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Lavon Water Sports

Standard Operating Procedure Employee Guidebook

<h1 style="text-align: center;">Lavon Water Sports</h1> <p style="text-align: center;">Vacation One Day at a Time 2200 St. Paul Road Wylie, TX 75098</p>	<p style="text-align: center;">Visit Your Website at www.lavonwatersports.com/documents</p>
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Document History

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1. Personnel General Guidelines and Expectations

The guidebook will serve to establish consistency in the way that we operate and the way that our customers are treated. Maintaining consistency is a statement of quality and reliability, as long as we continue to pursue and establish the best practices. Updates to this document will be made as additional procedures and higher standards become attainable. Our mission is to make people happy.

This guidebook covers the standard operating procedures for the dock and the office. There are general statements regarding our standard operating procedure and mental attitude that applies to everything we do:

- Every person at Lavon Water Sports represents the company and our products.
- Our business is judged by the quality of our people and our boats, so both should be kept polished and attractive.
- No one needs our services, we are marketing and providing a product that utilizes our customers' disposable income.
- We will always look for ways to earn more business.

1.1 Appearance

Employees will wear company t-shirts when available, and should always dress in a way that conveys comfort and professionalism appropriate for the lake environment.

Standard dress code:

- Company white t-shirt or other light colored shirt. Getting dirty may be common, but employees should attempt to start the day in a clean shirt.
- Khaki color shorts or swim suit. Blue shorts or suits are also appropriate.
- Collared shirts are always okay as well, when a company t-shirt is not available.
- Branding. Employees should always try to wear something that indicates association with Lavon Water Sports or The Harbor House.
- No smoking. A customer should never see an employee smoke or consume alcohol unless that customer is on a friendly, first-name basis with the employee.
- Cigarettes and ashtrays are not to be visible whatsoever from within the office or on the dock.

1.2 Telephone and Telephone Messages

1.2.1 Answering the Phone

Employees will answer the telephone in a clear, upbeat and polite way.

1. Answer the phone “Lavon Water Sports,” and optionally say “...this is _____”.
2. Make it clear that you are willing to listen and help the caller.
3. Take the action required if possible, rather than simply taking a message for someone you perceive to be of higher authority.
 - a. If a message is required, be sure to document a fully detailed message with dates, times and a very specific message. “Call back” does not suffice.
4. If another call comes in while you’re on a business call, you may put that call on hold to answer the incoming call when appropriate.
 - a. Tell the caller that you’d like to put them on hold for just a few seconds.
 - b. Push and release the receiver button on the wired phone to switch to the incoming call (if on a handheld, simply push the green “phone” answer button again to switch to the incoming call.
 - c. Answer the new call appropriately, by saying “Lavon Water Sports, will you hold for one minute?” Wait to get the response and act accordingly.
 - d. Push and release the receiver button or push the green “phone” button again to switch back to the original call. Do your best to wrap up in a timely way.
 - e. If necessary, you may switch back and forth between calls using the same process described above.
5. Whenever possible, politely tell callers that information about our business is available online at lavonwatersports.com. Remind them that further information is always available online.

1.2.2 Calling Our Voicemail Box

The desk phone has a blinking “voicemail” light to indicate that voice messages are waiting. Be sure to check for voicemails frequently throughout the day. Calls missed during a phone conversation will also roll to voicemail, so new message will potentially collect throughout the day.

1. Dial 972-442-0011 from an office phone to be automatically connected to the mailbox.
2. Listen to the prompts to hear the messages and manage the mailbox.
3. Write down the day and time of the call and the telephone number announced by the voicemail system and then record the details of the call.
 - a. Once recorded, follow the prompt (3) to delete the message.
 - b. If a priority or detailed message should be saved for someone, use the prompt (2) to save the message for that person.
 - c. Ensure that the main voicemail inbox is emptied.
4. Return voicemail calls as quickly as possible.

1.2.3 Returning Calls to Customers

Calls should be made as soon as possible to demonstrate responsiveness to our customers.

1. Announce yourself as “_____ from Lavon Water Sports, and I’m returning your call from the voicemail you left on/at _____”
2. Be prepared to speak to the customer, using the details of the message that was recorded. Do research, such as checking date availability before you call the customer.
3. If you already know that what the customer is requesting is unavailable, research other options that may be useful to the customer.

1.2.4 Leaving Voicemail Messages

If your call is answered by voicemail, leave a complete and detailed message with the information the customer has requested.

1. Voicemail is a great help when used as intended but it provides little value if your message left is simply that you called. Most phone systems will provide that already.
2. Tell the customer why you called and give them helpful information.
3. Leave a clear message, addressing the questions or concerns of the customer. Remind them that we are available online at lavonwatersports.com and that they may call us back at 972-429-7500 at any time.

1.2.5 Taking Messages for other Employees

Do not assume that if a specific employee is asked for by name, that the call is a personal one. In any case, always represent Lavon Water Sports in the most professional and courteous way.

1. Be helpful to fellow employees by clearing recording phone messages and making the note visible to them as appropriate.

