



Building a Service Menu

A path to increased revenue,
profitability and stability.





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DEVELOPED BY:



David Parker
Parker Business Planning
407-843-8808
david@parkerbusinessplanning.com

Liz Walz
Marine Retailers Association
315-692-4533
liz@mraa.com

Introduction

Before we begin, let's go over some foundational issues in order to understand why Service Menus are the best way to have happier customers and a more profitable shop.

1. Preventative Maintenance vs. Break & Fix:

FACT: Break & Fix trains customers to fix their boat only when it is broken

Problems with Break & Fix

- You only see customers when they are unhappy because their boat is broken
- These shops typically make less money
- More Grief, less Gravy!
- The 80/20 Rule is 80% Gravy, no more than 20% Grief Work
- Break & Fix is the opposite: up to 80% Grief & 20% Gravy!
- Typically charge by the hour. Very few Flat Rates
- Typically lower productivity because of hourly billings...more about this later
- Boats have lower trade-in values if maintained below industry standards
- Cheaper in the short run; more expensive in the long run
- Guaranteed to ruin at least one weekend and most likely two or three due to waiting on parts and/or service to get to it in season.
- Ruins the "Fun Factor"

**Preventive Maintenance (PM) – Trains customers to take proactive care of their boat.
Do preventive maintenance on a regular basis, before there is a problem.**

Benefits of Preventive Maintenance

- Get to see customers when they are happy
- These shops typically make more money...a lot more
- More Gravy, less Grief
- Typically employ more Menu Jobs and Flat Rate billing
- Typically have higher productivity because of the Flat Rate billing
- Increases Billable Labor revenue
- Boats have higher trade-in values if maintained at or above industry standards
- Least expensive in the long run – greatly reduces chance of expensive repairs
- Theoretically will never have a ruined weekend because parts are changed out BEFORE they break, but only after reasonable use
- Enhances the "Fun Factor" and provides the most peace of mind

Preventive Maintenance and a Menu Selling Culture go very nicely together.

2. Flat Rate Billing vs. Hourly Billing

Hourly Billing – Not recommended

- No one in the shop knows for sure how long a repair should take. End up over or under charging.
- What if the tech takes too long?
- What if the tech does it in half the time of another tech?

Flat Rate Billing

- Everyone knows how long a job should take. No second guessing.
- Tech does it faster, still gets paid the allotted time.
- If “new tech” takes longer, customer still only pays the quoted flat rate amount.
- Flat Rated rigging significantly reduces conflict between Sales and Service.
- Estimates are much easier to prepare and quote.
- Enables Billed Labor to increase without raising the labor rate by increasing the Flat Rate time for each job.
- Flat Rates are the ONLY fair way to charge for service work. Everyone wins with Flat Rate Billing
- The Customer knows the cost ahead of time
- The technician gets paid more if they do the work in less time
- The dealer makes more money too when tech is more efficient

Getting started with Flat Rates

- Create your own
- List all service & rigging jobs
- Assign hours to complete each one
- Be generous with the hours...it takes longer than you think
- Be prepared – it will take you days to create your own
- Use the Manufacturer Recommended Service Schedules at different hourly & seasonal intervals.
- Buy a stock manual
- Customize it to your dealership
- Spader has a great one
- Use the manufacturer’s warranty times & multiply by 1.5 – 2.0

3. Menus are Just Packages of Flat Rates

Most common Menu Jobs

- Basic Winterization
- Upgraded Winterization
- Change oil
- Water pump impeller
- Service Outdrive, etc.
- Winter Storage/Shrink Wrap
- 50 / 100 / 150 hour Service Packages

Less common (but valuable) Menu Jobs

- 400 or 500 hour service
- Change all belts and hoses.
- Premium detailing packages
- Charge by the foot
- "Platinum Preventative Maintenance" program
- Upgraded winterization / Spring Splash
- Winter storage - Heated
- Detailing/buff & wax
- Minor fiberglass repairs, etc.
- "The Whole Enchilada"

Menus - Other Items

- Some shops quote a total "all inclusive price"
- Include taxes, shop supplies, etc
- Strive to charge less than you quote
- Quote about 10% higher than expected
- Strive to come in under that number
- Builds customer loyalty
- Winterization check-off menus can be mailed to customers
- Display Menus on a monitor or TV screen behind the service counter
- See if your computer system will track and recommend periodic maintenance.
- Customers love this

Creating a Service Menu for Your Dealership

STEP ONE: Take an inventory of your products & services

The first step to building a service menu is to take stock of the products and services your service department offers. This is a great opportunity to start a conversation with your team about what products and services your team SHOULD offer. Ask yourself questions like:

- What products and services we offer are in highest demand? In least demand? For those products and services that are in highest demand, is your business set up to accommodate that demand quickly and easily? For those products in least demand, does it make sense to continue to offer them? If so, could your business benefit from better marketing of those offerings?

- What products and services that we offer contribute most to our service department's bottom line? What products and services contribute least or perhaps do not contribute at all? (Remember the 80/20 Rule we discussed earlier.) For those that contribute most, is there an opportunity to grow these areas through better marketing, training or facility redesign? For those that contribute least or represent a loss for your dealership, does it make sense to eliminate them. If not, can you increase their contribution to the bottom line through a more efficient process, less waste or better employee training?

Example: Instead of rebuilding engines or outdrives in your own shop, it may make more sense to buy short blocks or rebuilt outdrives that have a remanufactured warranty.

- What products and services do customers ask for that we do not currently offer? Does it make sense to add those products or services?

- What products and services do our competitors offer that we do not currently offer? Are we missing an opportunity by not offering them?

BEST PRACTICE: If your dealership does not currently offer winter storage, it can be a relatively inexpensive addition that can have a tremendous impact to the bottom line. By leasing space in area warehouses to store customers' boats, dealerships can typically add a new profit center quickly and easily. But the real bonus comes in the opportunity to upsell these storage customers on items like preventative or annual maintenance, detailing, and new parts & accessories. That's where a service menu can make a real difference for your dealership.

This is an ideal opportunity to review your labor rates. Ask yourself questions like: Do you offer flat rates? If not, is it time to start? How do your prices compare with your competitors' prices? Typically, your effective labor rate for your shop should be six times the average rate of pay for your income producers in your shop. For example: if your average rate of pay is \$20.00/hour, then the effective retail rate should be \$120.00/hour.

FYI - The average rate in my six 20 Groups is \$110 to \$120/hour.

RESOURCES: Ready to transition to flat rates? Our sample Service Menu Checklist starts on the next page. It is only meant to be an example of a flat rate manual, not an exhaustive one.

BEST PRACTICE: Many dealers incorrectly assume that they will lose customers and decrease their service department's bottom line if they are not priced at or below the average rate for their region. In actuality, most dealers who price their services at 10% to 20% above the average rate find they lose very few customers and actually increase their profitability.

The key is there are approximately five parts, service and accessory items that everyone knows the price of. Customers grade how competitive you are based on these items, so be very competitive on these items and get your prices up on the rest of them.

Once you have completed this exercise, you have a starting place for bundling the services you offer into a service menu.

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STEP TWO: Choose which products & services to bundle

Once you have a list of the products and services you offer with accurate prices for each, you're ready to begin the process of bundling them into packages you can sell to your customers.

Service Menu Checklist - A complete list of all items available for sale during the winter maintenance season. It is not a complete Flat Rate of all mechanical items, only the typical services to sell at this time.

