



# THE *smart* BOAT BUYERS GUIDE

## THE BOATING INDUSTRY HAS CHANGED!

Manufacturers have dramatically lowered production, in-stock inventory has been greatly reduced, and lead times to order a new boat have never been longer. Don't get stuck mowing the lawn while you could be in your new boat on the water with your family! Read more in our smart boat buyers guide below or call The Boat House for more details!

## *smart* BUYERS CALENDAR

**BEST**

**FALL PROMOTION** | Lowest Price of the Season!  
Guaranteed Spring Delivery  
Customize your Colors and Options  
Includes fall promotions & Boat Show discounts

**BETTER**

**BOAT SHOW PROMOTION**  
Guaranteed Mid-Summer Delivery  
Customize Your Colors & Options

**GOOD**

**SPRING PROMOTION**  
In Stock Inventory Available

## 3 REASONS WHY BUYING IN THE FALL IS *smart*

### 1 PAY LESS

#### Why is fall the time to buy?

Manufacturers need to balance production in all 12 months to keep manufacturing efficient. To encourage off season sales, manufacturers offer the deepest discounts when demand is at it's lowest.

#### How much do I really save?

Manufacturers offer large fall rebates, some up to \$10,000, and Boat Show pricing can you save you thousands more! The Boat House combines the fall rebates and Boat Show pricing to guarantee the lowest price of the season!

### 2 GET MORE

#### Get a higher trade in value

When you buy in the fall you save money on a new boat plus get a higher trade value on the boat you currently own. NADA trade values are up and used boats are hard to find. You can expect a high trade value along with historic low interest rates. If you are going to finance your new boat, current rates may never be better!

#### Get rid of your fall service bill

Trading in your boat this fall means no fall service or storage bills for the 2013/2014 winter. The Boat House will take care of any service work on your current boat and you'll have a new boat when spring arrives.

### 3 MAKE IT YOURS

#### Customized to your lifestyle

There are thousands of color schemes and options available when building a new boat. Purchase a boat in the fall and add your personal touches. From the exterior colors to the interior finishes, you build the boat that fits your lifestyle.

#### Ready by spring when you are

With fewer boats being made, lead times continue to get longer. If you wait until the boat show, your boat may not finish production until the 4th of July! Buying in the fall guarantees your boat will be ready in the spring when you are.



THE **BOAT HOUSE GROUP**

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