2. Appearance of the Dock and Office

2.1 Keep the Office Open to Customers

Tools are to be kept in the back room and the office should be kept as clean, clear and business functional as possible. Keep the office in a clean, welcoming atmosphere for our customers.

1. Employees are to enter through rear entrance and not through the office front door.
2. No tools should be carried through the office.
3. Tools, cleaning supplies and other non-office items are to be kept in the back room and not in the office.
4. The front sitting chairs should be kept clean and open for customer use.
5. Be aware that a customer may be outside the door at any time, so profanity and inappropriate behavior should be avoided.
6. Smoking is never allowed in the office.
7. Whenever there is spare time, clean and organize the office and backroom.

2.2 Keep the Back Room Organized

The back room needs to be kept functional so that employees can respond quickly to customer needs and to maintenance issues on the dock.

1. Employees are to enter through rear entrance and not through the office front door.
2. Cleaning supplies need to be kept easily accessible and available for use.
3. Keep cleaning supplies and rags in the back room, not in the office or on the dock.
4. The room needs to be kept organized enough to roll in the ski jacket racks each evening and to allow for easy removal of the racks each morning.
5. Whenever there is spare time, use it to organize and clean the back room.

2.3 Keep the Dock Clean and Orderly

The dock is the place most visible to all customers and anyone visiting the marina. Boats that pass by our dock should see a well organized and efficient dock with boats that appear to be well maintained. Junk on the dock does not translate to a positive image for our company..

1. Tools need to be put away, in the back office when not in use.
2. Gas cans should never be left in view on the dock, put gas cans in the large white chest on the back dock.
3. Use the broom to remove webs along the entire walkway and use the hose to spray off bird poop.

4. Use brushes, soap and the hose to keep the jetski ramps clean and white.
5. Keep the hoses and all ropes rolled into a neat pile. Don't leave ropes and hoses on the dock, creating a tripping hazard.
6. Return oil jugs and other containers to the backroom when not in use.
7. Use a broom-handled brush, soap and the hose to clean bugs and webs off the side of the building. Wash the building near the lights when time allows.
8. Clean the office door frequently to remove hand prints and marks.
9. Follow procedures to keep the walkway dock and the boats clean each day.

2.4 Cleaning Boats Regularly

Our boats will be dirty each morning and will get dirty throughout the day. While it is not necessary to schedule the workforce to be on hand to simply clean boats all day, any dead time should be spent ensuring the boats are clean and ready to go out. Remember that our customers are here for pure enjoyment and our appearance is key in getting that disposable income.

Our slogan is "Vacation One Day at a Time" and if a dirty boat is a customer's first impression, the vacation starts off badly. The following procedures apply to general, ongoing upkeep and all boats must be fully detailed before going out.

- Remove the webs. Use a broom to sweep away the webs on the canopies, in the corners and around the floor.
- Cleanup the motor and battery area on pontoon boats.
- Use spray cleaner to clean all seats and the hard surfaces within the boats
- Clean all visible areas, including the rails on the pontoon boats. Use a rag to run the full length of each post and rail, to clean off water marks, bugs and dirt.
- Clean the dash and gauges
- Be sure all seats are clean and absent of bird poop and dead bugs
- Use a broom to sweep and remove any trash on the boats.
- Don't be afraid to use a hose to wash down a ski boat or pontoon when time allows for drying.
- Wave Runners need to be cleaned too. Wipe off the dried water spots between rentals. Give your customer the best looking boat you can.
- Use the hose or use a rag and a spray cleaner to clean off the entire Wave Runner. Clean up the dash area and remove any debris in the compartments.

2.4.1 Quick Cleaning between rentals

- Do your best to quickly remove any trash left behind. Use a bag, if necessary to scoop up trash.
- Use a broom to sweep away crumbs and twigs that can go into the water.
- Use a towel to wipe down all areas and make the boat presentable for the waiting party.

- Much of this can be done while the boat is filling with gas at the gas pump (only one person should take the boat to the gas dock)
 - Quick maintenance check in mandatory. Check the oil on boats that typically require refill. Verify that the radio and other component work.
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2.5 Opening Procedures

The staff members first to arrive are required to open the dock and the office and to prepare both areas for business. If more than one staff member opens, tasks can be split between the office and the dock, but certain procedures will always take priority, depending on the time of the first scheduled rental.

2.5.1 Opening the Office

It will be important for all opening staff to be aware of the time of the first reservation for the day. Attending to that boat and that customer will be high priority for opening procedures. Logic and obvious needs will override the order listed below.

1. Turn on computer so that it is ready for business as needed.
2. Check telephone voicemails following procedures described in this manual.
3. Handle voicemails and notify dock staff of any changes in reservations.
4. Count cash register bank and/or bank bag for standards (more to be defined later).
5. Check reservation book
 - a. Notify dock staff of rentals and times
6. Clean and straighten office
 - a. Empty trash
7. File any paperwork as needed. Finish any incomplete filing, combining and reporting of yesterdays business. Check the merchant terminal to see that yesterday's close was done.
8. Make any notes on outages, maintenance issues or issues for rental staff awareness
9. Broom walkway and dock from shore to office for bugs and webs

2.5.2 Opening the Boat Dock

It will be important for all opening staff to be aware of the time of the first reservation for the day. Attending to that boat and that customer will be high priority for opening procedures. Logic and obvious needs will override the order listed below.

