

ARG MARINAS



AT THE HELM - MARINA MANAGEMENT CAPABILITIES

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ON BOARD WITH SOLUTIONS



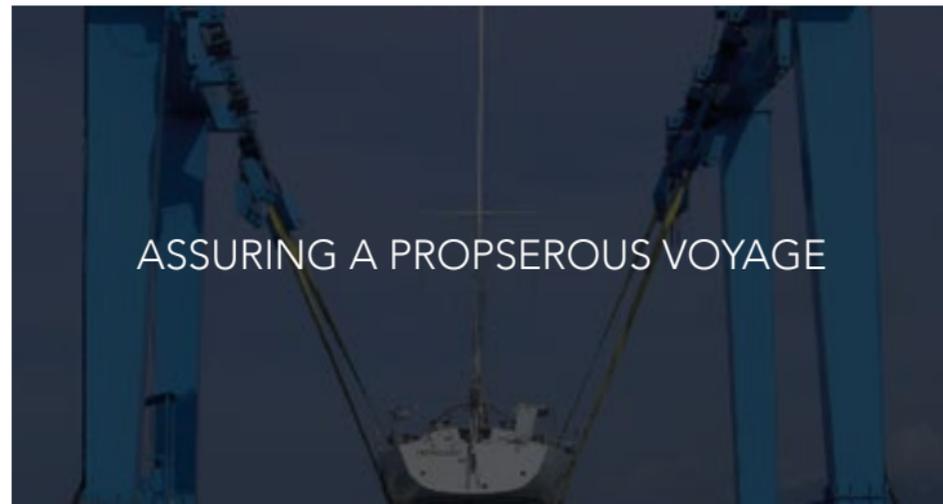
FORWARD THINKING



ALL HANDS ON DECK



SMOOTH SAILING AHEAD



ASSURING A PROPSEROUS VOYAGE



SECURE YOUR FUTURE



UNIQUE SOLUTIONS, EXCEPTIONAL SERVICE

At ARG Marinas our primary mission is to provide an exceptional experience to boaters. We develop local business partnerships to form community based connections enabling boaters of all ages to share the "best of everything" the city has to offer.

We look forward to deliver short and long term strategies to ensure the physical care and market viability of your marina for generations to come.

ARG Marinas markets specifically to municipal-owned marinas and possesses the systems, training and culture to match your needs.



ON BOARD WITH SOLUTIONS



FORWARD THINKING



YOUR PARTNERS IN THE MARKET PLACE

ARG Group of companies was formed in 1995 and has a rich history in providing an exceptional level of commercial investment and expertise to clients. Headquartered in Dubai UAE, with offices in London, Our investment portfolio consists of a group of companies working and acting in many different sectors of business.

ARG Group is a very client-centric company, one that leads the standard in quality service and strategic planning for our managed investment assets. It is our company culture that motivates our employees to deliver premier service that makes a positive difference for our clients and their investments. To this end, we continue to develop new policies, procedures and employee processes to update and improve each program. To complement our services, we use the latest technology in software systems and hardware tools available to the industry.

Responding to a void in the marketplace for exceptional services to marinas and boaters alike, ARG Marinas, a division of ARG group of companies, was established. ARG Marinas excels in providing an exceptional level of marina expertise designed to maintain and improve the reputation and personality of each marina. From community outreach and social media to facility maintenance, our marina team delivers a cohesive approach to the ever-changing marketplace.

PARTNERS OF:





ALL HANDS ON DECK



PEOPLE, PASSION, PERFORMANCE

ARG Marina's success starts with our people. Our dedication to the job results in proven leaders. We take pride not only in the skillset of our team, but also their passion for the boating experience. Understanding why boaters choose a marina and delivering this experience is the driving force behind our success. Working in partnership with our clients, we develop short and long term goals for the marina. All our team members model our company CARE culture (Commitment, Accountability, Respect and Excellence) in everything we do. This essential combination of values ensures each client receives our utmost attention.



SMOOTH SAILING AHEAD

MANAGEMENT CAPABILITIES



Property Condition Reports

ARG Marina will perform a full facility inspection to provide a report on the existing condition of all mechanicals, systems, buildings, docks and other physical aspects of the marina. This provides a baseline and assists in determining the short and long term planning for preventive maintenance and replacement reserves planning. Energy audits and improvements (along with rebates and grants) are also available.

Goals / Marketing

Early in the marina management assignment a long term goal and action plans are developed based on collaboration with the client goals, market dynamics and budget. Evaluation of primary and secondary competition is performed with a strategy to position the marina in the best competitive manner and aggressively market to potential boaters. ARG Marina can create custom websites, tailored social media, email blast programs, mailings and other tools to reach potential boaters.