SERVICE MENU CHECKLIST					
Shop Labor Rate: 120.00					
1 WINTERIZATION	Hours	Rate	Labor \$	Parts	Total
Entry to Medium Priced Packages (All Stars + Parts) Not used in Example					
1 * One Star.....	0.83		99.95		99.95
2 Basic Freeze Protection			0.00		0.00
3 Drain engine & manifolds			0.00		0.00
4 Disconnect battery			0.00		0.00
5			0.00		0.00
6 ** Two Star.....	1.66		199.00		199.00
7 Freeze Protection Plus:			0.00		0.00
8 Stabilize Fuel and Run			0.00		0.00
9 Fill & Flush w/Antifreeze			0.00		0.00
10 Fog Combustion Chambers			0.00		0.00
11 Check All Fluid Levels			0.00		0.00
12			0.00		0.00
13			0.00		0.00
14 *** Three Star.....	2.33		279.00		279.00
15 ** Two Star Plus:			0.00		0.00
16 Run Engine to Temp, Change Oil & Filter			0.00		0.00
17 Replace Spin On Fuel Filter			0.00		0.00
18 Change oil in Lower Unit on O/B's & I/O's			0.00		0.00
19 Full Systems Check, Steering & Throttle Test			0.00		0.00
20			0.00		0.00
21 1 Medium to High End Packages (Four Levels) Example Used in Display Worksheet			0.00		0.00
22 # 1 WINTERIZE PACKAGE - 1 Star (Plus Parts)			0.00		0.00
23 * One Star.....					0.00
24 Basic Freeze Protection	2.92		349.80		349.80
25			0.00		0.00
26 Drain engine & manifolds			0.00		0.00
27 Fill & Flush w/Antifreeze			0.00		0.00
28 Stabilize Fuel and Run			0.00		0.00
29 Check All Fluid Levels			0.00		0.00
30 Full Systems Check, Steering & Throttle Test			0.00		0.00
31 Fog Combustion Chambers			0.00		0.00
32 Coat engine for rust control			0.00		0.00
33 Lube Wheel Bearings & Courtesy inspection of trailer systems if present			0.00		0.00
34 Check strength of anti-freeze in fresh water cooling system (if Applicable)			0.00		0.00
35 Disconnect battery			0.00		0.00
36			0.00		0.00
37 # 1 WINTERIZE PACKAGE - 2 Star (Plus Parts)			0.00		0.00
38 ** Two Star.....					0.00
39 Freeze Protection Plus:	4.90		588.30		588.30
40			0.00		0.00
41			0.00		0.00
42 Run Engine to Temp			0.00		0.00
43 Change Oil & Filter			0.00		0.00
44 Replace Spin On Fuel Filter			0.00		0.00
45			0.00		0.00
46 # 1 WINTERIZE PACKAGE - 3 Star (Plus Parts) "Annual premium winterization:"			0.00		0.00
47 *** Three Star.....					0.00
48 ** Two Star Plus:	5.63		675.75		675.75
49			0.00		0.00
50 Service outdrive & Ck Alignment			0.00		0.00
51 Lube Gimbal Bearing			0.00		0.00
52 R&R props & lube propshafts			0.00		0.00
53 Change Lower Unit oil			0.00		0.00
54 Retorque steering fastners,			0.00		0.00
55			0.00		0.00
56 # 1 WINTERIZE PACKAGE - 4 Star (Plus Parts) "Manufacturer Recommended"			0.00		0.00

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117			0.00	0.00
118	GENERATOR MAINTENANCE			0.00
119	Generator winterize	1.08	129.00	129.00
120	Generator summerize		N/C	N/C
121	Generator oil change	1.08	129.00	129.00
122	Generator impeller replacement	1.08	129.00	129.00
123			0.00	0.00
124	PWC MAINTENANCE			0.00
125	PWC Winterize		0.00	0.00
126	PWC detail		0.00	0.00
127	PWC engine service 4-stroke		0.00	0.00
128	PWC engine service 2-stroke		0.00	0.00
129	PWC R&R battery		0.00	0.00
134			0.00	0.00
135	TRAILER MAINTENANCE			0.00
136	Check trailer systems and lights	1.00	120.00	120.00
137	Trailer service (single)		0.00	0.00
138	Trailer service (tandem)		0.00	0.00
139	R&R Brakes and Pads (Single)		0.00	0.00
140	R&R Brakes and Pads (Tandem)		0.00	0.00
141			0.00	0.00
142			0.00	0.00
143	5 - SPECIAL PROJECTS		0.00	0.00
144	CANVAS REPAIR / REPLACE			0.00
145	New boat cover		Quote	Quote
146	New PWC cover		Quote	Quote
147	Repair boat cover		Quote	Quote
148	Repair PWC cover		Quote	Quote
149	Wash boat covers		0.00	0.00
150			0.00	0.00
151			0.00	0.00
152	AUDIO CUSTOMIZATION		0.00	0.00
153	Bluetooth Stereo Upgrades		Quote	Quote
154	Upgraded Amp, Stereo & Speakers		Quote	Quote
155			0.00	0.00
156	FIBERGLASS RESTORATION		Quote	Quote
157	Gel coat repair		Quote	Quote
158	New decals		Quote	Quote
159	ECP Fbrglass & Uphols. Prot.		1,495.00	1,495.00
160			0.00	0.00
161	UPHOLSTERY / INTERIOR		0.00	0.00
162	Upholstery repair & replace		Quote	Quote
163	LED Interior Lighting		Quote	Quote
164	LED Underwater Lighting		Quote	Quote
165	Stainless/LED Cup Holders		35.00	35.00
166			0.00	0.00
167			0.00	0.00
168	WAKEBOAT UPGRADES		0.00	0.00
169	Tower		Quote	Quote
170	Supplemental Ballast		Quote	Quote
171	Cruise Control		Quote	Quote
172	Protomet Mirror Upgrade - 100		199.90	199.90
173	Protomet Mirror Upgrade - 140		299.90	299.90
174			0.00	0.00
175			0.00	0.00
176	6 - ROOM FOR MORE		0.00	0.00
177	NICE ADDITIONS		0.00	0.00
178	Extended Warranty		Quote	Quote
179	Flag & Retractable Flagpole		720.00	720.00
180	Cockpit Heat		925.00	925.00
181	Dinette Table		875.00	875.00