1. Check with office for time of reservations to prioritize work on the dock
 - a. Get times for departures and make ready any vessels.
 - b. Start the motor to ensure the boat is starting before the customer arrives.

- c. Check the oil and check the function of all mechanical items such as gates, radio, prop, blower, depth finder
 - d. Detail boats as described in boat cleaning instructions.
 2. Notify office of any problems
 3. Empty trash on docks
 4. Clean all docks
 5. Do regular maintenance on all vessels as time allows
 6. Clean and organize the docks to keep a tidy appearance
 7. Assist office with orientation for rental customers; remain aware of what boats go out next.
 8. Keep the dock clear of boats that do not need to be out of their slips.
 9. Check for any special jobs or work that can improve the appearance, safety or function of the dock, our boats or the tools we use.

2.5.3 Sending Out Boats

The dock outside the office door should be used to send out boats when possible. Let your customer know that you will do a quick overview of the operation of the boat and make him aware of its current condition.

1. Show the customer the prop during the orientation procedure and document on the sheet, any damage to the prop. Have the customer acknowledge that he has seen the prop.
 - a. Let the customer know that our standard procedure upon return to the dock is to view the prop and compare to its current condition
2. Go through the orientation rapidly to avoid using up the customer's rental time, but ensure that all items are covered and clearly understood by the customer.
 - a. Describe the speed to drive away from the dock and the speed to drive within the no-wake zone.
 - b. Describe exactly where the marina no wake zone begins and ends, reminding the customer that there is no wake allowed as he comes back into the marina.
 - c. Walk through the checklist and quickly point out each item you are covering. Physically show the customer items such as gauges, the key, the kill switch, throttle, shift lever (if equipped), the radio, the blower and all other items listed on the checklist.
 - d. Point out the fire extinguisher, throw float and life vests.
 - e. Demonstrate the horn or point out the whistle on the jetski keys.
3. Always ask the customer if he understands what you covered and if he has any other questions.

4. Show the customer everything that is working or not working on the boat. Demonstrate the proper way to open and close gates on pontoon boats.
5. Cover all items that are at high risk for damage and remind the customer that we will have to charge him for any damages caused by his party.
6. Let the customer know that we have estimates for the cost of most common repairs and he is welcome to know any that we have estimated. In cases that require additional estimate, the deposit slip is simply retained until we have further information.
 - a. A new prop is \$90. If it can be repaired, the repair cost is \$65
 - b. A new ladder is \$130. If it can be repaired, the standard fee is \$65.
 - c. A new gate is \$140. If it can be repaired, the standard fee is \$70.
 - d. A tube costs us \$70. Damage to tubes cannot usually be repaired. If the tube can be repaired, we charge half the replacement cost (\$35).
 - e. Ski rope or pull rope charges are \$30.
 - f. Ropes wrapped in the prop results in a rope charge plus \$30 to remove and inspect the prop.
 - g. The Wave Runner side bumpers are \$125 each. There is a left and a right side. There is a front bumper and a rear bumper that cost us \$90 each. If significant damage or a cut is put in the bumper, the customer will be charged a full replacement cost. Otherwise, the customer is charged half of the cost of any bumper that received any damage.
 - h. A light scratch in the fiberglass costs us \$50 to repair. A deep cut in the fiberglass costs \$210 to repair. A hole that takes on water costs us \$300 - \$600 to repair depending on severity. Painting costs an additional \$100 in most cases.
 - i. A tear in a Wave Runner seat is \$300.
 - j. A lost Wave Runner key is \$35.
 - k. A lost or damaged life vest is \$35.
7. It is important to remind the customer that the \$300 damage deposit is intended to guarantee any initial repair cost and the customer is responsible for the entire cost to repair or replace an item.
8. Tell the customer that he must call the office immediately following any malfunction or breakage of the boat. Explain that if something breaks at no fault of the customer, he should let us know when it happens and what occurred.
 - a. It will not be easy to penalize the customer for something that wears out at no fault of the renter. Normal wear and tear is not the customer's responsibility.
 - b. Document everything that you can to help with a smooth return and checkout when the customer returns to end the rental period.
10. Inform the customer that in most cases, we will catch them upon return at the far dock.

2.5.4 Receive boats following rental times.

The far dock should be used whenever possible for incoming returns so that the dock outside the office can be used to send out boats. Always avoid bringing a boat into a dock that already has a boat parked.

