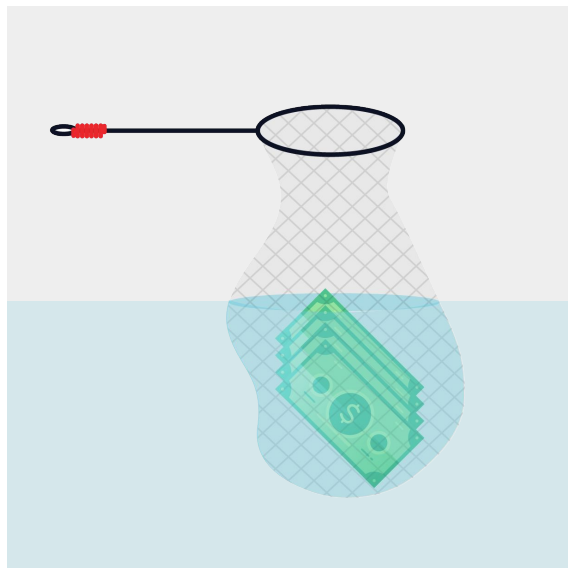
"It has cut our time immensely when making a reservation [by removing the need for] the related paperwork. It also cuts down on the office staff's time relating to deposits."



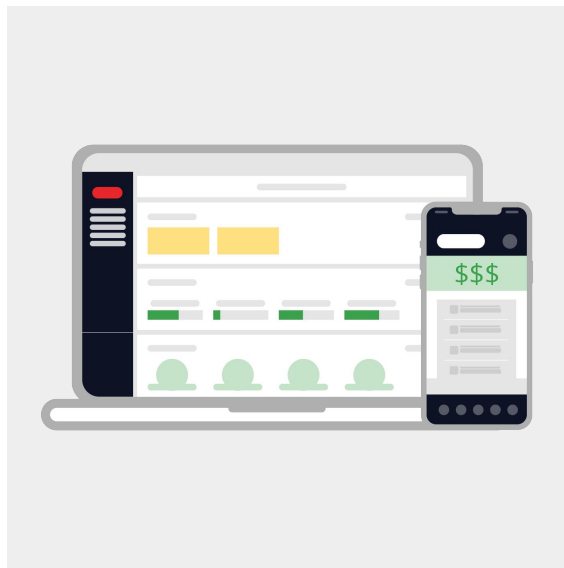
Bob Bori,
Harbormaster of Sag Harbor, New York



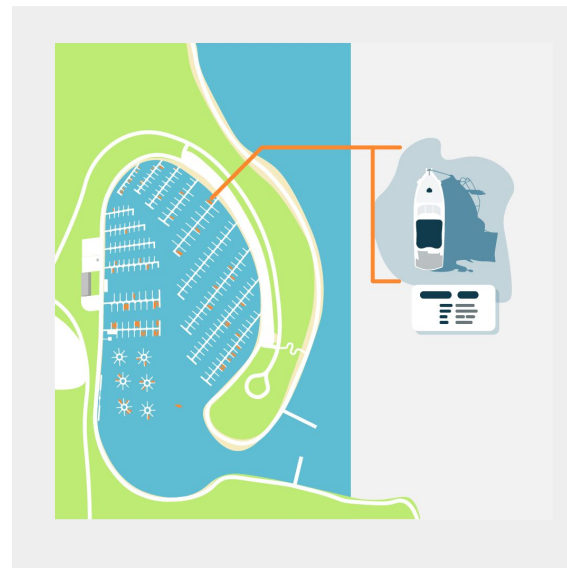
Save time in your day with...



AUTOMATIC PAYMENT COLLECTION



**PAPER-FREE DOCK & GUEST
MANAGEMENT**



**AN ALWAYS-ACCURATE
COMPLETE MARINA VIEW**



Dockwa allows boaters to search, reserve,
and pay with their mobile device.



One Tap Reservations



Cashless & Convenient



Reviews & Amenities



Accurate Availability



Efficient Search



Transparent Pricing

Dockwa allows marina's to manage their operation across all platforms.