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57	**** Four Star.....		0.00	0.00
58	*** Three Star Plus:	12.29	1,475.00	1,475.00
59			0.00	0.00
60	Replace Water Pump Impeller		0.00	0.00
61	Replace U-Joint Bellows		0.00	0.00
62	Engine Tune-up		0.00	0.00
63	R&R Belts, Batteries and Hoses as needed		0.00	0.00
64			0.00	0.00
65			0.00	0.00
66	# 2 STORAGE & SHRINKWRAP			0.00
67	* One Star.....		\$175/mo	\$175/mo
68	Outdoor Premium Storage <25'		0.00	0.00
69	Outdoor storage		0.00	0.00
70	Shrink wrap		0.00	0.00
71	w/ One Star Service Pkg		0.00	0.00
72			0.00	0.00
73	# 2 STORAGE & SHRINKWRAP			0.00
74	** Two Star.....		\$225/mo	\$225/mo
75	Outdoor Premium Storage 25+		0.00	0.00
76	Outdoor storage		0.00	0.00
77	Shrink wrap		0.00	0.00
78	w/ One Star Service Pkg		0.00	0.00
79			0.00	0.00
80	# 2 STORAGE & SHRINKWRAP			0.00
81	*** Three Star.....		\$236/mo	\$236/mo
82	Indoor heated & Secured storage		0.00	0.00
83	No Shrinkwrap Required		0.00	0.00
84	w/ Three or Four Star Service		0.00	0.00
85			0.00	0.00
86			0.00	0.00
87	# 3 DETAIL PACKAGES			0.00
88	* One Star.....		Starting at \$190.00	Starting at \$190.00
89	Hull Cleaning Service		0.00	0.00
90	Acid wash standard		0.00	0.00
91	Algae & Scum Removal		0.00	0.00
92			0.00	0.00
93	# 3 DETAIL PACKAGES			0.00
94	** Two Star.....		Starting at \$225.00	Starting at \$225.00
95	Interior boat detail		0.00	0.00
96			0.00	0.00
97			0.00	0.00
98	# 3 DETAIL PACKAGES			0.00
99	*** Three Star.....		Starting at \$414.00	Starting at \$414.00
100	Interior & Exterior Clean		0.00	0.00
101	Interior boat detail		0.00	0.00
102	Exterior boat detail (buff & wax)		0.00	0.00
103			0.00	0.00
104	# 3 DETAIL PACKAGES			0.00
105	**** Four Star.....		Starting at \$845.00	Starting at \$845.00
106	Deluxe Interior & Exterior Clean		0.00	0.00
107	Exterior boat detail (hand wash & wax)		0.00	0.00
108	Bilge detail		0.00	0.00
109	Wash boat covers		0.00	0.00
110			0.00	0.00
111	4 and MORE... 4, 5, 6 ...Example Used in Worksheet			0.00
112	4 - OTHER MAINTENANCE			0.00
113	WAKEBOAT MAINTENANCE			0.00
114	Winterize Heater	0.50	60.00	60.00
115	Winterize Shower	0.50	60.00	60.00
116	Winterize Ballast	0.50	60.00	60.00
182			0.00	0.00
183			0.00	0.00
184	DETAILING - A LA CARTE			0.00
185	Acid wash standard		16.50/ft	16.50/ft
186	Acid Wash w Zebra Mussel Removal		18.50/ft	18.50/ft
187	Restore Teak Platform	1.08	129.00	129.00
188	Oil Teak Only	0.50	60.00	60.00
189			0.00	0.00
190	VALET SERVICES			0.00
191	Dockside Service +Add	1.075	129.00	129.00
192	Pick up & Delivery -R/T	2.42	290.00	290.00
193			0.00	0.00
194			0.00	0.00
195			0.00	0.00
196			0.00	0.00
197			0.00	0.00
198	Future Additional Items...		0.00	0.00

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Winterization, storage and detailing are three common types of packages dealerships create.

Typically, when bundling together groups of products and services for each package, dealerships create multiple levels, starting with the most basic.

Below is a sample of a Service Menu that I like for its simplicity. It's as simple as 1, 2, 3! It was borrowed from our friends at Seattle Boat Company in Seattle, Wash.

Do not print these columns			Annual Service & Storage Packages		
1	2	3	Step 1	Step 2	Step 3
23	67	88	Winterize Packages	Storage Packages	Detail Packages
24	68	89	* One Star..... <input type="checkbox"/>	* One Star..... <input type="checkbox"/>	* One Star..... <input type="checkbox"/>
26	69	90	Basic Freeze Protection	.. 5-month minimum stay..	Hull Cleaning Service
27	70	91	Drain engine & manifolds	Outdoor Premium Storage <25'	Acid wash standard
28	71		Fill & Flush w/Antifreeze	Outdoor storage	Algae & Scum Removal
			Stabilize Fuel and Run	Shrink wrap	-
			\$349.80 + Parts	w/ One Star Service Pkg	Starting at \$190.00
				\$175/mo	
38	74	94	** Two Star..... <input type="checkbox"/>	** Two Star..... <input type="checkbox"/>	** Two Star..... <input type="checkbox"/>
39	75	95	Freeze Protection Plus:	Outdoor Premium Storage 25+	Interior boat detail
42	76		Run Engine to Temp	Outdoor storage	-
43	77		Change Oil & Filter	Shrink wrap	-
44	78		Replace Spin On Fuel Filter	w/ One Star Service Pkg	Starting at \$225.00
			\$588.30 + Parts	\$225/mo	
47	81	99	*** Three Star..... <input type="checkbox"/>	*** Three Star..... <input type="checkbox"/>	*** Three Star..... <input type="checkbox"/>
48	82	100	** Two Star Plus:	Indoor heated & Secured storage	Interior & Exterior Clean
50	83	101	Service outdrive & Ck Alignment	No Shrinkwrap Required	Interior boat detail
51	84	102	Lube Gimbal Bearing	w/ Three or Four Star Service	Exterior boat detail (buff & wax)
52			R&R props & lube propshafts	-	-
			\$675.75 + Parts	\$236/mo	Starting at \$414.00
			Save \$325!		
57	105		**** Four Star..... <input type="checkbox"/>		**** Four Star..... <input type="checkbox"/>
58	106		*Manufacturer Recommended		Deluxe Interior & Exterior Clean
60	107		*** Three Star Plus:		Exterior boat detail (hand wash & wax)
61	108		Replace Water Pump Impeller		Bilge detail
62	109		Replace U-Joint Bellows		Wash boat covers
63			Engine Tune-up		-
			R&R Belts, Batteries and Hoses as needed		-
			\$1,475.00 + Parts		Starting at \$845.00
			Save \$370!		

Date: _____ Approved By: _____

Registration # _____ Print Name: _____

Unit Description: _____

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4 and More...

Here is where we discuss additional services for winter work.

Customize your winter service, storage & detail service (select from each category):
Simple as 4,5,6!