1. Welcome the customer back and ask if they had a good time. Ask if they had any trouble.
2. Review the proper way to catch a jetski. Most common practice is to have the customer aim toward your legs and then cut the motor. As the PWC approaches your feet, use your feet to push and steer the boat into a calm, parallel stop along the dock.
 - a. You may have to instruct the jetski driver to circle around again so that he can make a direct and straight path into the dock and your feet that are waiting to push his to the side.
 - b. Hold on to the PWC to help the customer unload items and get off the boat.
3. Have the orientation form that was used during send out if possible so that you can review any items that were documented.
4. After securing the boat and beginning the unload process, raise the motor to view the prop. Let the customer know that this is standard procedure.
 - a. For PWCs, borrow the customer's life vest if one is not available and take a quick spin on the Wave Runner in the immediate area or on your way to the gas dock to verify that acceleration and operation is normal.
 - b. Check the water output to see that water is being peed out the side of the Wave Runner. (the motor needs to run for a minute or so for the side water spray to work).
 - c. Signal or notify someone on the dock if the PWC is undamaged so that the deposit slip may be returned.
5. Check the boat for damage. If something appears to have changed since the boat was sent out, get someone to help verify that damage occurred. Ask the customer if he can explain what happened.
6. Run through orientation checklist to verify that all components are working.
 - a. Signal or notify the office or another employee of any damage so that the security deposit is returned or handled accordingly.
7. Take boat to gas dock for fueling and check oil (2 cycle) before making it available for rental.
8. Don't let boats sit at the dock and keep the receive dock open for customer returns.

2.5.5 Taking Boats to Gas Dock

Dock employees should gas boats immediately following a customer return to the dock. Boats should be gassed prior to close, so that boats are ready to go out the next morning. Employees

should consult the reservation log to better prepare for the next morning. If possible, carry rags and cleaning supplies to the dock so that you can clean the boat while it is being filled.

1. Drive boat to Gas Dock and tie it up to the dock.
2. Go into office and flip on the gas switch. You might also need to let the store staff know that you are from the boat rental and you are gassing a boat.
 - a. With an activated pump, fill up the tank. Note the number of gallons listed on the pump.
3. Return to marina store to turn off the gas switch and to update the red folder for boat rental purchases.
 - a. Record the exact gallons in the red folder and not the \$ amount.
4. Use the time at the gas dock to check the engine oil. The 2 stroke motors can be filled with “outboard motor oil” at any time.
5. Use the time at the gas dock to fully clean and prep boat for the next rental.
 - a. It is rarely necessary for more than one employee to take a single boat to the gas dock. Avoid leaving the dock shorthanded.
6. Supplies can be purchased at the marina store. Describe the item and write the price in the red folder. If you can remove the price sticker from the item, peel it off and put it in the same line in the red folder. The sticker helps give us the appropriate discount.

2.5.6 Parking Boats in Slips

Try not to park boats that are not full of gas and oil. Obvious exceptions are when the gas dock is not open. Ski boats are kept on the boat lifts. More detail in the section later.

- Wave Runners are parked on the jetski platforms.
- Cover jetskis at end of day to keep them clean and to avoid damage to seats caused by fishing lines.
- Add more detail about parking boats

2.5.7 Operating the Boat Lifts

3. Office Operation and Customer Service

Reservations are recorded in the Reservation log and standard procedures include calling the customer 1-2 prior to their reservation to reconfirm and to discuss any last minute details of the reservation. This step not only conveys a sense of customer service and builds loyalty, but will help eliminate last minute surprises on the dock and in the office.

Lavon Water Sports gains “good will” with our customer if we know who they are and what they plan to do with one of our boats when we greet them on our dock. Our goal is to do what is possible to coordinate reservations and parties so that both the customer and our business are served efficiently and effectively.

3.1 The Reservations Process

Most reservations will be requested over the telephone, but some will happen in person and more often recently, via email. Regular boat reservations (pontoon, ski, wave runner and fishing boats) do not require a reservation deposit, unless the reservation is on a holiday weekend.

The customer is promised a boat at a certain time and it is our goal to have the requested boat fully ready to leave the dock at the time of the reservation. It is important to convey to the customer that arriving a few minutes early for his or her reservation is important to allow us to provide the highest level of service to them and customer who are scheduled to follow them.

In some cases, especially on weekend, a customer who arrives late will need to end their outing before the full number of reserved hours so that the boat is returned in time for the next reservation, so it is worthwhile to arrive on time.

3.1.1 Recording the Reservation in the Reservation Book

Take time to record details of the reservation discussion. We will be in a position to provide better service to the customer if we remember why they are coming to the lake, how many people are coming and what they plan to do on the boat.

- Research requests given to you by voicemail or email prior to speaking with the customer and begin your conversation in a way that conveys you understand the customer’s request and you are ready to address it.
- Record the reservation in the appropriate line associated with the type of boat the customer wishes to rent.
- Record the customer’s name and phone number. Always label the phone number that is mobile and will travel to the lake on the day of the reservation. Record an alternate name and phone number if the customer is willing to provide one.
 - Capturing backup names and numbers will help us in the event that we need to make a last minute change or share information on the day of the event.
 - Let the customer know that we will very likely call 1-2 days prior to the event to reconfirm and provide any information they need.

