

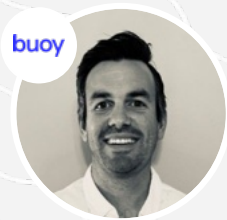


FAREHARBOR

Insurance & Compliance powered by **buoy**

# Charting a Course to Compliance

Hosted by



Chris Fox  
Chief Executive Officer



David Bentzon  
Chief Product Officer



Hayden Iverson  
Account Manager

August 3, 2023

**Disclaimer!**

**1. New FL Law Overview**

**2. How Buoy Can Help**

**3. The Fareharbor <> Buoy Partnership**

**4. Q&A Session**

# 1. New Law Overview

# SB606: Boating Safety Requirements



## 1. Permit

Every operator must have permit in order to operate a rental company within the state of FL

LEGAL REQUIREMENT



## 2. Safety Course, Check-in & out

Renter is required to complete boating safety course

Livery is required to walk renter through safe boat operations

LEGAL REQUIREMENT



## 3. Insurance

Insuring the livery and the renter against accident, loss, injury, property damage, or other casualty caused by or resulting from the operation of the livery vessel

\$500K per person, \$1M per event

LEGAL REQUIREMENT

# New Law and Enforcement 2023 Timeline

January - April



## Existing Law

SB606 is the current law that has been in effect since Jan 1, 2023.

May 7th



## New Law

The New Law will go into effect most likely before the end of FL's session which concludes the first week of May!

July 1st



## Marine Enforcement Alert

The 6 month M.E.A. will end at the end of June

Q3 & Q4



## Enforcement

Once the new law is finalized and the MEA goes away, we expect to see high enforcement rates from the FWC

99% of the Law will remain the same;  
Insurance will now be **mandated to offer** with purchase exceptions

# New Law – SB 418

Section 1. Subsection (7) of section 327.54, Florida Statutes, is amended to read:

327.54 Liveries; safety regulations; penalty.— (7) A livery may not lease or rent or offer to lease or 50 rent any livery vessel unless the livery:

first (a) Obtains and carries in full force and effect a policy from a licensed insurance carrier in this state which insures the livery and the renter against any accident, loss, injury, property damage, or other casualty caused by or resulting from the operation of the livery vessel. The insurance policy must provide coverage of at least \$500,000 per person and \$1 million per event. The livery shall have proof of such insurance available for inspection at the location where livery vessels are being leased or rented, or offered for lease or rent, and shall provide to each renter the insurance carrier's name and address and the insurance policy number;

and (b) Either:

1. Obtains and carries in full force and effect a policy from a licensed insurance carrier in this state which insures the renter in the same manner and amounts of the policy obtained by the livery under paragraph (a) and provides to each renter the insurance carrier's name and address and the insurance policy number; or

Mandatory Livery

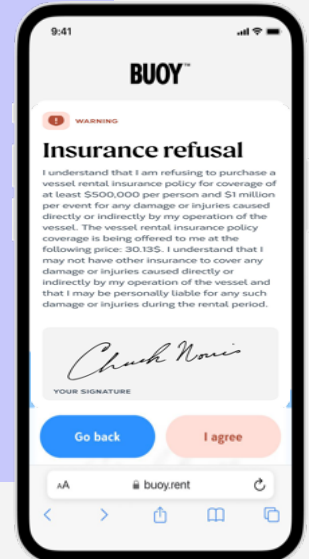
# New Law – SB 418

2. Presents the renter with the opportunity to purchase coverage which insures the renter against any accident, loss, injury, property damage, or other casualty caused by or resulting from the operation of the livery vessel of at least \$500,000 per person and \$1 million per event. If a renter chooses not to purchase the coverage, the livery must obtain a signed acknowledgement from the renter which includes an attestation as to whether the renter has a Florida boating safety identification card issued by the commission, a temporary certificate, or another form of boating certification authorized pursuant to s. 327.395, and that includes the following statement:

I UNDERSTAND THAT I AM REFUSING TO PURCHASE A VESSEL RENTAL INSURANCE POLICY FOR COVERAGE OF AT LEAST **\$500,000 PER PERSON AND \$1 MILLION PER EVENT** FOR ANY DAMAGE OR INJURIES CAUSED DIRECTLY OR INDIRECTLY BY MY OPERATION OF THE VESSEL. THE VESSEL RENTAL INSURANCE POLICY COVERAGE IS BEING OFFERED TO ME AT THE FOLLOWING PRICE: **[INSERT BINDABLE PRICE HERE OF INSURANCE BEING DECLINED]**. I UNDERSTAND THAT I MAY NOT HAVE OTHER INSURANCE TO COVER ANY DAMAGE OR INJURIES CAUSED DIRECTLY OR INDIRECTLY BY MY OPERATION OF THE VESSEL AND THAT I MAY BE PERSONALLY LIABLE FOR ANY SUCH DAMAGE OR INJURIES DURING THE RENTAL PERIOD.

This subsection does not apply to human-powered vessels.

Mandatory Renter Offer





# New Law – HB 487

No License  
Required

However, a livery operator may offer renters the ability to obtain coverage to satisfy the requirements of s. 327.54(7)(b)2. without a license or appointment. However, the livery operator may not advise or inform the prospective renter of specific coverage provisions, exclusions, or limitations, and the signed acknowledgement must identify the licensed insurer or agent that transacted the livery's insurance policy. If such coverage is offered for a price, all compensation received for such coverage must be remitted by the livery to the insurer or agent that transacted the livery's insurance policy.

## **2. How Buoy Helps**

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Renter is required to complete boating safety course

Livery is required to walk renter through safe boat operations

LEGAL REQUIREMENT

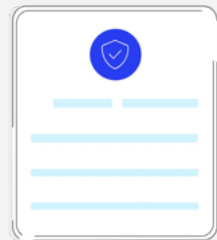


## 3. Insurance

Insuring the livery and the renter against accident, loss, injury, property damage, or other casualty caused by or resulting from the operation of the livery vessel

\$500K per person, \$1M per event

LEGAL REQUIREMENT



**Every operator in the State of FL  
is now required to obtain a  
permit to operate!**



# Livery Permit Checklist

1. Company or Individual Name
2. Business Contact Name
3. Address
4. Phone Number
5. Email
6. Date of Birth
7. Proof of Insurance (Select from Dropdown)
8. Entity or Personal Verification
  - a. Entity = Business License, Business Tax Receipt, Articles of Incorporation
  - b. Personal = Government Issued ID



## Florida Livery Permit Checklist

Name of livery business or individual applicant:

Name:

Business or individual operating as a livery mailing address (primary - if multiple):

Name:

Number and street:

City, State, Zip code:

Contact information<sup>1</sup>:

Phone number: (    )

E-mail:

Applicant Date of Birth (permits will expire annually on this date):

Please initial next to each item you have submitted with this checklist.

<input type="checkbox"/>	1. List of all vessels offered by the livery for lease or rent
<input type="checkbox"/>	2. Proof of current insurance coverage (minimum \$500,000 per person, \$1 million per incident) as required by section 327.54, Fla. Stat. *Liveries only offering human-powered vessels are exempt from insurance requirement
<input type="checkbox"/>	For businesses: 3. Business creation records (such as Articles of Incorporation, State Sunbiz records, etc.) 4. Current local business license or business tax receipt, if applicable
<input type="checkbox"/>	For individuals: 5. A copy of government-issued photographic identification card
<input type="checkbox"/>	6. Completed and signed Livery Permit Certification form (FWCDLE_312 (9/2022))

<sup>1</sup> An applicant is not required by law to provide this contact information. Providing the information will help to expedite communications between the program and the individual requesting the permit. Under Florida law, e-mail addresses and phone numbers as well as most other portions of records provided to public agencies are public records. If you do not want your e-mail address or phone number released in response to a public records request, do not include this information. Instead, contact this office in writing.



