



Magic Buoy Dealer Program Overview

Hands-Free Docking. High-Margin. Local Fabrication. Protected Territories.

Magic Buoy is expanding its dealer network across North America and is inviting qualified marine businesses, dock builders, installers, and marinas to join our innovative docking ecosystem. Our dealer program is structured to maximize profitability while providing customers with a transformational docking experience that sells itself through live demonstration.

1. Dealer Demo Package – \$849 USD (Fully Refundable)

To help prospective dealers evaluate Magic Buoy and demonstrate it to customers, we offer a risk-free Dealer Demo Package.

Includes:

- One complete Magic Buoy tube system
- Both the Pontoon Buoy and Tritoon Buoys, which can be easily swapped to test on both tritoons and pontoons
- Dock-side fendering excluded

This setup allows dealers to demonstrate real-world performance on both tritoons and pontoons without needing multiple systems.

Risk-Free Trial:

If the dealer chooses not to proceed, the demo system can be returned for a 100% refund (customer pays return shipping).

Or Apply the Full Amount to Your Startup Kit:

If the dealer moves forward, the entire \$849 USD is credited toward the Dealer Startup Kit, making the demo package effectively free.

2. Dealer Startup Kit

The Dealer Startup Kit provides everything you need to begin selling, installing, and fabricating Magic Buoy systems immediately.

Includes:

- 3 precision drill jigs for perfect hole placement
- Additional hardened drill bushings
- Drill bits
- Pipe bending jig plans
- X Pontoon Magic Buoy kits
- X Tritoon Magic Buoy kits
- X V-Hull Magic Buoy kits
- Complete build instructions for pontoon and tritoon configurations
- Dealer-priority technical support
- Dealer listing and customer referral routing for your territory

Dealers are responsible for supplying their own PVC pipe heater/bender, which typically costs around \$1,500 USD.

3. Dealer Business Model – High Margins Through Local Fabrication

The Magic Buoy dealer model is engineered to maximize profitability by allowing dealers to locally manufacture the components that are most expensive to ship due to length, bulk, and packaging complexity.

The primary dealer-fabricated component is the Magic Buoy Tube Set. Dealers source standard PVC pipe locally and convert it into precision Magic Buoy tubes using the provided jigs and tooling.

Advantages of Local Fabrication:

- Eliminates oversized freight charges
- Removes factory labor costs on large components
- Increases dealer margin by capturing added value locally
- Reduces customer pricing while improving dealer profitability
- Makes replacements and custom lengths readily available
- Enables fast installation and efficient workflow

Additional Dealer Revenue Streams:

- Selling Pontoon, Tritoon, and V-Hull Magic Buoy kits
- Installation services
- Seasonal adjustments or service calls
- Accessory and replacement part sales
- Rentals and marina demo units
- Bundling with dock builds, lift installs, and marina upgrades
- Receiving all customer referrals within your exclusive territory

4. Interim Component Sourcing (Until Magic Buoy Components Are Released)

Until Magic Buoy's proprietary molded Tritoon Buoys and dock fendering components are released, dealers may temporarily use approved third-party Tritoon Buoys and approved third-party dock fendering.

Magic Buoy–branded Tritoon Buoys and dock fenders will be available soon at a comparable price point.

Important:

Once Magic Buoy's molded components are released, licensed dealers will be required to use Magic Buoy–supplied Tritoon Buoys and fendering to preserve product performance, consistency, and brand integrity.

5. Dealer Pricing Protection & Territory Support

Magic Buoy maintains a direct-to-consumer price that reflects the installed cost of a dealer-built system. This prevents undercutting and ensures:

- Dealers retain the majority of sales in their territory
- Magic Buoy direct sales do not compete with dealer pricing
- Non-territory customers can still purchase kits
- National pricing remains clear and consistent

Territory size and exclusivity are based on initial dealer order volume.

6. Why Become a Magic Buoy Dealer?

- High-margin, low-overhead business model
- Demonstration-based product that sells itself

- Protected territories with guaranteed referral routing
- Local fabrication captures significant added value
- Strong marketing and technical support
- Rapid market adoption among pontoon and tritoon owners
- Free trial via refundable Demo Package

Magic Buoy is a scalable, profitable, and innovative docking solution that solves the #1 challenge for boaters: hands-free, stress-free docking.