- Record and confirm the date, day and start time for the reservation with the customer.
 - Write the start time and end time (1-4) and reconfirm the number of hours in the “Hours” column (3 hrs).
- Write in the space for the appropriate boat, any other details that are necessary, such as requests for a tube, skis or wakeboard.
- Record the total number of passengers that will go on the boat.
 - The party barge is limited to 50 people unless a large number of the riders are children, in which case the capacity can be up to 60. While the barge is able to carry loads as large as 60+ adults, the party would likely be too crowded.
 - Any party barge groups that are reserved for a capacity above 50 must be confirmed by one of the captains or owners.
 - The ski boats seat a maximum of 7 passengers and should be recommended for no more than 6 passengers.
 - 20 foot pontoons hold 8 people and 22 foot pontoons hold 10. If half or close to half of the passengers are children under 16, it is possible that the capacity can be 10 and 12 respectively. The capacity of the boat is based on an average weight assumption of 140 lbs.
 - The Wave Runners are recommended for one or two passengers each, but can accommodate up to three. Inform the customer that carrying three riders simply decreases the agility and speed of the water craft.
 - The fishing boat should not be rented for parties larger than 3.
- Record details of your discussion to make the customer aware of his responsibility and our expectations.

Start time / End Time Criticality ____
Experience 1 2 3 4 5
Security Deposit ____ Passengers _____

- Discuss with the customer the need to arrive 15 minutes early in order to complete the contract and the orientation process. If this conversation takes place, mark the spot on the reservation log.
- Find out how much experience the renter has with boating and driving boats. Use your judgment to rate his or her experience on the scale from 1-5.
- Make the customer aware of our \$300 damage/ security deposit for all boats to be driven by the renter. If that conversation takes place, mark the spot on the reservation log.
- Record the total number of passengers to board the boat. Remind the customer of the limits, both related to legal limits and comfort of the party.

3.1.2 Party Barge Reservations

- Record some additional information for the Party Barge event along with the Party Barge Information Sheet.

Start time / End Time Criticality ____
Captains' Tips ____
Glass / Plastic / Cans ____
Swimming ____ Passengers _____

- Explain that the captains are primarily paid through tips and any tips, while not required, are greatly appreciated by the boat captains. If you discuss this with the customer, mark the spot on the reservation log.
 - Explain that glass should be avoided and that if beer or liquor bottles are brought to the boat, plastic cups should be provided for transfer of the drinks. If this conversation takes place, mark the spot on the reservation log.
 - If the customer plans to swim off of the barge, mark the log for “swimming.”
 - List the planned number of passengers in the “passengers” space.
- At the time of reservation, or at a later time, start to complete a Party Barge Reservation document and insert this sheet following the daily reservation log sheet in the Reservation book.

Party Barge / House Boat Reservation Form

Date of Party: _____ Time: _____ Circle One: PARTY BARGE | HOUSEBOAT
 Name of Party: _____ Guests: _____ Adult _____ Kids _____
 Phone: _____ Email: _____
 Other Name(s) and Contact Info: _____
 Primary Activities: Swim | Eat | Cards | Birthday | Corp Event | Fish | Dinner Party | Other

What does Party Plan to Bring? Circle All that apply

- Food Drinks Beer Alcohol Catered Food Beer Keg Ice Chests Balloons Decorations
 DJ iPod/MP3 Band Generator Special Lighting Card Game Karoke Swim Toys Cigars

What Services Can We Provide or Help You Hire? Circle All that apply

- Ice Chests | Ice | Grill | Soft Drinks | Heaters | DJ | Generator | Band | Karoke | Beer Keg
 Tables Chairs | Party Planner | Catering | Box Lunches | Maps for Guests | Email to Guests | Food
 to Cook | Bartender | Cook | Server | Hostess | Card Dealer | Fishing Guide | Swim Toys /
 Floats | Photographer | Photo Printing | Additional Watercraft

Preparation and Planning

Planned Early Arrival to Prepare _____ Who is Coming Early? _____

Details Related to time for guests to arrive; how to handle late arrivals:

Other Information (special charges, discounts, guest information):

- Capture alternate contacts and names of people involved, especially if the party is in honor of them, such as birthday, anniversary.
- Be as brief as necessary on the initial reservation call, and let the customer know that some additional information will be captured during a later call.
- Determine any recommended services or other steps that Lavon Water Sports or The Harbor House may take to help make the event a success.
- Find out who will arrive early for setup, if anyone.
- Discuss a plan to get late arrivals to the barge should the need arise. We will carry late arrivals to the barge on an exception basis only. Typically, one taxi ride will be done for free, or at a nominal cost.

3.1.3 Party Boat and Holiday Boat Rental Deposits

The Party Barge and Houseboat always require a \$150 deposit to hold the reservation. Always record the reservation as requested by the customer, but explain that his reservation is “only penciled in...” and encourage the customer to pay the \$150 immediately.

If another customer requests the same date reserved to a customer who has not yet paid the deposit, we should tell the newly requesting customer that the boat is held by a nonguaranteed request and we will quickly attempt to give the original requestor the chance to guarantee their spot. Use judgment in these cases so as to not let an nonguaranteed reservation eliminate our opportunity to reserve the party boat.