Do not print these columns			Step 4		Step 5		Step 6				
4	5	6	Other Maintenance		Special Projects		Room For More				
			All items + Parts								
113	144	177	<input type="checkbox"/>	WAKEBOAT MAINTENANCE	0.00	<input type="checkbox"/>	CANVAS REPAIR / REPLACE	-	<input type="checkbox"/>	NICE ADDITIONS	-
114	145	178	<input type="checkbox"/>	Winterize Heater	60.00	<input type="checkbox"/>	New boat cover	Quote	<input type="checkbox"/>	Extended Warranty	Quote
115	146	179	<input type="checkbox"/>	Winterize Shower	60.00	<input type="checkbox"/>	New PWC cover	Quote	<input type="checkbox"/>	Flag & Retractable Flagpole	720.00
116	147	180	<input type="checkbox"/>	Winterize Ballast	60.00	<input type="checkbox"/>	Repair boat cover	Quote	<input type="checkbox"/>	Cockpit Heat	925.00
118	148	181	<input type="checkbox"/>	-	-	<input type="checkbox"/>	Repair PWC cover	Quote	<input type="checkbox"/>	Dinette Table	875.00
119	149	182	<input type="checkbox"/>	GENERATOR MAINTENANCE	0.00	<input type="checkbox"/>	Wash boat covers	-	<input type="checkbox"/>	-	-
120	150	183	<input type="checkbox"/>	Generator winterize	129.00	<input type="checkbox"/>	-	-	<input type="checkbox"/>	DETAILING - A LA CARTE	-
121	151	184	<input type="checkbox"/>	Generator summerize	N/C	<input type="checkbox"/>	AUDIO CUSTOMIZATION	-	<input type="checkbox"/>	Acid wash standard	16.50/ft
122	152	185	<input type="checkbox"/>	Generator oil change	129.00	<input type="checkbox"/>	Bluetooth Stereo Upgrades	Quote	<input type="checkbox"/>	Acid Wash w Zebra Mussel Ren	18.50/ft
123	153	186	<input type="checkbox"/>	Generator Impeller replacement	129.00	<input type="checkbox"/>	Upgraded Amp. Stereo & Speakers	Quote	<input type="checkbox"/>	Restore Teak Platform	129.00
124	154	187	<input type="checkbox"/>	-	-	<input type="checkbox"/>	-	-	<input type="checkbox"/>	Oil Teak Only	60.00
125	155	188	<input type="checkbox"/>	PWC MAINTENANCE	0.00	<input type="checkbox"/>	FIBERGLASS RESTORATION	Quote	<input type="checkbox"/>	-	-
126	156	189	<input type="checkbox"/>	PWC Winterize	0.00	<input type="checkbox"/>	Gel coat repair	Quote	<input type="checkbox"/>	VALET SERVICES	-
127	157	190	<input type="checkbox"/>	PWC detail	0.00	<input type="checkbox"/>	New decals	Quote	<input type="checkbox"/>	Dockside Service +Add	129.00
128	158	191	<input type="checkbox"/>	PWC engine service 4-stroke	0.00	<input type="checkbox"/>	ECP Fiberglass & Uphols. Prot.	1,495.00	<input type="checkbox"/>	Pick up & Delivery -R/T	290.00
129	159	192	<input type="checkbox"/>	PWC engine service 2-stroke	0.00	<input type="checkbox"/>	-	-	<input type="checkbox"/>	-	-
130	160	193	<input type="checkbox"/>	PWC R&R battery	0.00	<input type="checkbox"/>	UPHOLSTERY / INTERIOR	-	<input type="checkbox"/>	Future Additional Items...	-
131	161	194	<input type="checkbox"/>	-	-	<input type="checkbox"/>	Upholstery repair & replace	Quote	<input type="checkbox"/>	-	-
132	162	195	<input type="checkbox"/>	TRAILER MAINTENANCE	0.00	<input type="checkbox"/>	LED Interior Lighting	Quote	<input type="checkbox"/>	-	-
133	163	196	<input type="checkbox"/>	Check trailer systems and lights	120.00	<input type="checkbox"/>	LED Underwater Lighting	Quote	<input type="checkbox"/>	-	-
134	164	197	<input type="checkbox"/>	Trailer service (single)	0.00	<input type="checkbox"/>	Stainless/LED Cup Holders	35.00	<input type="checkbox"/>	-	-
135	165	198	<input type="checkbox"/>	Trailer service (tandem)	0.00	<input type="checkbox"/>	-	-	<input type="checkbox"/>	-	-
136	166	199	<input type="checkbox"/>	R&R Brakes and Pads (Single)	0.00	<input type="checkbox"/>	WAKEBOAT UPGRADES	-	<input type="checkbox"/>	-	-
137	167	200	<input type="checkbox"/>	R&R Brakes and Pads (Tandem)	0.00	<input type="checkbox"/>	Tower	Quote	<input type="checkbox"/>	-	-
138	168	201	<input type="checkbox"/>	-	-	<input type="checkbox"/>	Supplemental Ballast	Quote	<input type="checkbox"/>	-	-
139	169	202	<input type="checkbox"/>	-	-	<input type="checkbox"/>	Cruise Control	Quote	<input type="checkbox"/>	-	-
140	170	203	<input type="checkbox"/>	-	-	<input type="checkbox"/>	Protomet Mirror Upgrade - 100	199.90	<input type="checkbox"/>	-	-
141	171	204	<input type="checkbox"/>	-	-	<input type="checkbox"/>	Protomet Mirror Upgrade - 140	299.90	<input type="checkbox"/>	-	-
142	172	205	<input type="checkbox"/>	-	-	<input type="checkbox"/>	-	-	<input type="checkbox"/>	-	-
143	173	206	<input type="checkbox"/>	-	-	<input type="checkbox"/>	-	-	<input type="checkbox"/>	-	-

Date: _____ Approved By: _____
 Registration #: _____ Print Name: _____
 Unit Description: _____

As you can see, the Service Menu offers four winterization packages. In this case, they used the “star” model to communicate to the customer the difference between each level. But you could just as easily use a bronze, silver, gold, platinum concept to communicate the different levels.

The most basic package is called the “one star” level of winterization and the most comprehensive package is called the “four star” level. With each level, the number of services provided increases, as does the quoted price.

Some dealers choose to offer discounts on the higher levels to encourage the sale of these more expensive services. You choose whatever you are most comfortable with doing.

They used that same “star” system to also create storage and detail packages. Then, they positioned each of the three types of packages (winterization, storage and detail) as three steps to creating a customized annual service and storage plan.

All a customer has to do is pick one from each column, and they are done! Except that we have added a “4 and More” page so that more offerings could be suggested to increase winter work. With this added page, you can see there are a lot more items for your customers to

Building a Service Menu

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choose from. And there is room for you to add even more items. Some clients are busier during the winter months than during July, and this type of worksheet is one of the reasons why.

One factor to consider in building your service menu is the size of the vessel. Obviously, the bigger the boat, the more complex the winterization process. Dealers can choose to offer one service menu to all boat owners, in which case you would reserve the more fully featured packages for your big boat owners. Or if you offer a wide range of boat types and sizes, you can create different service menus for owners of different types and sizes of boats. For example: Inboard wake boats require a lot more services because of the ballast tanks and pumps that need to be winterized.

On the other end of the spectrum, some dealers who have competition from the “shade tree” mechanics down the road will offer a basic winterize of just draining the block for say \$99.00 to compete. Then they will upsell the customer to the more appropriate service when they bring their boat in.

While winterization, storage and detailing are three of the most common types of packages you can create for your service menu, there are plenty of other types of packages and/or ways you can bundle and sell your services to increase revenue and profitability.

HOW TO GET STARTED. Check the types of packages that make sense for your business:

- Winterization
- Storage/Shrink wrap
- Hull Cleaning
- Detailing
- Annual maintenance – should offer several levels (By engine hours of use and/or by engine type)
i.e. 50/100/150 up to 300 to 500 hour services
- Indoor &/or Heated Storage
- Replace Battery (every three years) *Highly recommended*
- Trailer Service – (Service bearings and brakes/lights, etc.)
- Boat Restoration/Upholstery Upgrade
- Premium Stereo Upgrade
- Bluetooth Stereo Upgrade
- New Decals
- Canvas Repair/Replace
- LED Light Kits
- SS Cupholders with LED Lights
- Wakeboard Towers
- ECP Upholstery & Fiberglass Protection
- Others???

Then, use the checklist and sample Service Menu to create each type of package and/or package combinations. Examples are included in the “4 and More” Menu.

Then, take a look “under the hood.” Open up your copy of the “Annual Service & Storage Packages” Service Menu, which is an Excel spreadsheet that is designed to make it easy to add services or change those listed.

Within it, you will see three color coded columns to the left of the Service Menus. These columns have numbers in them that match a corresponding number on the left side of the Service Menu Checklist. (If you are familiar with Excel, we use “vlookup” formulas to make all this work.)

For example: The first number in the first green column is “23” and the number right below it is “24”. If you will look back on the Service Menu Checklist to number 23, you will see that it lists:

23	* One Star.....			0.00
24	Basic Freeze Protection	2.92	349.80	349.80

Notice how these same lines of text and pricing appear in the green column 1 of the “Annual Service & Storage Packages” Service Menu. The “Package Price” of \$349.80 is copied to the bottom of each category by formula. So, whatever price you plug into the first line of the described package, in this case “Basic Freeze Protection” will automatically show up at the bottom of the displayed package.

