



330 SW 2nd St, Unit 111, Fort Lauderdale, FL 33301

BOATSETTER LAUNCHES CHARTER GENIUS

Boatsetter has launched its SAAS offering, Charter Genius. Designed for commercial charter and rental operations, the fleet management software is complementary to its own online platform. It's one more step the leading peer-to-peer boat rental marketplace has taken to leverage technology to transform the boating industry.

Available for desktop and mobile devices, Charter Genius is an easy-to-use web-based tool that provides boat charter companies the resources to work smarter with improved efficiency. With it, fleet managers record and track maintenance, and oversee availability and bookings. Its calendar syncs in real time with Boatsetter's, providing fleet owners the ability to instantly increase bookings while managing their boats with only one tool.

Using Charter Genius is easy. The software's booking widget allows for simple integration into any website. There are no monthly charges, only a small transaction fee that includes credit card processing.

Charter Genius has built-in reports and analytics that provide insights into profit and loss margins on each boat, and the charter business as a whole to keep it on a steady growth trajectory. Its website is www.chartergenius.com.

"Charter operators repeatedly voice their frustration about fleet management," said Julien Geffriaud, chief growth officer. "Charter Genius

provides them with a powerful tool to regain control over their inventory and increases the exposure of their company and vessels by listing on our site."

Fort Lauderdale-based Boatsetter connects owners and licensed captains with people who share their love of the water. It forms strategic partnerships with boatbuilders, marinas and related marine businesses to grow boating participation and ownership.

Contact Boatsetter, 330 SW 2nd Street #111, Fort Lauderdale, FL 33301. contact@boatsetter.com; www.boatsetter.com.