Operational Analysis

A work flow analysis and evaluation of staffing roles and operational needs is assessed. From this, a plan is developed to ensure the marina is operating within industry benchmarks for achievement of short and long term goals. Often there are efficiencies that can be immediately realized by utilizing the ARG Marina format for accounting and reporting.

Staffing

Hiring and training the best staff is critical to the success of the marina. Many times the existing staff can be trained to exhibit the ARG Marina culture, values and specific marina goals. From the Harbor General Manager to the seasonal dock hands, each must exhibit our core values and service approach. This is achieved through initial proper training and continued positive reinforcement to ensure staff is contributing to the marina success.

Specialized Software

ARG Marina utilizes the latest marina software for marina management, resulting in efficiencies of labor and improved service. This program includes:

- Interactive Graphical Marina View for slips and land storage
- Handheld computer dock check
- Accounts receivable with auto billing, e-statements and auto payments
- Transient guest reservations
- Accounts payable with secure bank interface
- Fuel management system gas pump interface
- Access control interface
- Point of sale with inventory control

ASSURING A PROPSEROUS VOYAGE

MANAGEMENT CAPABILITIES



Accounting / Financial Reporting

Our clients receive monthly financial reports detailing the financial performance of the property along with an operational narrative and budget to actual variance report. A comprehensive annual budget is also created and used to monitor performance throughout the year. Weekly Reports are also generated each Monday providing a one page summary of key performance indicators for the past week such as new boater contracts, transient boaters, fuel sales and operational issues. ARG Marina will attend public meetings, when appropriate, to keep all stakeholders informed on development and progress of marina goals.

Services

Marinas managed by ARG Marina are better by design. Our add-on services raise the bar above the competition. Pump out at your boat, concierge service, scooter rentals, delivery to boat, event planning and other amenities to get to know boaters and establish a relationship that enhances this experience. Marina General Manager and Dock Masters share weekend duty to get out and interact with boaters at their boats to encourage dialog.

Marketing

Continued occupancy growth relates to everything we do. All services, marketing, communications and interaction with boaters are focused on retaining satisfied existing boaters and adding new boaters. Marketing to potential boaters takes many forms and occurs throughout the year. ARG Marina will assemble a detailed marketing plan to include boat shows and trade publication advertising, as well as utilize transient programs, custom websites, social media and email lists as marketing tools.

Community Outreach

Creating and fostering a close relationship with the local business community not only improves the economic impact of the marina on the area, but also creates loyalty with boaters. Our programs such as "In the Spotlight" highlights a new merchant each week and "Meet and Greet" events for restaurants to reach boaters offer a way for boaters to become more familiar with local merchants.

Marina Improvement

ARG Marina can advise and oversee marina changes or improvements. These include both necessary or preventative maintenance items, as well as desirable enhancements. Such items include:

- Dredging
- Dock configuration / replacement
- Wave attenuation
- Electrical requirements
- Wi-Fi system install & configuration
- Facility upgrades
- Leasing of space
- Development
- Construction Management



SECURE YOUR FUTURE



AT THE HELM



Robbie Phillips
Chief Operating Officer
ARG Marinas

Captain Robert James Phillips priorities highlight an unwavering commitment to Safety and Quality in the Yachting industry. Assuming the responsibilities of lead quality auditor, he is active in the day to day operations; ensuring the implementation of ARG marinas core strategies and principle. Delivering the highest standards of service for each and every client. Robert began his seaman's career on commercial vessels in Scotland at 16. During his 24 year tenure at sea he has commanded a variety of Superyachts, both charter and privately. His expertise in maritime statutory and regulatory requirements, marine services, technical experience and business management encompasses more than two decades of hands-on practical experience, which he brings to ARG Marinas. A Master Mariner by profession, Captain Robert Phillips has over 24 years of experience in marine management. Over ten years served In Italy, as the head of new construction in some of the most prestigious yacht builders in the world.



Yousef Bin laheJ
Marina Manager
ARG Marinas

Yousef Bin LaheJ (Certified Marina Manager) An Avid lover of the sea and anything marine related Yousef has had a passionate drive for sailing, the vice president of the Irc owners club and the first UAE National to qualify for the Olympics, Yousef is A passionate and driven marine industry professional, with a strong background in yacht and marina Management, working at senior management levels for the Past 15 years. Experienced in running events, marketing campaigns, marinas and workshops as well as introducing new business development projects within the marine industry.