

The Sharing Economy

Exciting New Ways
to Get on the Water
and Go Boating!



*Presented by Shawn & Tracy Ottenbreit
Freedom Boat Club Bremerton*

What Exactly *is* the Sharing Economy?

shar·ing e·con·o·my



NOUN

“Economic system wherein assets or services are shared between individuals for a fee, or for free.”



Sharing Economy Concept ...



Individual owns something of value

- Others would like to access it without cost and/or maintenance required to purchase
- Individual would like to help reduce cost of his or her ownership
- Owner and others create a sharing model
- SHARING ECONOMY offers a win-win for everyone
- Used for Business and Personal Assets



The Sharing Economy is Big Business.

- Americans Involved: 22% are Offerers - 42% are Users
- Most Offerers are Also Users
- About 1/3rd of Offerers Make 40% of their Income Via this Economy

–Some Popular Categories: Ride Sharing, Accommodations Sharing, Service Platforms, Car Rentals, Foods and Goods Delivery/Exchange Platforms



UBER



Some Well Known Examples

- Air Bnb, VRBO, HomeAway
- Uber, Lyft, Sidecar
- Dogvacay
- Instacart, Postmates
- Handy.com, Care.com



... and hundreds more!



Interesting Facts From TIME Magazine Poll

- 51% of Offerers Claim to Be Better Off Financially in the Past Year vs. 32% of Rest of the Population
- 64% Expect to Be \$\$ Better in the Year Ahead



Bottom Line: *The Sharing Economy Has Made a Major Impact on the Way Americans View and Access Goods and Services.*



What About Boats ... and the Boating Marketplace?

- In today's rebounding marine marketplace, we now have:
 - Traditional Boat Owners, Buyers
 - Charter Boat Companies, Rentals
 - Boat Clubs
 - Fractional Ownership
 - Peer to Peer Boat Rentals



Thanks to The Sharing Economy, There Are More Ways Than Ever Before to Go Boating!



AGENDA: Available Boating Platforms

- Brief Review of Various Options
- Broad Overview of Each
- Goal: Introduce Traditional and New Ways to Access and Enjoy the Boating Lifestyle
- Disclaimer: Not an Expert in These Categories Except the Boat Club Model
- Q & A Session at End



Traditional Boat Ownership

- John Q. Boat Owner is Here to Stay.
- No Doubt: Some People Should Definitely Own Their Own Boat.
- These Boaters Want Access When and Where They Desire.
- They Want Their Boat Rigged in a Certain Manner, with Their Own Bells and Whistles.



Traditional Boat Ownership

- Boat Owners Have Researched and Understand the Costs Associated with Ownership Including Service, Storage, Maintenance, Insurance and Other Related Expenses.
- Boat Owners Take Pride in Owning and Maintaining their Own Vessel.



Traditional Boat Ownership

- Individuals May Look to Purchase New or Used Boats
- Boat Buyers Often Visit Boat Shows - Best One-Stop Shopping for Comparisons, Deals
- May Purchase from a Retail Boat Dealer for New and Used Boats
- Individuals May Purchase from a Private Seller or Boat Broker for Used Boats or Yachts