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The second, blue column and third, yellow column supply data to the corresponding blue and yellow columns in the Service Menu columns 2 and 3.

The procedure is exactly the same for all the “Star” packages. The individual details pull from the menu list in the same manner.

4 and More...

This extended Service Menu follows the same procedures described above. The only difference is if you move or add a category title, like “WAKEBOAT MAINTENANCE”, you will want to make the letters bold to make them more easily identifiable.

Note: You should receive a copy of this Excel Service Menu Spreadsheet prior to attending this workshop so that you can be familiar with how it works during the presentation. It is our hope that you can leave this presentation with at least a first draft of your new “Simple as 1,2,3” Service Menu.

BEST PRACTICE: In the fall, many dealerships have found success sending out an annual winterization/storage/detailing/dockage/maintenance check sheet with incentives if the customer agrees to an annual package. After the customer selects a package for year one, the dealership can simply send out a renewal form with options to upgrade.

Some dealers are offering three-year storage agreements that lock in current rates for the customer. This also locks the customer into your dealership.

We have provided one example of a Service Menu in this document and its Excel spreadsheet counterpart. However, at the end of this workbook are three more examples of Menus to show how they can differ. You should be able to get some other good ideas to tweak your own from these.

STEP THREE: Training your team on menu selling

Your service menu is complete and you’re ready to roll it out. Or are you? One of the essential steps to effective use of a service menu is training your team on how to use the service menu as an upselling tool.

One of the most effective training strategies is to schedule role-playing sessions with your team where they try to sell each of the menu items and other various levels of services. As they say, practice makes perfect.

STEP FOUR: Create a Service Menu PowerPoint

One of the most effective ways to communicate with customers about your service menu while they are in your dealership is via a Service Menu PowerPoint presentation, uploaded to a flat screen television at your service desk and set up to automatically rotate between slides that communicate each of your packages and/or special offers.

Once you have created your packages, use the Sample Service Menu PowerPoint we have provided as inspiration to create a PowerPoint presentation containing information on those packages.

Congratulations!

You are now well on your way to rolling out a custom Service Menu in your dealership and taking your service department’s contribution to your dealership’s success to the next level.

Got any questions? As you start to roll out this program, please don’t hesitate to contact David Parker of Parker Business Planning or Liz Walz of the Marine Retailers Association of the Americas.

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ABOUT PARKER BUSINESS PLANNING

David Parker is a highly respected marine industry veteran who has organized and managed numerous marine "20 Groups". He worked for 17 years in his family's Sea Ray dealership, Parker Boat Company, in Orlando, Fla. Since 1988, he has offered his consulting services exclusively to marine dealers throughout the U.S and Canada. He can be reached at: www.ParkerBusinessPlanning.com or by phone: 407-843-8808



ABOUT THE MARINE RETAILERS ASSOCIATION OF THE AMERICAS

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the companies that interact with the boater in their community must thrive. Those businesses determine the boater's experience and are the leading factor in the industry's success. The MRAA works to create a strong and healthy boating industry by uniting those businesses, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit www.MRAA.com.

		P.O. Box 320, Fontana, WI 53125 Ph# 262-275-8518 Fax#262-275-8958																
2011/2012 OFF SEASON PWC SERVICE CONTRACT																		
Name:	PWC Make & Model:																	
Address:	Pier, Buoy, Slip #:																	
City,State,Zip:	Keys in unit:	<input type="checkbox"/> Yes <input type="checkbox"/> No																
Home Phone:	Haul out date:																	
Cell Phone:	Gordy's to pick up by:	<input type="checkbox"/> Land <input type="checkbox"/> Water																
Work Phone:	Please pick up:	<input type="checkbox"/> Buoy/Slip Lines <input type="checkbox"/> Lifting Straps																
E-mail:	Customer to drop off by:																	
1. PWC Storage <input type="checkbox"/> Yes, please store for the winter \$550 each unit <input type="checkbox"/> No, I will pick up (date): <input type="checkbox"/> No, please deliver to (date / location): <input type="checkbox"/> I will bring back in the spring <input type="checkbox"/> I will NOT bring back in the spring																		
<input type="checkbox"/> Gordy's PWC Service <input type="checkbox"/> I am interested in selling my pwc this year																		
2. Per Unit parts additional <small>*If contract is not filled out, Gordy's will not have your pwc ready by Memorial Day</small> <table border="0" style="width: 100%;"> <tr> <td><input type="checkbox"/> Winterize PWC</td> <td style="text-align: right;">plus antifreeze & parts \$156.25</td> <td><input type="checkbox"/> Summerize PWC, Tune up</td> <td style="text-align: right;">plus parts \$156.25</td> </tr> <tr> <td><input type="checkbox"/> Wash and hand wax</td> <td>\$156.25</td> <td><input type="checkbox"/> Engine Service 4-Stroke</td> <td></td> </tr> <tr> <td></td> <td></td> <td><input type="checkbox"/> Engine Service 2-Stroke</td> <td></td> </tr> <tr> <td></td> <td></td> <td><input type="checkbox"/> PWC Battery R/R</td> <td style="text-align: right;">\$62.50 plus battery</td> </tr> </table>			<input type="checkbox"/> Winterize PWC	plus antifreeze & parts \$156.25	<input type="checkbox"/> Summerize PWC, Tune up	plus parts \$156.25	<input type="checkbox"/> Wash and hand wax	\$156.25	<input type="checkbox"/> Engine Service 4-Stroke				<input type="checkbox"/> Engine Service 2-Stroke				<input type="checkbox"/> PWC Battery R/R	\$62.50 plus battery
<input type="checkbox"/> Winterize PWC	plus antifreeze & parts \$156.25	<input type="checkbox"/> Summerize PWC, Tune up	plus parts \$156.25															
<input type="checkbox"/> Wash and hand wax	\$156.25	<input type="checkbox"/> Engine Service 4-Stroke																
		<input type="checkbox"/> Engine Service 2-Stroke																
		<input type="checkbox"/> PWC Battery R/R	\$62.50 plus battery															
3. Hull Cleaning - all boats will be stored with a clean hull. Customer will be billed based on acid needed. <input type="checkbox"/> Acid wash hull <table border="0" style="float: right; margin-left: 20px;"> <tr> <td>Light Acid</td> <td style="text-align: right;">10.95 / ft</td> </tr> <tr> <td>Standard Acid</td> <td style="text-align: right;">14.95 / ft</td> </tr> <tr> <td>Standard Acid including Zebra mussel removal</td> <td style="text-align: right;">16.95 / ft</td> </tr> </table>			Light Acid	10.95 / ft	Standard Acid	14.95 / ft	Standard Acid including Zebra mussel removal	16.95 / ft										
Light Acid	10.95 / ft																	
Standard Acid	14.95 / ft																	
Standard Acid including Zebra mussel removal	16.95 / ft																	
4. Trailer Service <input type="checkbox"/> Trailer maintenance, brakes, repack bearings, etc By estimate <input type="checkbox"/> Inspect trailer; set tire pressure, grease wheel bearings and check all lights \$125.00																		
Additional Estimate Requests & Notes: <input type="checkbox"/> New PWC Cover <input type="checkbox"/> Teak cleaning / oil <input type="checkbox"/> Fiberglass repair <input type="checkbox"/> Repair PWC Cover <input type="checkbox"/> Wet sand deck / hull <input type="checkbox"/> Reg. #/Name Paint																		

By reading the attached pages and signing below, you are authorizing Gordy's Lakefront Marine, Inc. to service and/or store your boat. Owner is to maintain insurance coverage while stored at Gordy's. Gordy's does not assume any liability for theft, fire or damage to the boat, trailer or accessories. Gordy's shall not be responsible for freeze damage caused to boats made available for pick up after October 15th. I have read and understand this information. I authorize Gordy's to use any necessary parts/supplies to perform all work and bill my credit card for all services and storage performed.

