



CASE STUDY

Brad Beatty

Fleet Manager at Freedom Boat Club: Lake Norman, NC



Freedom Boat Club, Lake Norman Upgrades GPS Systems

Freedom Boat Club is a franchised multi-locational boat club with a membership that allows members to rent out boats on an hourly or daily basis. Every location is its separate business that is allowed to make decisions for themselves. Brad Beatty is the Fleet Director for the location in Lake Norman, NC, which is located north of Charlotte, NC. Brad will have 70 vessels in 2021 that total over ***\$1 million in value.***

The summer season for FBC runs from May 1 to September 15. Around 35 boats are prepped for each location every day for members to enjoy boating and watersports. Weekends are hectic and leave little time for mistakes. In the offseason, vessels are only available to rent with a special reservation.

Brad and Freedom Boat Club at Lake Norman, NC have been part of the ArgoTrak family for a year, and they have already found a multitude of reasons for why they made the right choice with ArgoTrak.





Switching From a Basic GPS to a Robust Marine Tracker

The business of renting and maintaining vessels for the general public can be full of liability and circumstance. Freedom Boat Club, as part of their membership, offer boat operation training. Even with this extra training and focus, FBC needed a robust system that could handle keeping track of all their vessels at all times.

Brad has a background at the dealer level and as a repair technician. Because of this, he has unique insight into both the cost to maintain vessels and the potential issues customers can cause when operating vessels. Figuring out the best way to prevent and limit these accidents and repairs led Brad and FBC to tracking systems.

Prior to ArgoTrak, FBC used a different tracking system, but as the company grew, they needed a more robust system with more features for their fleet. Maintaining pontoons, bow riders, fishing boats, and wake-surfing boats at the same time requires a system that not only can handle a large fleet, but a diverse fleet.





Searching for the best GPS solution



FBC had a tracking system prior to ArgoTrak and while it worked fine, they needed a new system that could handle their growing fleet. Additionally, FBC felt ArgoTrak had more of the features they desired and a customer service program that was unmatched. Some of the features FBC needed in their new system were:

- ✓ Ability to access historical data
- ✓ Ability to disable engine start remotely
- ✓ Live GPS
- ✓ Weather Alerts for both FBC and operators
- ✓ Geofence

Freedom Boat Club's corporate center invited all of the franchises to a yearly conference where vendors were asked to bring in their marine solutions. ArgoTrak was one of the companies that FBC from Lake Norman talked to. ArgoTrak fit FBC Lake Norman's needs better than any of the other companies present. ArgoTrak could handle their fleet size with a competitive price and



Why FBC Chose ArgoTrak's Marine GPS

Once ArgoTrak and FBC came to terms on a deal, they implemented the system in all of FBC's vessels. According to Brad, who has a background as a technician, the installation was simple, but didn't factor into the actual decision to purchase ArgoTrak. The device is installed at the battery so it works constantly. Brad went on to say that there was a small learning curve to the system, but due to ArgoTrak's stellar customer service and dedication, the system was easily understood.

Even when FBC had difficulty with the timing of some notifications, the customer service team worked until they fixed every issue FBC brought up.

With the ability to relay historical data, ArgoTrak has allowed FBC to prove when members avoid telling the whole truth about their time on the water. For example, a member came back to the marina with a heavily damaged engine. He claimed that there was something floating in the middle of the channel and it wasn't his fault. After observation of the members historical data, FBC found that the operator had taken the vessel to an extremely shallow location, which caused the engine damage. This allowed them to recoup damage from the member.





FBC Has Seen Drastic Improvements

ArgoTrak's industry-leading tracking tech has kept FBC satisfied for over a year now. Ease of use and installation combined with the layers of comfort the ArgoTrak system provides fleet operators cannot be matched.

The ability for fleet managers to have the full story of where and when their vessels have been is undeniably vital to protecting the value of your boats.

FBC found that they were able to create better training practices for the operators of vessels due to the quick response time of the ArgoTrak software and its ability to accurately list and locate historical data. This way, they could devise a plan for members to train in areas that the data shows they need work with. This allows FBC to create an even safer atmosphere for their customers and the company as well.