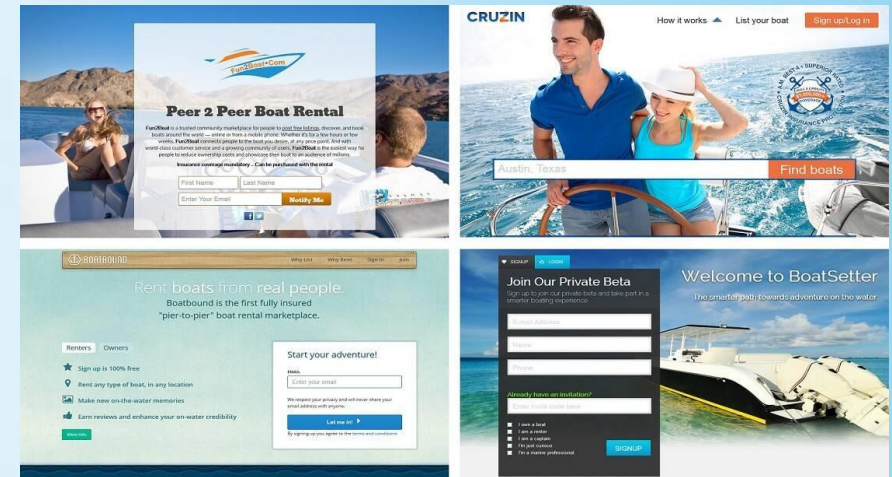
Boat Rentals, Charters

- Occasional and Infrequent Boaters are Ideal Customers for Boat Rental Operators and Charters
- They Generally Pay a Flat Fee for a Defined Period of Use, Plus Fuel
- They Choose from a Local Fleet of Boats
- They May Book Directly with a Captain for a Charter
- Bareboat and Captained Options



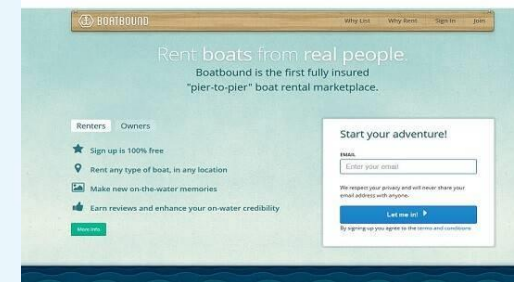
Peer to Peer (P2P)

- Boat Owners List Their Boats through a Third Party Commercial P2P Website
- Owners Underwrite Their Costs by Sharing Their Boats with Others
- Typically, There is No Charge for Boat Owner to List; Third Party Charges a Commission on Anything Booked Through Their Site



Peer to Peer

- Emerging P2P Companies Promote and Advertise Private Boat Access
- P2P Companies Provide Contract, Vet Both Offerers and Users, Sometimes Advertise Local Captain Availability, Collect Funds and Provide Insurance



Peer to Peer

- P2P Companies Provide Online Verification Process for Renters
- Minimum Age Requirements
- Deposit Typically Required
- Bareboat and Captained Options Available
- Offering Ranges from Personal Watercraft to Small Power and Sail Boats, to Cruisers and Luxury Yachts



Fractional Ownership/Timeshare

- A Few Different Models ... Found in Jet/Aerospace and Other Industries Often With More High End, Expensive Products. *In Essence ...*
- In Boating/Yachting Segment, Company Manages a Fleet of Boats or Yachts
- Company or Individual(s) Purchase(s) a Specific Boat and Places in Fractional Fleet



Fractional Ownership/Timeshare

- Individual(s) Purchases a Specific Boat and Places it in Fractional Fleet
- Company Manages Fractional Contracts, Reservations, Service, Maintenance
- Company Provides Insurance, Training
- Total cost of Boat, Maintenance, Management and Related Services is Divided Among Members



Fractional Ownership

- Members Pay for Their Own Cost for Fuel, Crew & Provisions
- **Fractional** - You Have an Investment for a "Piece" of the Vessel vs. Owning the Whole Thing
- **Fractional** - Legal Ownership with the Right to Transfer or Sell



Timeshare

- Members Pay for Their Own Cost for Fuel, Crew & Provisions
- **Time Share** - Only Purchase the Rights of Usage for a Certain Amount of Time
- **Time Share** - Time is Over, So Is Investment



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Sign up today for \$799/mo
includes 7 uses per month
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An Early Shared Economy Forerunner

Boat Clubs

- Concept Has Enjoyed Greater Exposure from the Sharing Economy ... but Boat Clubs Have Been Around Since the 1980's
- Some Mistakenly Confuse the Term with a Yacht Club, or an Exclusive Club for Boat Owners

.... *What is a Boat Club?*



Boat Club Terminology, Simplified.

