



FSM Marina Management Software

FSM .NET Marina Management Software

Boat Sales with Contact Management

The ***FSM .NET Boat Sales with Contact Management*** module keeps track of boats, motors, and trailers and everyone who is interested in buying them. Boats can be matched to prospects and prospects to boats. You can export a brochure with a picture to an Adobe .pdf file, attach it to an email and send it to a prospect. It's fast enough so that you can do this while talking to a prospect on the phone. Mass emails may also be sent out, and prospect data can be exported to Word MailMerge. You can click on the Word button and FSM will open Word and start a letter to a prospect.

When a match is made between a prospect and a boat, the two can quickly be combined to create a sales order. At the time of the deal, all costs associated with the boat, including work orders and unpaid floorplan interest, are instantly calculated so you know your exact position on the boat. When the deal is done, the sales order is automatically converted to an accounts receivable invoice and the prospect information is automatically transferred to the customer table.

Here are just a few of the features and benefits of the FSM Boats Sales module:

- An attractive brochure with selectable fonts and text colors and a picture of the boat can be printed or exported to an Adobe .pdf file.
- While looking at a boat that may have just come in, you can search the prospects table to find a buyer, or while looking at a prospect, you can search the boats table to find a match.
- Prospects may be associated with salespersons and salespersons can view only their own prospects.
- Boats, motors and trailers can be combined into packages which can also include items from the parts & accessories inventory.
- Where there are multiple store locations, inventory can be maintained in separate databases or combined in one database.
- Work orders, purchase orders, and accounts payable invoices can all be linked to a particular boat so that all costs associated with that boat are always known and always in one place.

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- When a deal is being negotiated on a boat, estimated floorplan interest is added to interest actually paid so that the total cost of the boat is known up to the minute. Curtailment payments are taken into account when estimating the floorplan interest.
- Floorplan interest and curtailment payments are tied to particular boats in accounts payable.
- On broker boat deals, accounts payable invoices can be calculated and automatically created to pay the owners when the boats are sold.
- All open purchase orders related to a boat are shown on one report, and purchase orders can be conveniently converted to accounts payable invoices.
- Monthly payments can be quickly and accurately estimated with a sophisticated loan calculator that takes everything into account. Loan calculator data may be locked and saved for each deal.
- Salesperson commissions are automatically calculated on every deal, including unlimited split commissions and house percentages.
- Sales and prospects can be tracked by promotion to see where marketing dollars are best being spent.
- Contact information for prospects, customers, and vendors, including notes, may be downloaded to a smartphone or PDA running Windows Mobile.
- Every form has a notepad so every row of data in every table can have unlimited notes.
- Extensive and detailed security can be implemented to control what an operator can do.
- There can be an unlimited number of workstations and simultaneous users.

The reporting is very extensive with multiple sorts and filters on almost every report. Every report can be previewed on your screen, printed, or exported to Adobe Reader pdf or Excel files.

The user interface is so rich and the features are so numerous that you really have to see the software in operation to appreciate its capabilities.

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