Marina Management



Increase Revenue & Profit



Free Advertising



One Tap Confirmations



Guaranteed Payment



Improved Customer
Experience

PRODUCT OVERVIEW

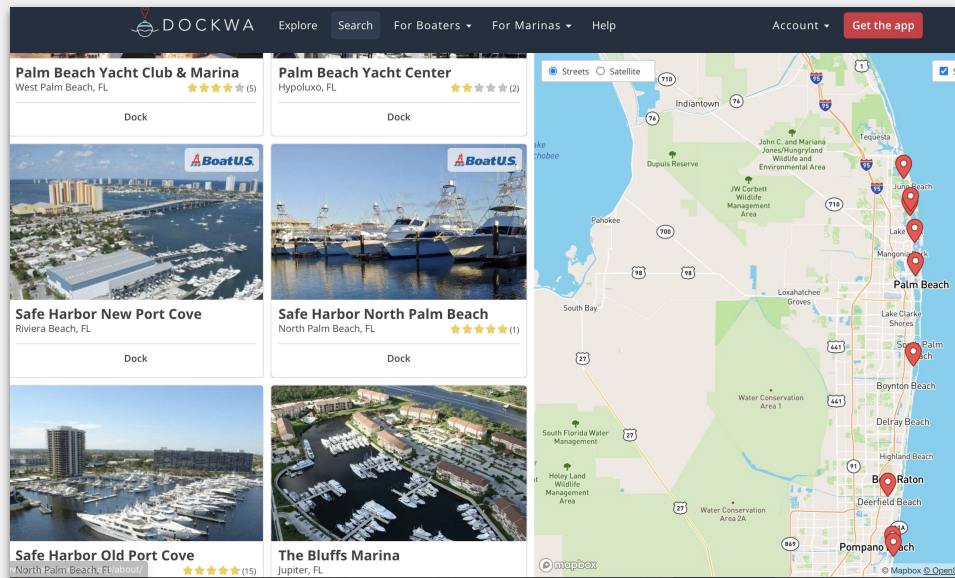
Be where your current and future customers are by being part of the Dockwa Boater Network

Dockwa is the **ONLY** marina management platform that can make you money.

Gain direct access to over 300,000 active boaters who are using the Dockwa platform to plan boating activity, both near-term and far.

Run “Dockwa Deals” to gain exclusive marketing exposure to the Dockwa boater network

Reap the benefit of more reservations, new annual customers, and turnkey tools to measure success.



Easily find customers details at anytime, from anywhere with the **Customer Database.**

Store all information on customers in one easy to navigate system (Boats, contact info, address, reservations, contracts, payment methods, notes etc.)

Unlimited customer database storage

Access customer data from any device and via the Dockwa mobile app

The screenshot displays a web application interface for managing customer data. At the top, a header bar shows the user's profile as 'Mathew Minty' with a dropdown arrow. Below this, a navigation menu includes tabs for 'Details', 'Reservations', 'Boats', 'Credit Cards', and 'Contracts'. A 'New Reservation' button is located on the right. The main content area is titled 'Customer Details' and contains several input fields for customer information: Name (Mathew Minty), Last Name, Zip Code, Email (mathew.d.minty@gmail.com), Phone ((401) 742-3275), BoatUS Membership ID, Address Line One, Address Line Two, City, State, and Zip. A green 'Add BoatUS Membership' button is positioned next to the membership ID field. Below these fields is a 'Customer Note' section with a text area containing 'Prefers slip A-45' and a checkbox for 'Requires Manual Approval'. An 'Update Contact' button is at the bottom left. A yellow banner at the bottom of the form states 'Marina terms and conditions not yet accepted.'

Make life easier on guests and staff while maintaining control of your business with **Reservation Management.**

Offer a modern booking experience to boaters (web & mobile)

Confirm, decline or add requests to waitlist with one-click

Automatically charge customer credit cards, safely and securely

Instantly send payment receipt & confirmation emails

Update reservation records and availability with one click

MAKE A RESERVATION HERE

All reservations are fully refundable within 48 hours of your check-in date. If your draft is over 12 feet, we may be able to accommodate you, but please call us to check availability.

Reservations

Boat
test, 5' test

Arrival
June 25, 2020

Departure
June 30, 2020

Have a coupon or referral code?

Dock @
Select dates to view price.
You have \$0.93 of Dockwa Dollar credit applied towards this transaction.