Print Name	Sign Name	Date
Credit Card Type	Credit Card Number	Exp.

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Gordy's Cobalt Farms

A tradition since 1955 • 2001 Hwy 67 / PO Box 320, Fontana, WI • (262) 275-2163 • www.GordysBoats.com

2013/2014 OFF SEASON BOAT SERVICE CONTRACT

Name:	Boat Make & Model:
Address:	Pier, Buoy, Slip #:
City, State, Zip:	Keys in boat: <input type="checkbox"/> Yes <input type="checkbox"/> No
Home Phone:	Haul out date:
Cell Phone:	Gordy's to pick up by: <input type="checkbox"/> Land <input type="checkbox"/> Water
Work Phone:	Please pick up: <input type="checkbox"/> Buoy/Slip Lines <input type="checkbox"/> Lifting Straps
E-mail:	Customer to drop off by: <input type="checkbox"/> Land <input type="checkbox"/> Water

Platinum Plan -Complete Service Plan Easy. Check here, select detail option & sign below. Details on separate sheet)

Authorized Winter Services Below - Quote Platinum Services Recommended, select detail option

A la Carte Services Selected - If not choosing platinum plan, please select all services you would like.

1. Boat Storage Please store: Boat 1 Trailer 1 | Boat 2 Trailer 2
 Heated, add \$400 *Space is limited, up to 29' only PWC 1 PWC 2 PWC Trailer(s)

<input type="checkbox"/> PWC \$550 ea	<input type="checkbox"/> 18' & Under - \$950	<input type="checkbox"/> 19' - \$975	<input type="checkbox"/> 20' - \$1000	<input type="checkbox"/> 21' - \$1050
<input type="checkbox"/> 22' - \$1100	<input type="checkbox"/> 23' - \$1175	<input type="checkbox"/> 24' - \$1225	<input type="checkbox"/> 25' - \$1325	<input type="checkbox"/> 26' - \$1400
<input type="checkbox"/> 27' - \$1500	<input type="checkbox"/> 28' - \$1875	<input type="checkbox"/> 29' - \$1950	<input type="checkbox"/> 30' - \$2275	<input type="checkbox"/> 31' - \$2350
<input type="checkbox"/> 32' - \$2625	<input type="checkbox"/> 33' - \$2650	<input type="checkbox"/> 34' - \$2725	<input type="checkbox"/> 35' - \$2750	<input type="checkbox"/> 36' - \$2875

Boats under 26' with non-folding towers and no trailer add \$300
 *Non Cobalts > 8 1/2ft beam at \$8/sq ft
 No, I will pick up (date): _____ No, please deliver to (date / location): _____
 I will bring my boat back in the spring I will NOT bring my boat back in the spring

Gordy's Engine / Boat Service I am interested in selling my boat this year

2. Seasonal Service Per Engine, parts additional *If contract is not filled out, Gordy's will not have your boat ready by Memorial Day

Winterization Services	plus antifreeze & parts	Activation Services	plus parts
<input type="checkbox"/> Winterize I/O & Inboard	\$258.00	<input type="checkbox"/> Pre Spring Commission	\$129.00
<input type="checkbox"/> Winterize Outboard	\$129.00	<input type="checkbox"/> Check cockpit heater hose connection	no charge
<input type="checkbox"/> Winterize Cockpit Heater (excludes closed cooling engines)	\$32.25	<input type="checkbox"/> Activate head \$32.50	
<input type="checkbox"/> Pump Head - Mandatory	\$50.00	<input type="checkbox"/> Activate shower \$32.50	
<input type="checkbox"/> Winterize Porta Potti / Head Only	\$64.50	<input type="checkbox"/> Activate sink \$32.50	
<input type="checkbox"/> Winterize Shower System only	\$64.50	<input type="checkbox"/> Activate Freshwater system including head, shower, sink applies to hot & cold \$64.50	
<input type="checkbox"/> Winterize Sink Only	\$64.50	<input type="checkbox"/> Do Not Activate Water Systems	
<input type="checkbox"/> Winterize for Cold Water System Only includes head, shower, sink	\$129.00	<input type="checkbox"/> Fire up A/C unit. No Charge	
<input type="checkbox"/> Winterize Hot & Cold Water Systems & Head	\$322.50	<input type="checkbox"/> Fire up Generator. No Charge	
<input type="checkbox"/> Winterize Air Conditioning	\$129.00		
<input type="checkbox"/> Winterize Generator	\$129.00		
<input type="checkbox"/> Winterize Surf Ballast System (2 bags & tsunami pump) *additional charges for additional bags & pumps	\$64.50		
<input type="checkbox"/> Winterize Ballast System	\$193.50	* Ballast systems are ready to go, no spring services needed	

3. Annual Maintenance Per Engine, parts addition

Sterndrive Services	plus parts	Inboard/Surf Services	plus parts
<input type="checkbox"/> Pre Spring Commission	\$129.00	<input type="checkbox"/> Pre Spring Commission	\$129.00
<input type="checkbox"/> Engine Service	\$96.75	<input type="checkbox"/> Engine Oil Service	\$96.75
<input type="checkbox"/> In-Line (OR) Cool Fuel III Fuel Filter	\$32.25	<input type="checkbox"/> Change Transmission Fluid	\$129.00
<input type="checkbox"/> Lower Unit Service	\$96.75	<input type="checkbox"/> Replace Raw Water Pump Impeller (100 hrs)	\$129.00
<input type="checkbox"/> IAC Filter	\$32.25	<input type="checkbox"/> Major tune up (5.7) *three years / 300 hrs	\$258.00
<input type="checkbox"/> Gimbal Ring U-bolt	\$32.25	<input type="checkbox"/> Tune up plugs only (6.0) *three years /300 hrs	\$129.00
<input type="checkbox"/> Torque manifold nuts- all small blocks	\$32.25	<input type="checkbox"/> Shaft Alignment	T&M
<input type="checkbox"/> Outdrive Service (Alpha / Bravo) *Every other year	\$193.50	<input type="checkbox"/> Replace Ballast Impellers, three (100 hrs)	\$193.50
<input type="checkbox"/> Impeller Service (Bravo) *Every other year	\$258.00	<input type="checkbox"/> Replace Bilge Pump (FWD or AFT)	\$129.00
<input type="checkbox"/> Impeller Service (8.2 Cat Motors) *Every other year	\$387.00	<input type="checkbox"/> Replace Blower in Bilge Area	\$129.00
<input type="checkbox"/> Impeller Service (Alpha)	\$258.00	<input type="checkbox"/> Replace Steering Cable	\$258.00
*Every four yrs, requires lower unit service add'l			
<input type="checkbox"/> Major tune up *Every three years	\$258.00		
<input type="checkbox"/> Tune up 496 only - plugs *Every three years	\$129.00		
<input type="checkbox"/> Generator Impeller Change (30' boats and larger)	\$129.00		
<input type="checkbox"/> Generator Oil Change (30' boats and larger)	\$129.00		