# Livery Permit Certification

1. List of Vessels
  - a. Registration Number
  - b. Location
  - c. Capacity
  - d. Number of Lifejackets
2. Attestation
  - a. Y/N – You maintain all safety equipment
  - b. Y/N – You have the proper signage
3. Signature, Date, Printed Name



Florida Fish and Wildlife Conservation Commission

## LIVERY PERMIT CERTIFICATION

I have requested issuance of a livery permit from the Fish and Wildlife Conservation Commission in accordance with section 327.54, Florida Statutes, or I am the legal representative and agent of an entity seeking issuance of a livery permit.

In accordance with that statute, I hereby certify and attest the following:

1. The livery offers \_\_\_\_\_ vessels for lease or rent to others. (If vessels are offered for lease or rent at more than one location, please list all locations below and the number of vessels available for lease or rent to others at each location (if more space is needed, please attach additional pages):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. The total capacity (number of persons which can be seated on a vessel) of all vessels available for lease or rent by the livery is \_\_\_\_\_. (If vessels are offered for lease or rent at more than one location, please list all locations below and the total capacity of all vessels available for lease or rent to others at each location (if more space is needed, please attach additional pages):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. The livery possesses and maintains on site a total of \_\_\_\_\_ lawful United States Coast Guard approved personal floatation devices. (If vessels are offered for lease or rent at more than one location, please list all locations below and the total number of lawful United States Coast Guard approved personal floatation devices at each location (if more space is needed, please attach additional pages):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. At each site where the livery offers vessels for rent or lease to others, the livery maintains all safety equipment required by section 327.50, Florida Statutes and the Code of Federal Regulations sufficient to equip all vessels offered by the livery for rent or lease by another at that location.

# Permit

## Livery Operator Permit

### Florida Fish and Wildlife Conservation Commission

THIS PERMIT DOES NOT ASSURE QUALITY OF THE VESSELS OR EQUIPMENT PROVIDED. IT IS THE OWNER'S RESPONSIBILITY TO ENSURE COMPLIANCE WITH ALL APPLICABLE STATUTES, RULES AND REGULATIONS.

**Business Name:**

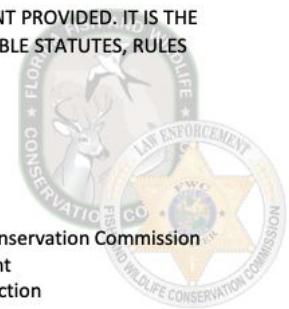
**Business Address:**

**Valid Until xx-xx-xxxx**  
**2024A00-0000000000**

\_\_\_\_\_  
Authorized Issuing Agent Signature

Florida Fish and Wildlife Conservation Commission  
Division of Law Enforcement  
Boating and Waterways Section  
620 South Meridian Street  
Tallahassee, FL 32399-1600

FWCDLE\_310 (9/22) – Rule 68D-34.006, F.A.C.





buoy



### Get your FWC Livery Permit - Free of Charge!

The Boat Safety Act (SB 606) of 2022 requires Florida rental operators to obtain a livery permit from the FWC.

We're here to help you get it!

Tell us a bit about yourself and we'll take care of the application process for you.

[Get started](#)

press Enter ↵

11am



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\$500K per person, \$1M per event

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**Livery Pre-Rental and Pre-Ride Instruction Checklist and Attestation**