Request Reservation

Stock Island Marina Village has partnered with Dockwa to provide free and secure online reservations.

powered by DOCKWA

Reservations WPFFV4XJZ Print Edit Send Message Confirm Decline

Transient Reservation

Overview Customer Boat Pending
#WPFFV4XJZ Mathew Minty 45' 0" Boston Whaler
mathew.minty@dockwa.com (401) 742-3275 Power Created 06/29/20 by boater

Itinerary
Arrival Thursday, June 25, 2020
Departure Tuesday, June 30, 2020
Length of Stay 5 Nights
Power DUAL 30 AMP - 120 VOLTS
BoatU.S. Verified Member - #42

Special Request
Port side tie

Reservation Note
Blacklist

Vessel
Minty - Boston Whaler BM
Type Year Hailing Port
Type Power
Length 45' 0" Beam 1' 0" Draft 3' 0" Height 12' 0"

Registration
Number 2057486 Exp. 11/2019 Document View

Availability Boat Charges Discounts Fees
DOCK 50ft Slips TOTAL 25 LSA 15' - 50' >
ALL 30 R.Slps TOTAL 15 LSA 0' - 32' >
UNRAK DOCK TOTAL 100' LSA 0' - 100' >

Swap Excel and your whiteboard for an always-accurate, complete marina view with **Assignments & Availability.**

Fully customize Dockwa assignments to see inventory and availability of your whole marina

Easily pinpoint what boat is in each slip and find boaters contact information

Assign any vessel to the spaces that you've created.

Easily keep track of inventory when making new reservations

Assess your marina's occupancy any given time.

Manage on the go or out of the office on any device.

The screenshot displays the 'Assignments' interface in the Dockwa system. At the top, there's a header with a location pin icon, the title 'Assignments', and an 'Account' dropdown. Below this, a navigation bar includes 'View: Monthly', 'Jump to: 06/24/2020', and 'Spaces: All'. A 'Close Sidebar' button is on the right. The main area features a calendar for 'June 2020 - July 2020'. On the left, a 'Collapse All' link and a 'DOCK' section with '50ft Slips' are visible. The calendar grid shows various slips (A1, A2, A0, AA1, Seasonal A-2, 30 Ft Slips, S15, S9, X1, X2) with green bars indicating boat assignments. For example, A1 is assigned 'Dragin's Waves, 38' Power', A2 is 'Minty, 45' Power', A0 is 'Salty Sam, 65' Power', and X1 is 'Big Boat, 30' Power'. On the right, a sidebar for 'Reservation #5KF9P5XP' provides details: Vessel (Dragin's Waves, 38' Power), Customer (Gray Dragin), Arrival (Wednesday 05/13/2020), Departure (Friday 09/25/2020), Space Type (Dock), and Electric. It also includes a 'Special Request' field, 'Reservation Note' and 'Customer Note' sections with '+ Add Note' buttons, and an 'Assignments' section with a 'Fully Assigned' status and a 'Remove' button. At the bottom, there's a 'Night range' selector (05/13/2020 to 09/25/2020), a 'Space' dropdown, and a 'Save' button.

Stop chasing checks with automated, convenient, and transparent **Billing & Invoices.**

Automate customer billing while maintaining the flexibility to customize charges, add fees, discounts etc.

Automatically send email invoices to customers prior to, and on day of, payment date.

Securely store payment methods to automatically bill customers.

Automatically alert customers to update payment info when CCs expire.

Payment due April 12, 2020 for Reservation #MGF13DEN	
Hi Jeremy,	
Just a heads up that the next installment of your reservation #MGF13DEN with Stanwood's Demo Marina is due April 12, 2020.	
Please contact the marina if you need to make alternative arrangements for this payment.	
Upcoming payment:	
Fee	\$12.67
Seasonal Fees: 2020-04-12 1267 Installment 1/2	\$12.67
Dockage	\$316.67
Subtotal	\$329.34
Sales Tax	\$0.00
Total	\$329.34

Stanwood's Demo Marina has received your payment.	
Reservation #L3F6EQ4W	
Payment Invoice #RVF471N	

Amount Paid	Date Paid
\$30,000.00	May 13, 2020
Receipt	
Dockage	\$30,000.00
Subtotal	\$30,000.00
Sales Tax	\$0.00
Total	\$30,000.00
Transactions	
Cash	May 13, 2020 \$30,000.00

Ditch the paperwork - swiftly, securely send and manage contracts digitally with **Contract Management.**

Easily create and send slip and storage agreements/contracts

Deliver contracts straight to customer email (no need for paper or PDFs)

Offer customers e-sign capabilities

Seamlessly enroll customers in auto billing at the time of signing

See, in real time, the status of each outstanding contract

Contracts 2020 Annual Wet Slip - New Quote

Create New Contract

Customer
Search for an existing customer using name, email, or phone number or create a new customer record.