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4. Prop Repair		<i>*Unless noted, damaged props will be repaired</i>	
<input type="checkbox"/> Repair as nec., remove & reinstall prop \$64.50 plus outside labor for prop(s) repair.		<input type="checkbox"/> Do Not Repair Prop - Call	
5. Hull Cleaning - all boats will be stored with a clean hull. Customer will be billed based on acid needed.			
<input type="checkbox"/> Power wash hull 6.00 / ft	Unit Only Acid Cleaning		\$80
<input type="checkbox"/> Acid wash unit only	Light Acid		12.50 / ft
<input type="checkbox"/> Acid wash hull	Standard Acid		16.50 / ft
	Standard Acid including Zebra mussel removal		18.50 / ft
6. Battery service		<i>*Unless noted, all batteries will be replaced after 3 years</i>	
<input type="checkbox"/> Replace battery(s) \$64.50 plus battery(s) \$102 each		<input type="checkbox"/> Do Not Change Battery	
7. Boat Detailing			
<input type="checkbox"/> Basic	Exterior wash and interior touch up (surface only)	\$8.00 / ft & \$25 plastic fee	<input type="checkbox"/> Do Not Clean, \$25 plastic fee
<input type="checkbox"/> Gold	Exterior wash and full interior detail excluding compartments	\$14.00 / ft & \$25 plastic fee	
<input type="checkbox"/> Premium	Exterior wash, hand wax, full interior detail including compartments and wash boat covers		
		\$19.00 / ft < 25' \$21 / ft (26'-28') \$24 / ft > 29'	
<input type="checkbox"/> Ultimate	Exterior wash, 3-step buff, hand wax, shampoo carpets, polish stainless, full interior detail and covers		
		\$25 / ft < 25' \$26 / ft (26'-28') \$29 / ft > 29'	
<input type="checkbox"/> Quote Decal Replacements, note specific areas:			
<input type="checkbox"/> Quote Fiberglass Repairs, describe:			
<input type="checkbox"/> Cleaning Notes/Requests:			
8. Trailer Service			
<input type="checkbox"/> Trailer maintenance, brakes, repack bearings, etc		By estimate	
<input type="checkbox"/> Inspect trailer; set tire pressure, grease wheel bearings and check all lights		\$129.00	
Additional Estimate Requests & Notes Continued on back of form:			
<input type="checkbox"/> Reg. #/Name Paint	<input type="checkbox"/> iPod stereo upgrade	<input type="checkbox"/> Mooring Cover Quote	<input type="checkbox"/> Upholstery Repair Quote
<input type="checkbox"/> Teak cleaning / oil	<input type="checkbox"/> Premium Stereo & Speakers Upgrade	<input type="checkbox"/> Canvas Cover Fixes	

Customer authorizes the GLFM to put Customer's credit card information on file for future charges.

Customer has read and agrees to the terms and conditions as stated on this form and acknowledges receipt of a copy of this document.

Print Name	Sign Name	Date
Credit Card Type	Credit Card Number	Exp.

Gordy's Lakefront Marine, Inc. ~ 320 Lake Street, PO Box 320, Fontana, WI 53125 p: 262.275.2163 f: 262.275.2165 e: service@gordysboats.com
This is an agreement between Customer and Gordy's Lakefront Marine, Inc ("GLFM"), located at 320 Lake Street, Fontana, WI 53125, phone 262.275.2163.

WORK AUTHORIZATION Customer hereby authorizes repair work to be done as described in the Work Order, or subsequent Work or Change Orders, with the towing, storage, maintenance and necessary materials and labor to customer's boat be charged at regular prices. Customer's boat may be moved by GLFM for purposes of testing, inspection, pickup, or delivery at Customer's sole risk.

Customer agrees that GLFM will not be held responsible for loss or damage to the boat or articles left in or on the boat in case of fire, theft, accidents or other causes beyond GLFM's reasonable control, and releases GLFM for "care, custody, and control" after being notified boat is ready for pickup. Customer further warrants that the boat is insured. All claims for damage must be registered with GLFM at the time of re-delivery, or are waived. Acceptance of re-delivery of customer's boat without claim or objection at that time should be considered an acknowledgement that there is no damage or claim.

FINANCIAL POLICY All invoices, including insurance claims, MUST be paid in full before the boat leaves the GLFM yard or at the completion of the work. There will be no exceptions. If, by prior arrangement an invoice is mailed, it is due upon receipt and becomes past due 10 days after the date of invoice. Interest will accrue from the date of the original billing, at 1.5% per month, for an annual interest charge of 18% per annum. An express possessory lien is granted on Customer's boat, pursuant to Chapter 780 and Subchapter IV of Chapter 779 of the Wisconsin Statutes, to secure the amount of all sums due hereunder. If GLFM is forced to take action for collection of any outstanding balance, Customer agrees to pay for all collection and/or attorney costs and fees. GLFM accepts cash, checks, American Express, Discover and Visa or MasterCard. Wisconsin sales tax will be charged at prevailing rates. Credit for the sales tax will be issued only after GLFM is provided with a signed Wisconsin Sales Tax Resale or Exemption certificate.

DISCLAIMER OF WARRANTIES Any warranties on the product sold hereby are those made by the manufacturer. GLFM hereby expressly disclaims all warranties either express or implied, including any implied warranty of merchantability or fitness for a particular purpose and GLFM neither assumes nor authorizes any other person to assume for it any liability in connection with the sale of said products. Any limitation contained herein does not apply where prohibited by law.

STORAGE CHARGES AND ABANDONED PROPERTY Boats left on the premises more than 14 days after written or verbal notification from GLFM that work is completed on the boat will be charged a \$12 per day storage fee. Parts, equipment, and other customer belongings that are not removed from the premises within 30 days of the invoice date will be considered abandoned, valueless to the Customer, and may be discarded.

LABOR RATES Engine mechanics and other service/repair \$129 per hour. All mobile service is billed as portal to portal.

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Customer Name: _____

Address: _____ City: _____ State _____ Zip: _____

Home Phone: _____ Cell Phone: _____

E-Mail: _____

Boat Year: _____ Make: _____ Model: _____ Engine: _____

Serial Number: _____ Keys / Ignition Code _____

Every Year — Manufacture Recommended Services

- Summer Prep** Check batteries. Check and top off all fluid levels. Check all major engine, outdrive, transmission systems. Check cooling system. Run antifreeze from engine and water systems. Check and service trailer systems and lights. Check prop, skeg, outdrive, shifting and steering systems. Check bilge pump and blowers. Check for fuel, oil and water leaks. **INSTALL PLUGS AND HOSES \$54**

Battery Age _____ Authorize Replacement _____ All Single Engines \$153

- Engine Lubrication Service** Change engine oil. Change oil filter. Change fuel filter. Check and top off all fluid levels. Check all major engine functions. **Big Blocks \$146 Small Block Engines \$136**

- Outdrive Service** Remove and service outdrive, grease u-joints, gimball bearings, all grease fittings. Check engine alignment. Change outdrive gear lube. Replace o-rings and gaskets. **Mer cruiser A1, Bravo \$216 Volvo SX,DP,AQ \$210**

- Engine Cooling System Service** Check water flow and cooling. Replace water pump impeller, replace housing kits as needed. **Volvo \$247 Merc A1 \$475 Merc B1 \$375 Merc HO \$479 Merc IB \$375 IB \$237**

- Transmission Service** Check and top off all fluid levels. Change transmission fluid. Check shifting and steering. Check and adjust shift cables, tighten coupler bolts. **All Inboards \$198**

- V Drive Service** Check and top off all fluid levels. Change V Drive fluid. **All Inboards w/Trans Service \$69**