- Boat Clubs Purchase, Maintain and Insure Multiple Boats in a Fleet.
- Boat Clubs Make the Fleet Available to Their Members.
- Members Generally Pay a 1x Entry Fee to Join, Plus Choose from a Monthly Membership Plan to Meet Their Boating Lifestyle and Budget.



Benefits of Boat Clubs

- Members May Choose from a Variety of Boat Models & Types ...
Get Broad Experience on Different Types of Products
- Some Are Specific Power or Sail Oriented, Some Offer Both
- Enjoy Watersports, Cruising, Inshore and Offshore Fishing, Diving, Sailing, etc.



Aluminum Fishing Boats



Cuddy Cruisers



Bow Riders



Pontoon Boats



Pilot Houses



Walk Arouds




Training is Often Part of the Membership Offering.

- Some Clubs Offer FREE 1x or Ongoing Training as an Integral Part of the Membership Experience
- Ask About the Training Options to Understand What it Entails
- Confirm that the Club's Trainers are Fully Certified, i.e. Licensed Coast Guard Captains, etc.



UNDERSTANDING TIDES

Tide is the alternate rising and falling of the sea, due to the attraction of the moon and sun.




Tides are expressed as a number relative to the height of the water, in feet, measured **ABOVE** the charted mean lower low water line.

1.8 means 1.8 feet **ABOVE** the charted mean lower low water line.

-0.5 means -0.5 feet **BELOW** charted mean lower low water line.

Current is the speed of the flow of water due to the change in the height of the tide.

CAUTION
CONSULT TIDE TABLES



HIGH TIDE

LOW TIDE

If you plan to beach your boat, check the times for high or low tide so you can be well prepared to adjust the boat's position as needed.

BOAT SAFE. HAVE FUN.
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Benefits of Boat Clubs

- Boat Clubs Handle All the Ongoing Maintenance and Service of the Boats in the Fleet.
- Members Simply Enjoy Them!
- When Comparing, Be Sure to Ask About Reservation Systems
- When Comparing, Be Sure to Ask About Member to Boat Ratio



Benefits of Boat Clubs

- Boat Clubs Generally Have Dock Staff on Site to Assist in Dock Departures, Returns
- Most Are Social Clubs
- Most Host Regular Special Events and Activities
- Fun Opportunities to Meet, Mix and Mingle with Others Who Share Your Boating DNA



Ask About Reciprocal Access

- Most Boat Clubs Have Single or a Few Regional Locations
- Others May Offer Multiple or National Locations
- Be Sure to Ask About Reciprocal Access Opportunities, Costs
- Reciprocal Access Memberships Allows You to Boat Wherever Branded Clubs Are Located



Freedom Boat Club is the 'Sharing Leader' in the Boating Space.

- Founded in 1989
- 16,000+ Members in North America
- 150+ Clubs throughout the US & Canada
- Fleet of 1600+ Late Model, Name Brand Boats
- Boating Made Simple.
- We Own the Boats. *You Enjoy Them!*



140+ North American Locations!

ALABAMA
Orange Beach

CALIFORNIA
Huntington Beach
Los Angeles
Petaluma
San Diego (2)
Stockton

CONNECTICUT
Bradford
Deep River
Mystic
Stamford
Stratford
Westbrook

DISTRICT OF COLUMBIA
Washington

FLORIDA
Bonita Springs
Boynton Beach
Bradenton
Burnt Store
(Punta Gorda)
Cape Coral
Clearwater (2)
Daytona Beach
Destin
Dunedin
Englewood (2)
Ft. Myers (2)
Ft. Walton Beach
Gulf Breeze
Hernando Beach
Islamorada

Jacksonville (2)
John's Pass
Lake Dora
Lake Tepon
Marco Island
Melbourne
Naples
New Smyrna Beach
Palm Coast
Panama City Beach
Pensacola Beach
Perdido Key
Pine Island
Port Hudson
Punta Gorda
Ruskin
Seaford
Sarasota (2)
Sebastian Inlet
St. Augustine
St. Petersburg
Suwanee
Tampa (2)
Tarpon Springs
Tierra Verde
Treasure Island
Venice (2)
Vero Beach
West Palm Beach