- Regular boat rental reservations require a deposit for holiday weekend. Memorial Day weekend, July 4th weekend and Labor Day weekend reservations require a \$75 deposit to hold them. The full deposit is refunded if the rental is cancelled at least 48 hours (2 days) prior to the reservation time.
 - The purpose of the deposit is plain and simple: it helps ensure that we will receive revenue for each boat, even if it is waiting in the slip.

- Weather is not the customer's fault. If weather dictates that we will not send boats out, or if the weather is a valid reason to cancel a reservation, we will attempt to reschedule or will refund the deposit.
- Changes CAN be made within the 48 hour window only if the change will not impact our potential to receive revenue on the boat.
- The Party Boats (barge and houseboat) require a \$150 deposit to confirm a reservation. The full deposit is refunded if the party is cancelled at least 72 hours (3 days) prior to the reservation time.
 - We would prefer to see the party moved, however moving the party within three days of the original plan will usually require Lavon Water Sports to keep the deposit.
 - The deposit activity is not intended to generate new revenue for Lavon Water Sports, but is in place to limit the amount of lost revenue.
 - We should do what is fair to the customer while protecting our company.
 - Weather is not the customer's fault. If weather dictates that the event not happen, or if the weather is a valid reason to cancel a party, we will attempt to reschedule or will refund the deposit.
 - Changes CAN be made within the 72 hour window only if the change has not impacted our ability to receive revenue from other party requests.

3.1.4 Collecting the Deposit

The reservation deposit is typically taken over the phone via credit card. The credit card information should never be written down or kept in our office.

- Use the credit card terminal to enter the card information.
 - Press Credit, then Sale. The display should say "Swipe Card."
 - Enter the numbers of the card and then push the green "enter" key
 - As prompted for Expiration Date, enter four digits (two digits for month and two digits for year)
 - Enter 1-5-0-0-0 to enter \$150.00 or 7-5-0-0 to enter \$75.00 and then press the green "enter" key.
 - As prompted for address, simply press the green "enter" key
 - As prompted for zip, ask the customer for the billing zip code and enter those five digits and then push the green "enter" key
 - As the machine is printing the company copy of the receipt, inform the customer that his receipt will be on hand and the amount will be deducted from the total amount on the day he completes the total party contract.
 - Tear off the company copy as normal and then print the customer copy of the credit card receipt.

- Write “phone order” in the signature space on the company copy and attach it to a reservation deposit receipt.
- Attach the customer copy of the receipt to the yellow copy of the reservation deposit receipt.

3.2 Completing a Rental Agreement

The form was designed to be useful and most areas of the form should be used for all rentals



RENTAL AGREEMENT

Date _____
 Time Out _____
 Due In _____
 Time In _____

- Enter the date, so that the record shows the correct and appropriate information.
- Enter the expected time out as you begin filling out the form and enter the expected return time in “Due In” based on the length of the rental. If there is another rental immediately following the current time slot, inform that customer that his end time is still as scheduled.
- When the boat is returned and checked in, be sure to fill in the actual “Time In” section for accurate record keeping. Details will be important to support disagreements or any issues now or in the future related to this rental.
- Capture complete customer information for follow up and record keeping.

Name	Address	City	State	Zip
DL#	D.O.B	Phone		
How did you hear about us?		Email Address: _____		

- Ask the customer to fill out the entire top portion. So that we may track the success of our marketing efforts, be sure to ask the customer how he found out about us.
- Use the opportunity to view the drivers license to verify the identity of the person. Use this to verify their match if they pay with a credit card. If you have looked at the drivers license and the correct number has been entered on the form, we do not need to copy the license.
 - Use your best judgment to protect Lavon Water Sports

- If something about this client is suspicious, use appropriate caution, including copying of the drivers license.

- The items listed for initials are duplicated on the orientation form, so in most cases, will not need to be completed on the rental agreement. If there are no orientation forms available, use the section on this form to record the orientation.

ITEM	INITIALS	QTY	CRAFT	CHARGES						
Prop				___ hours @ ___						
Fuel										
Max # of Persons				___ hours @ ___						
# of Life Jackets () Throwable ()										
Fire Extinguisher				___ hours @ ___						
Water Skis and Rope										
Anchor and Rope				Overtime Charge						
Ski Procedures										
B.W.I.										
50 ft. Rule										
No Wake/Swim Area										
Special Terms or Conditions				Sub-Total						
				Tax						
				Total						
Rental Deposit \$300	<table border="1"> <tr> <td>Visa</td> <td>Discover</td> </tr> <tr> <td>MC</td> <td>Amex</td> </tr> </table>	Visa	Discover	MC	Amex	Cash	Deposit returned per Article #2 on reverse side			
Visa	Discover									
MC	Amex									

- Enter the quantity (usually one) and the name of the boat taken (“pontoon 20”). Record the actual boat by name and number if possible.
- Enter the number of hours for this rental. In most cases, you can leave the “@___” portion blank since most of our rates are not posted by the hour. An exception may be the kayak and paddle boat.
- Discounts are provided to certain groups and organizations. Military, Veterans, Police and fire get 20% off during the week and 10% off on weekends. Members of local chambers of commerce and some companies receive the same discount.
 - The list of organizations is the front of the reservation book.
- Enter the dollar amount for the number of hours in the last two columns. 150 . 00.
 - If there is another vehicle, use the same form for all items being rented.