Every Other Year—Manufacture Recommended Services

- Trailer Service** Inspect master cylinder for rust and water. Top off break fluid. Remove wheels and repack bearings. Replace bearing seals. Inspect all trailer lights. Check and adjust tire pressure. Torque lug nuts. **Tandem \$335 Single \$180**

Every Three Years—Manufacture Recommended Services

- Engine Tune Up Service** Check all major systems. Run diagnostic. Check and clear all computer codes. Replace cap, rotor spark plugs as needed. Replace fuel filter. Check wires. Check battery. **Most Boats \$327 Plus Parts Parts \$120—\$200**

- Express Wash Interior / Exterior** Exterior wash, window, interior wipe, vacuum **\$99.00**
- Gelcoat Restoration** Three stage buffing and polishing to restore faded and oxidized gelcoat finish. **\$20 / ft**
- Exterior Detail** Wash, complete exterior wax. Black Magic treatment. **\$10 / ft**
- Complete Detail** Wash, wax, Black Magic treatment, interior cleaning, carpet cleaning **\$15 / ft**

Additional Services:

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Customer Signature _____ Date: _____

Minimum Diagnostic Fee of \$65 for all requested service.

By signing the customer authorizes Taylor's Boats, Inc. to complete the requested work with all necessary materials, testing and operating the boat. Owner leaves the boat at Taylor's Boats, Inc. at their own risk. Taylor's Boats, Inc. will not be responsible for any theft or damage that may occur to the boat.

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Customer Name: _____
 Address: _____ City: _____ State _____ Zip: _____
 Home Phone: _____ Cell Phone: _____
 E-Mail: _____
 Boat Year: _____ Make: _____ Model: _____ Engine: _____
 Serial Number: _____ Keys / Ignition Code _____

Every Year — Manufacture Recommended Services

- Summer Prep** Check batteries. Check and top off all fluid levels. Check all major engine, outdrive, transmission systems. Check cooling system. Run antifreeze from engine and water systems. Check and service trailer systems and lights. Check prop, skeg, outdrive, shifting and steering systems. Check bilge pump and blowers. Check for fuel, oil and water leaks. **INSTALL PLUGS AND HOSES \$54**
- Battery Age _____ Authorize Replacement _____ All Single Engines \$153**
- Engine Lubrication Service** Change engine oil. Change oil filter. Change fuel filter. Check and top off all fluid levels. Check all major engine functions. **Big Blocks \$146 Small Block Engines \$136**
- Outdrive Service** Remove and service outdrive, grease u-joints, gimball bearings, all grease fittings. Check engine alignment. Change outdrive gear lube. Replace o-rings and gaskets. **Mercruiser A1, Bravo \$216 Volvo SX,DP,AQ \$210**
- Engine Cooling System Service** Check water flow and cooling. Replace water pump impeller, replace housing kits as needed. **Volvo \$247 Merc A1 \$475 Merc B1 \$375 Merc HO \$479 Merc IB \$375 IB \$237**
- Transmission Service** Check and top off all fluid levels. Change transmission fluid. Check shifting and steering. Check and adjust shift cables, tighten coupler bolts. **All Inboards \$198**
- V Drive Service** Check and top off all fluid levels. Change V Drive fluid. **All Inboards w/Trans Service \$69**

Every Other Year—Manufacture Recommended Services

- Trailer Service** Inspect master cylinder for rust and water. Top off break fluid. Remove wheels and repack bearings. Replace bearing seals. Inspect all trailer lights. Check and adjust tire pressure. Torque lug nuts. **Tandem \$335 Single \$180**

Every Three Years—Manufacture Recommended Services

- Engine Tune Up Service** Check all major systems. Run diagnostic. Check and clear all computer codes. Replace cap, rotor spark plugs as needed. Replace fuel filter. Check wires. Check battery. **Most Boats \$327 Plus Parts Parts \$120—\$200**

- | | | |
|--|---|------------------|
| <input type="checkbox"/> Express Wash Interior / Exterior | Exterior wash, window, interior wipe, vacuum | \$99.00 |
| <input type="checkbox"/> Gelcoat Restoration | Three stage buffing and polishing to restore faded and oxidized gelcoat finish. | \$20 / ft |
| <input type="checkbox"/> Exterior Detail | Wash, complete exterior wax. Black Magic treatment. | \$10 / ft |
| <input type="checkbox"/> Complete Detail | Wash, wax, Black Magic treatment, interior cleaning, carpet cleaning | \$15 / ft |

Additional Services:

- _____

Customer Signature _____ Date: _____

Minimum Diagnostic Fee of \$65 for all requested service.

By signing the customer authorizes Taylor's Boats, Inc. to complete the requested work with all necessary materials, testing and operating the boat. Owner leaves the boat at Taylor's Boats, Inc. at their own risk. Taylor's Boats, Inc. will not be responsible for any theft or damage that may occur to the boat.

Building a Service Menu

A path to increased revenue, profitability and stability.



End of Season Services

- | | |
|--|---|
| <input type="checkbox"/> Winterization #1 \$199.99
Disconnect Battery, Stabilize Fuel System, Full Engine Temp Cycle, Full Systems Check, Transmission Shift Test, Steering & Throttle Test, Drain Engine & Manifolds, Engine Fogging, Add Anti-Freeze, Lube Wheel Bearings & Lower Unit Lube Change on O/B & I/Os | <input type="checkbox"/> Winterization #2 \$269.99
Add Oil & Filter Change |
| | <input type="checkbox"/> Winterization #3 \$299.99
Add Oil & Fluid Change and Transmission Fluid Change
<i>Prices do not include oil & ATF</i> |

Additional Add On's

- | | | | | | |
|---------------------------------|---------------------------------|----------------------------------|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Heater | <input type="checkbox"/> Shower | <input type="checkbox"/> Ballast | <input type="checkbox"/> Slick Boot | <input type="checkbox"/> Shrink Wrap | <input type="checkbox"/> Impeller Replacement |
| ----- \$29.95/Item ----- | | | | \$8.95-\$13.95/ft | \$29.95 or \$79.95
(Ballast) (Water Pump) |

Complete Detail

Exterior wash, exterior hand wax, clean storage compartments, coolers, & cup holders, vacuum carpet, clean all vinyl & apply vinyl conditioner, steam clean carpet, clean windows;
19': \$199.95 20': \$219.95 21': \$249.95 22-23': \$289.95
24-26': \$379.95 27-28': \$399.95 29' and Up: Estimate available

Acid Wash

Removes grime & most discoloration from bottom of boat
 On Trailer: **\$9.00 per foot**
 Off Trailer: **\$12.95 per foot**

Platform Restoration:

Deep surface cleaning, surface re-finishing, applicaiton of teak sealer
 Standard platform: **\$90.00**
 Teak inlay platform: **\$150.00**

Bilge Detail: \$29.95

Platform Teak Oil Treatment: \$25.00

Winter Projects

- Audio Customization LED Kit New Decal Fiberglass Buff Gel Coat Repair
 Upholstery Repair & Replacement MC By Design Additions



Regular Maintenance

- | | | |
|--|--|---|
| <input type="checkbox"/> 100 Hour Service - Inboard
\$549.95-\$619.95 | <input type="checkbox"/> 300 Hour Service - Inboard
\$1,499.95-\$1,699.95 | <input type="checkbox"/> 100 Hour Service - Honda
\$679.95 |
|--|--|---|

FREE INDOOR STORAGE ON JOBS OVER \$2,000!