Full Name Email Phone Number

Search to select customer for reservation

Boat
Boat Name Boat Type Power Boat ☐

Length Overall Beam

Draft

Registration or Documentation
Registration Number Expiration Date

Insurance
Company Name Policy Number

2020 Annual Wet Slip
May 1, 2020 - March 1, 2021

Documents

- ✓ Pricing Agreement
- ✓ Marina Rules
- ✓ 2019 Dockage Agreement

New Agreement Ready to Sign

You have a new agreement from Stanwood's Demo Marina for your boat Sally Sam. Please review your agreement and sign online when you are ready to confirm.

Pricing summary

Charge	\$7,138.00
Total Price	\$7,138.00

Payment Plan

05/01/2020	\$170.00
06/01/2020	\$170.00
07/01/2020	\$170.00

CREATE SIGNATURE

Draw in
Type in
Upload image
Use smartphone

Matt Frade:

Change font

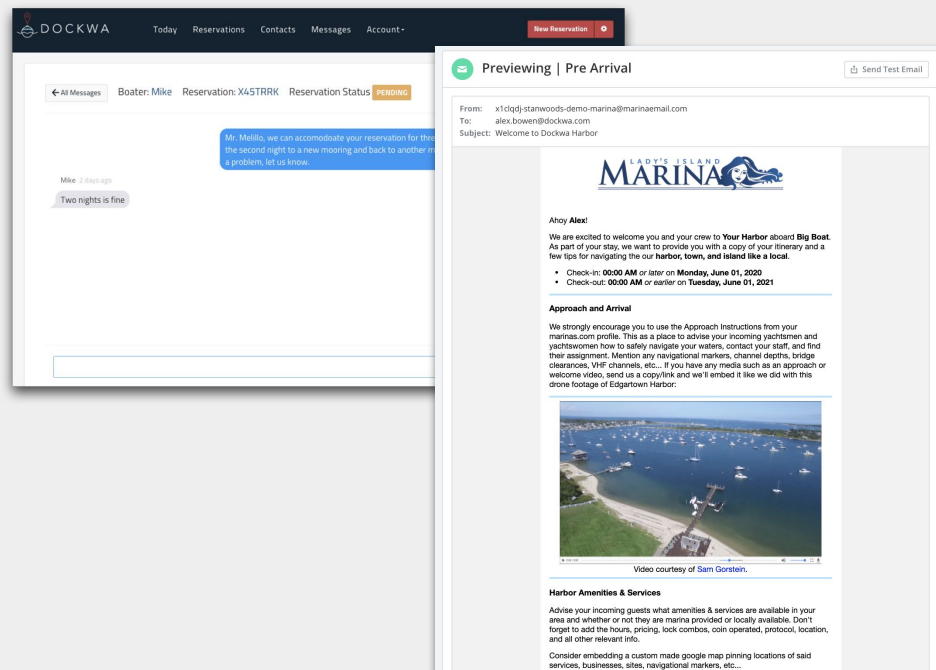
Communicate with customers the way they have come to expect

Chat & Email.

Send and receive direct messages to/from your guest's smart phone and email.

Store chat history on all reservations and customer records.

Set up automatic email communications to transient customers and long term tenants



Make balancing the books a breeze with **Real time financial reporting.**

Easily export data to excel format for customization and reconciliation

Access to 13 pre-built reports

Segment by day, week, month, or custom date ranges

Data available in real time

The screenshot displays the DOCKWA Reports interface. On the left is a dark sidebar menu with options: Dashboard, Reservations, Contracts (1), Waitlist, Customers, Messages (16), Assignments, and Reports (highlighted). Below the menu is a red 'New Reservation' button and a user profile for 'Stanwood's Demo Marina' with links to 'Boater Page' and 'Marinas.com Profile'.