GEORGIA
Lake Lanier (2)
Lake Oconee
Savannah

ILLINOIS
Chicago (2)

INDIANA
Michigan City

LOUISIANA
Madisonville

MASSACHUSETTS
Beverly
Boston
Cataumet
Charlestown
Chatham
East Falmouth
Hingham
Newburyport
Quincy
Scoltate
West Dennis

MARYLAND
Annapolis (2)
Baltimore (2)

MICHIGAN
Lake Charlevoix
Lake St. Clair

MISSISSIPPI
Biloxi

MISSOURI
Lake of the Ozarks (2)

NEW HAMPSHIRE
Portsmouth

NEW YORK
Buffalo
Freeport
Lake George
Northport
Port Jefferson
Port Washington

MARYLAND
Annapolis (2)
Baltimore (2)

MICHIGAN
Lake Charlevoix
Lake St. Clair

MISSISSIPPI
Biloxi

MISSOURI
Lake of the Ozarks (2)

NEW HAMPSHIRE
Portsmouth

NEW YORK
Buffalo
Freeport
Lake George
Northport
Port Jefferson
Port Washington

NORTH CAROLINA
Jordan Lake
Lake Norman
Mooreville
Southport
Lake Wylie

OHIO
Catawba Island
Cleveland
Huron

PENNSYLVANIA
Lake Wallenpaupack

RHODE ISLAND
Newport
Pawtucket
Warwick

SOUTH CAROLINA
Hilton Head
Lake Hartwell
Mt. Pleasant
Murrell's Inlet
N. Myrtle Beach
Pawleys Island
Port Royal
Seabrook Island

TENNESSEE
Chattanooga
Knoxville
Nashville (2)

TEXAS
Austin
Clear Lake
Dallas
Lake Conroe
Lake Travis (2)
Port Washington

VIRGINIA
Woodbridge

WASHINGTON
Seattle
Tacoma

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BRITISH COLUMBIA
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FREEDOM BOAT CLUB
1989

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Freedom Boat Club Has Expanded to the West Coast!

- 5 California Locations including the California Delta (2), San Diego (2) and Huntington Beach
- 4 Washington Locations including Bremerton, Seattle, Kirkland and Tacoma
- 2 Vancouver Locations



... and Growing!

Bremerton Grand Opening

- April 7, 2018 from 12-4 pm
- Hosted by Mixx 96.1 on site with “prize wheel”
- Open to public with tours of the club, boat rides and refreshments
- Ribbon cutting ceremony with Mayor Wheeler & Bremerton Chamber at 1 pm
- FBC “Boat & Brunch” give-away
- Extensive advertising in print, radio, digital, local events and theater now & throughout the summer



FREEDOM
GRAND OPENING OF 2 NEW CLUBS FOR SPRING!



BREMERTON **KIRKLAND** **SEATTLE** **TACOMA**

We own the boats, you get unlimited freedom!

Join Freedom Boat Club to get access to a fleet of over 1,600 boats across the US and Canada. Our local fleet here in the Puget Sound and Lake Washington includes 20+ boats and four locations, including 2 new locations for 2018. Come and join the party at our Grand Opening events:

Bremerton, April 7, 2018 Bremerton Marina
Kirkland — Lake Washington, April 14, 2018 Yarrow Bay Marina

Visit us at www.freedomboatclub.com and sign up to receive more information on any of these locations. Call, text, or email Sara Mulligan with any questions at 253-414-0155 or smulligan@freedomboatclub.com



150+ Locations Throughout North America



We Buy and Maintain Boats



Members Join the Club



We Provide FREE, Unlimited, Training



Members Reserve a Boat and Enjoy!



With All These Exciting Options Now Available
... It's Time to Get Out and Enjoy Boating!



Questions & Answer Session



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