



ONEWATER CONNECT

January 14, 2025

DID YOU KNOW?

OneWater is represented at
29 BOAT SHOWS
in January and February!

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PRO REVVVER

ProRevver AI-Generated Inventory Descriptions

All websites are now utilizing AI-generated inventory descriptions. In ProRevver, these descriptions can be found under the "Marketing Description" section on the boat detail page in inventory.

It is strongly recommended that the AI-generated descriptions are kept intact, particularly the grammatical structure and phrasing. While you are welcome to add feature lists or other details, DO NOT include any contact information, phone numbers, dealership information, or personal names in the descriptions. Adding such details will prevent third-party listings for the vessel.

Each unit will have two descriptions. Our new AI descriptions are applied to our dealer websites, currently. The Lightspeed description will apply to Boats Group platforms and window stickers. We will utilize the AI descriptions on all applications in the near future.

In summary, please continue to add Lightspeed descriptions.

To learn more about AI-generated inventory descriptions, join the live training tomorrow:

LIVE TRAINING

*Understanding ProRevver's
AI-Generated Inventory Descriptions*

Wednesday, January 15th, 2:30 p.m. ET

EVENTS

OneWater Marine dealerships participated in 5 boat shows this weekend. Congratulations to the team members who sold boats at the shows!

ATLANTA BOAT SHOW Atlanta, GA | January 9-12

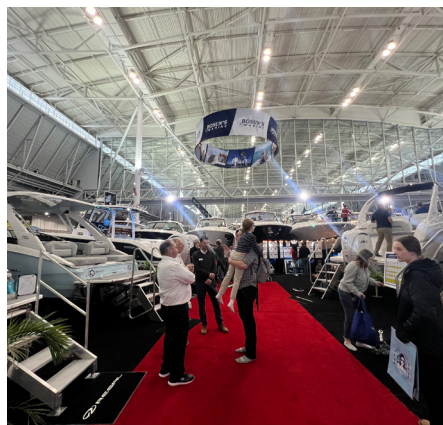
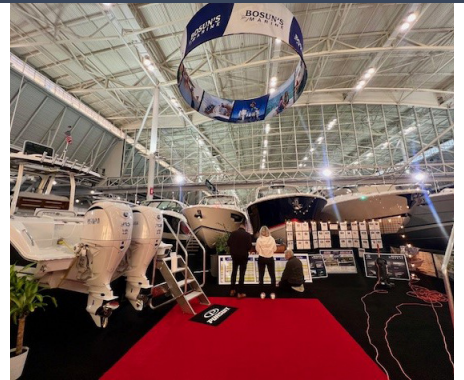


EVENTS

STUART BOAT SHOW Stuart, FL | January 10-12



NEW ENGLAND BOAT SHOW Boston, MA | January 8-10



REVIEWS AND UPCOMING EVENTS

★★★★★ 5-STAR REVIEWS

SINGLETON MARINE

Just bought our second Cobalt from Singleton, trading in our first. The experience couldn't have been easier. The salesperson Zach brought the new boat over to our dock for a test drive, and even tested it on the lift to ensure it would fit. They came to our place to pick up the trade and the only time I had to go to the dealership was to sign the final papers. Zach was extremely knowledgeable about the boat and helped us get the exact features we wanted. The year-end discounts were fantastic. Buying a boat in the fall/winter isn't the most popular time to buy a boat, but you can definitely get better deals.

Overall a great experience with Singleton, Zach our salesperson, and Cody "the Captain", who picked up our trade and provided a thorough explanation of the features on new boat and how to use them. We will be using Singleton again when it is time for our next boat.

-Dan Babb

★★★★★ 5-STAR REVIEWS

SUNDANCE MARINE

All I can say is great things!! Walked in and had a good idea of what I wanted but when Paul Harper walked up to me he made my decision so much easier the process of getting a boat from Sundance Marina isn't rocket science but also isn't pushy at all which I prefer. I really enjoyed getting to know all the knowledge I could get on my Sportsman 282 from a professional not only in the store but on sea trial as well. Thank you so much Sundance Marina & Paul Harper for helping me seal the deal on my dream boat.

-Stefan Andrew

UPCOMING EVENTS

January 16-19	January 16-19	January 16-19	January 22-26	January 23-26	January 23-26
St. Petersburg Boat Show	Cleveland Boat Show	Huntsville Boat Show	New York Boat Show	Birmingham Boat Show	Naples Boat Show

[VIEW THE FULL MARKETING CALENDAR](#)