The main content area is titled 'Reports' and contains a list of report categories: Financial Reports (Reservations, Line Item Ledger, Invoices, Transactions, Bank Transfers, Assignments), Legacy Financial Reports (Payments, Transfers, Line Items), and Advanced Financial Reports (Daily Accrual Revenue, Daily Asset Revenue, Monthly Accrual Revenue, Monthly Asset Revenue, Occupancy, Cash Sales, Accounts Receivable).

The 'Cash Sales' report is selected, showing a description: 'A cash summary report of sales by category for custom date ranges.' It includes filters for 'Start Date' (05/01/2020) and 'End Date' (05/31/2020), with an 'Export' button.

Below the filters is a 'Recent Exports' table:

Name	Status	Finished	
Cash Sales Report 2020-05-01 to 2020-05-31	Completed	6 days ago	Download
Transactions 2020-05-01 to 2020-05-31	Completed	6 days ago	Download

The interface also features an 'Account' dropdown in the top right and a notification icon in the bottom right corner.

PLANS & PRICING

Dockwa's intuitive boater relationship platform flexes to fit the operational needs and goals of your marina, while empowering you to give your boaters a delightful experience.

STARTER

BEST FOR:
OWNING YOUR DAY

Own Your Day:

- Credit Card Processing ✓
- Digital Contract Sending & Collection ✓
- Guest Chat ✓
- Slip Assignment Management ✓

Fill Your Slips:

- Dockwa Boater Network Exposure ✓
- Guest Waitlist ✓
- Dockwa Deals Marketing Support ✓

Delight Your Customers:

- 24/7 Online Booking ✓
- Guest House Accounts ✓
- Coupon Codes ✓

One-Time Setup Fees \$199

Dockwa's Starter suite of boater relationship and marina management tools gives you flexibility throughout your workday. Flexibility means more time for those aspects of your job that you love.

\$99

PER MONTH, PAID ANNUALLY

\$149 PER MONTH, PAID MONTHLY

PRO

BEST FOR:
DELIGHTING YOUR CUSTOMERS

All Features in Starter, Plus:

Delight Your Customers:

- Branded Contracts ✓
- Custom Guest Emails ✓

Fill Your Slips:

- Occupancy Reporting ✓
- Platinum Marinas.com Profile ✓

Own Your Day:

- Email Marketing Integration ✓
- Cash Sales Reporting ✓
- Accrual Revenue Reporting ✓
- Asset Revenue Reporting ✓

One-Time Setup Fees \$499

BEST VALUE

Dockwa Pro grows your marina by adding to your Dockwa toolbox features, allowing you to take your customer experiences and business intelligence to the next level.

\$499

PER MONTH, PAID ANNUALLY

\$599 PER MONTH, PAID MONTHLY

ENTERPRISE

BEST FOR:
FILLING YOUR SLIPS

All Features in Starter and Pro, Plus:

Fill Your Slips:

- Website Design & Development ✓
- Custom Email Marketing Services ✓
- Advertising Management ✓

Own Your Day:

- Custom Reporting ✓
- Customer Satisfaction Surveys ✓

One-Time Setup Fees \$2,999

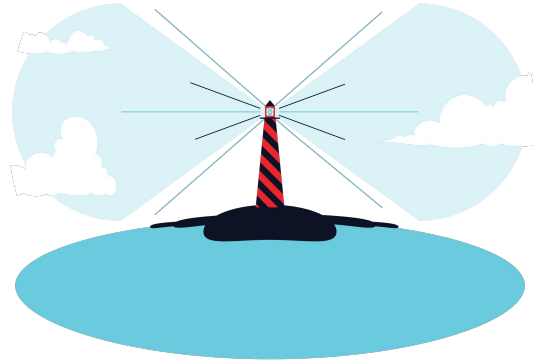
While many marinas have similar pain points, each has individual marketing needs depending on season, location, amenities, and much more. Call us for pricing on a package designed for you!

\$2,499

PER MONTH, PAID ANNUALLY

\$2,999 PER MONTH, PAID MONTHLY

Are none of these plans right for your marina? Feel free to start with our Free Marinas.com product offering.



Thank You
For Your Time