DockMaster

MARINE BUSINESS MANAGEMENT · A VALSOFT COMPANY

One system of record for every berth, vessel and contract.

Crescent City Harbor District runs a rebuilt 241-slip inner boat basin with side-tie moorage to 175 feet, serving a working commercial fleet alongside recreational boaters. Moorage contracts, hoist and work-dock charges and tenant billing are all real recurring revenue — and all of it is reconciled downstream in QuickBooks Online rather than managed in one place. This proposal puts the marina operation on a single marine-native platform.

$501
Per month, one location.
Every module in this proposal.

Zero
Per-user fees. Six seats
included at go-live.

$2,500
One-time implementation.
Flat, all in.

PREPARED FOR

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DATE & VALIDITY

August 18, 2026
Pricing valid 60 days
Valid through October 17, 2026

01 What we understand

Your operation as it runs today. Correct anything here before this document goes to the Board.

The inner boat basin is a real business with a real inventory: 241 slips from 30 to 70 feet, plus side-tie capacity to 175 feet, dredged to twelve and rebuilt after the tsunami to hold up to the next one. It carries a working commercial fleet and a recreational fleet at the same time, on different billing rhythms, with hoist lifts, work-dock time, ice and retail landing on top of moorage.

Right now that inventory lives in the heads of the people who run it. A 30-to-70-foot berth mix with side-tie capacity is a genuine allocation puzzle, and it is being solved by staff who know the basin rather than by a system that knows the basin. That works until the person who knows it is on vacation, retires, or is fielding three calls at once during a crab opener. Availability, contract expiry, arrival dates and vessel details are operational knowledge that should live in a record.

The second cost shows up at the Board table rather than at the counter. Moorage, tenant and counter revenue are all recurring and all landing in QuickBooks Online after the fact — which means the question *“where are we against budget on moorage this month?”* is answered by reconstruction rather than by looking. For a district that answers to an elected board, to its auditors and to its funders, that lag is not a convenience problem. It is a governance problem.

What the marina needs is not a bigger accounting package. It is an operating system for the basin — one customer and vessel record, one place where a berth, a hoist lift and a chandlery sale all become a receivable, and one clean summary that posts to the books you already keep. That is what is quoted here.

The marina operation, line by line

REVENUE LINE	INVENTORY UNIT	BILLING RHYTHM	WHERE IT LIVES IN DOCKMASTER WEB
Moorage	241 slips, 30–70 ft	Annual and seasonal contracts	Marina Management — berth records with a Visual Marina layout
Side-tie and transient	Side-tie moorage to 175 ft	Nightly and short-stay	Same berth inventory, priced and billed by stay
Tenant and dock-space leases	Leased dock space and parcels	Long-term recurring	Recurring contracts against the same customer record
Fee-for-use services	Hoist lifts, work dock, ice, retail	At the counter, per event	Point of Sale and Inventory, posted to the customer account

Every line above resolves to the same customer and vessel record, which is the point: a commercial operator who leases dock space and also keeps a vessel in the basin is one account, not two. And the vessel record survives a change of owner, so service and moorage history stays with the boat.

02 Investment

Per location, per month. No per-user fees. Every line below is included in the monthly figure.

MODULE	RATE	QTY	MONTHLY
Customers & Vessels — CRM, Customer Portal & BluMarina AI assistant	$240	1	$240.00
Marina Management — Slip, Visual Marina, Launch/Retrieval, Rental/Fleet, Boat Club	$195	1	$195.00
eSignature	$65	1	$65.00
Inventory	$25	1	$25.00
Point of Sale	$25	1	$25.00
Integrated Payments (ValPay)	Included	—	$0.00
Standard users — 3 included	Included	3	$0.00
AI service technician users — 3 included	Included	3	$0.00
Module subtotal			**$550.00**
Marina Management discount — 25%			–$48.75
Total monthly investment — one location, all modules, six users			**$501.25**

ANNUAL SUBSCRIPTION

$6,015.00 — billed monthly

ONE-TIME IMPLEMENTATION

$2,500.00 — see section 03

TERMS

12-month initial term · monthly billing · billing begins at go-live

Additional standard users are $75 per user, per month; additional AI service-technician licenses $25 per user, per month. Not quoted here, available at any time: Service Management ($60), Sales Management / F&I ($95), Integrated Accounting ($170), BluSynq AI.

03 Implementation

One implementation, one fee. Nothing here is tiered or optional.

SCOPE	WHAT IT COVERS	ONE-TIME
Implementation	Configuration of the berth inventory, the Visual Marina basin layout, import of your customer, vessel and tenant records, contract and rate setup, ValPay connection, and **three hours of training** for your six users. Your team does the data cleanup; we do the build.	$2,500.00

Flat, billed once, three hours of training included. No hourly overage, no separate data-migration charge, no travel line.

04 Timing

How long this takes from the day you sign.

Four weeks from signature to go-live. Berth inventory and the Visual Marina layout are configured in parallel with the import of your customer, vessel and tenant records, and training lands in the final week — so your team learns the system right before it goes live. The only variable is how quickly your existing records can be handed over. Pricing is valid for 60 days from the date on the cover; the go-live date is set at signature.