- If there is some sort of discount (10% military, etc.) enter that in the blank line below overtime charge. For example, enter “military -20%” in the first column and then “-\$48.00” in the next columns.
- Use the subtotal section to total the items being rented and any discount.
- Write in the tax amount (use the printed chart in the office, or calculate .091 as the tax rate (9.1%).
- Enter the total to be charged to the customer.
- If a deposit was collected separately, enter that amount “-75.00 dep” below the total line and write in the new amount.
 - Never subtract the deposit amount before you calculate tax on the enter sale amount.
 - Credit and deposits are handled differently than discounts.
 - A discount is taken from the rental price (example, instead of \$145, the advertised price is \$75), so the discount is taken from the original price).
 - A credit is applied to the total, after the tax has been calculated.
- A \$300 damage deposit is collected on all rental boats, so that section can be left blank, however you can mark the form of payment taken. If the rental agreement is for multiple vessels, change the amount from \$300 to the appropriate amount at \$300 per vessel.
 - There is no damage deposit collected for party boats.
 - If we are providing a captain for any boat, there is no need for a damage deposit.
- Become familiar with the legal agreement being signed by the customer so that you can explain it.
- Item 9 on the back is an important legal condition stating that if any part of the form is deemed unlawful or unenforceable, the remainder of the form is still legal and enforceable.
 - The customer should understand that signing, states his agreement to the terms.
- Inform the customer that this agreement states that he is responsible for the safe operation of the boat and the return in the same condition as rented. Inform him that by signing the document, he is agreeing to what is printed on the back as well. Encourage the customer to read the document.

In consideration of the agreement herein, lessor does lease to the undersigned (hereafter referred to as the lessee) the craft and equipment described herein. Lessee agrees said craft will not be occupied by a greater number of persons than is shown in the rental agreement. In the event this craft is not returned at time specified herein, said lessee agrees to pay for OVERTIME AT THE RATE POSTED.

THE LESSEE CERTIFIED THAT HE/SHE HAS EXAMINED THE CRAFT AND EQUIPMENT AND FINDS IT ACCEPTABLE AND SUITABLE FOR THE PURPOSE FOR WHICH IT WAS LEASED. THAT HE/SHE WILL OPERATE THE CRAFT IN ACCORDANCE WITH ALL SAFETY RULES AND REGULATIONS AS POSTED IN THE OFFICE OR ON THE CRAFT, AND FURTHER CERTIFIED THAT HE/SHE HAS READ AND UNDERSTANDS SAID RULES AND REGULATIONS.



LESSEE AGREES TO REPORT ANY ACCIDENT, MALFUNCTION OR BREAKDOWN OF RENTAL CRAFT TO LESSOR IMMEDIATE IN ACCORDANCE WITH PARAGRAPH TWO ON (2) ON THE REVERSE SIDE.

This is to certify that I (we) the lessee(s) am/are experienced and capable in all aspects of the handling and operation of a craft such as the one rented above.

I (we) have read both front and back of the Agreement and fully understand the terms and conditions as set forth on both sides; that I (we) acknowledge receipt of a copy of this agreement.

- The form must be signed by the primary driver and anyone else who will spend time driving the boat. In the case of jetskis, all drivers and riders should sign. There are two additional places for drivers to sign the document on the back page. Use this in the case of several drivers for one jetski.

LAVON WATER SPORTS
2200 St. Paul Road
Wylie, Texas 75098
972-429-7500

LESSEE _____ DATE _____
 LESSEE _____ DATE _____

- The back of the document continues with additional terms

THE LEASE ON THE REVERSE SIDE HEROF IS SUBJECT TO THE FOLLOWING ADDITIONAL TERMS AND CONDITIONS:

I FURTHER AGREE (CONTINUED FROM THE OTHER SIDE OF THIS AGREEMENT)

1. The lessee acknowledges he/she has carefully examined the craft and finds it suitable for the purpose for which it is leased, and that other accessory equipment is in suitable and acceptable condition, that he/she will maintain both the craft and equipment in a safe, dependable condition while in his/her custody.
2. Deposit (as provided in the statement of charges) shall be retained by the lessor as partial compensation for failing to return said rental craft in as good condition, ordinary wear and tear excluded, as when received; for reimbursement of articles damaged, missing or broken; or to be applied to the rental charges upon return of the craft by lessee.
3. Lessee agrees not to use, nor permit use:
 - a. of the rental craft for any unlawful purpose;
 - b. of the rental craft in a careless or negligent manner;
 - c. of the rental craft while under the influence of liquor and/or narcotics;
 - d. by any other person not the signatory of this agreement, or not equally qualified.
4. Lessee acknowledges his/her responsibility for the safe and proper operation of the craft; and for the safety and welfare of other boaters and person. It is AGREED AND UNDERSTOOD BY LESSEE that LESSOR shall not be held liable for damages, inconvenience or time lost caused by accident, breakdown or malfunction of the rental craft. LESSOR FURTHER AGREES to indemnify and hold harmless the LESSOR from and against any and all claims for loss of or damage to property or injury to persons (including death) resulting through the use, operation or possession of said rental craft.

5. LESSEE expressly agrees to indemnify and hold LESSOR harmless of, from, and against any and all loss, costs, damages, attorney fees and/or liability in connection with the enforcing of the foregoing rental contract by LESSOR, including expenses incurred in collecting delinquent rent and in the event of suit by LESSOR to recover possessions of said rented property and/or to enforce any of the terms, conditions and/or provisions hereof. It is understood and agreed that Venue of any action hereunder shall be in the county of Collin in the state of Texas.
 6. In the event of malfunction, breakdown, or if any defect is discovered after acceptance of the rental craft that LESSEE will immediately report same to LESSOR. Continued use of it shall be entirely at the LESSEE'S risk and thus LESSEE assumes all liabilities of injury and damage to all persons and property that may become involved by its continued use.
 7. LESSOR'S ability to provide a rental craft, if reserved, is contingent upon and subject to the return of the unit by the previous lessee, or any other cause beyond LESSOR'S control.
 8. The rules and regulations contained herein and as posted in the office, on the craft, and/or the grounds by the LESSOR are for the safety and welfare of all who use the facilities. The LESSEE certified that he/she has read and understands said rules and regulations, and further assumes the responsibility to see that his/her family and/or guest(s) will obey the rules.
 9. Should any term or condition of the Rental Agreement be held void or unenforceable, then that term shall be deemed severed from the Agreement and the enforceability of the remainder shall not be affected and will remain in full force and effect.
- The customer is acknowledging responsibility for damage and for the on time return of our boat when signing the rental agreement.
 - The acknowledgement and signing of the document is important to protect our company, so do what is necessary to explain the purpose of the document.

3.3 Final Points to Complete a Boat Rental Sale

- Complete the rental agreement and have the primary drivers sign it.
 - Be sure that the rental agreement shows the planned depart time and planned return time.
- If the boat was reserved previously, use a highlighter to highlight the rental in the log, to show that this customer has arrived and the rental has occurred.
- Complete a damage deposit in the amount of \$300 and clinch it into the clip board.
- Complete the boat orientation, capture signatures and include the form with the rental document on the clip board.
- Protect our customer from injury, protect our boat from damage and protect our company from loss.
 - What do we need to show the customer:
 - the prop,

- fire extinguisher,
- life jackets,
- throttle, trim, gauges, gas gauge
- Hang the clip board on the appropriate hanger.

4. Consistency and Quality

If we are consistent in the way we write rental agreements, review the operation of boats, perform safety checklist and send and receive boats from the dock, we have a much greater chance in eliminating errors and recalling where the system broke down.

Every disaster has a chain of events that lead to the final disaster. Be sure that our chain of events are consistent with our documented procedures that are intended to protect our customers and protect our company. Be repetitive in the way we send out and receive boats from the dock so that we can be more confident that certain events occurred in these steps. In addition, repeat customers will learn our standard procedures and make the process more efficient.

4.1 “Send out Dock” and the “Catching Dock”

Practice consistency in the way we send out and receive boats so that in the event of a mistake or accident, we can be more certain of what took place on our dock. Help our customers understand our standard procedures so that the process is more efficient this time and for future rentals.

- Send boats out from the dock next to the office.
- Catch boats on the far dock.
- Review the proper way to push a boat away from the dock to ensure driver can drive away from our parked boats.
 - Explain to pontoon drivers especially that care needs to be taken to DRIVE away from our other boats. Use force to push the nose of the boat OUT away from our dock.
- Be sure there are no other boats on the catching dock to avoid accidents.
 - Don't trust a rental customer to land a boat at the dock without instruction or when there are other vessels in the way.
- Review the proper way to catch a jetski. Most common practice is to have the customer aim toward your legs and then cut the motor. As the PWC approaches your feet, use your feet to push and steer the boat into a calm, parallel stop along the dock.
 - You may have to instruct the jetski driver to circle around again so that he can make a direct and straight path into the dock and your feet that are waiting to push his to the side.
 - Hold on to the PWC to help the customer unload items and get off the boat.
- See Section 2 for more instructions related to receiving and inspecting boats and PWCs upon return.

4.1.1 Gassing Procedure

Dock employees should gas boats immediately following a customer return to the dock. Boats should be gassed prior to close, so that boats are ready to go out the next morning. Employees should consult the reservation log to better prepare for the next morning. See Section 2 for gassing procedures.

Add more details here related to standards and consistency. Specific instructions are in section 2.

4.1.2 Parking Boats in Slips

Try not to park boats that are not full of gas and oil. Obvious exceptions are when the gas dock is not open. Ski boats are kept on the boat lifts. More detail in the section later. Add more details here related to standards and consistency. Specific instructions are in section 2.

- Wave Runners are parked on the jetski platforms. Cover jetskis at the end of the day.
- Add more detail about parking boats