*Initials in each block*

Renter	Instructor	<b>Operator Responsibility:</b> Operator is responsible for the safe and proper operation of the vessel; Avoid careless, reckless and negligent operation of vessels; Effects of alcohol, controlled substances and stressors
Renter	Instructor	<b>Navigation Rules:</b> Maintain a proper lookout; Keep a safe distance from other vessels and objects; Operate at a safe speed for the conditions, location and environment; Operate in a defensive manner; Requirements to give way to other vessels and vessel right of way
Renter	Instructor	<b>Aids to navigation; buoys and other waterways markers</b>
Renter	Instructor	<b>Special Waterway Hazards:</b> Operate at slow speed minimum wake when within 300 feet or emergency vessels with activated emergency lights or within 300 feet of construction vessels displaying an orange flag
Renter	Instructor	<b>Awareness of changes to weather or water conditions and proper responses to those changes</b>
Renter	Instructor	<b>Requirements for operating a vessel while a person is waterskiing or participating in similar activities identified in s. 327.37, F.S., if applicable.</b>
Renter	Instructor	<b>Propulsion, steering and stopping characteristics of vessels:</b> Discuss in general and as to the specific vessel being leased or rented
Renter	Instructor	<b>Location and content of manufacturer warning labels</b>
Renter	Instructor	<b>Location of and proper use of safety equipment</b>
Renter	Instructor	<b>Boarding, falling off, capsizing, taking on water, re-boarding and emergency procedures for dealing with these situations</b>
Renter	Instructor	<b>Problems seeing other vessels and being seen by them</b>
Renter	Instructor	<b>The dangers of wake or surf jumping and other reckless operations.</b>
Renter	Instructor	<b>Boating safety identification cards, age and engine requirements</b>
Renter	Instructor	<b>Photographic identification</b>
Renter	Instructor	<b>Boating Accidents:</b> Causes and prevention of accidents; Legal requirements: remain on-scene, render assistance, report incident to authorities

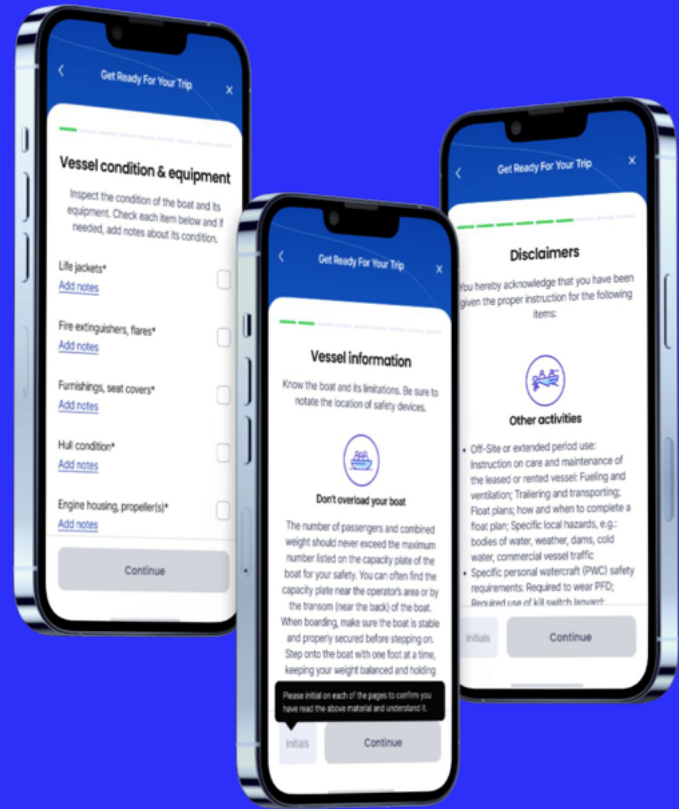


*Initials in each block*

Renter	Instructor	<b>Florida divers-down warning device requirements</b>
Renter	Instructor	<b>Noise, nuisances and other environmental concerns</b>
Renter	Instructor	<b>Manatee awareness (if applicable to location)</b>
Renter	Instructor	<b>Ecosystem awareness based on local issues</b>
Renter	Instructor	<b>Specific operational characteristics of the vessel being leased or rented</b>
Renter	Instructor	<b>Local characteristics of the waterway where the leased or rented vessel is intended to be operated, to include:</b> Navigational hazards; Boating restricted areas; Water depths
Renter	Instructor	<b>Personal Watercraft</b> <b>Specific personal watercraft (PWC) safety requirements:</b> Required to wear PFD; Required use of kill switch lanyard; Location of sound producing device and fire extinguisher; Minimum age to legally operate; Lawful hours of operation
Renter	Instructor	<b>Paddlecraft</b> Requirements for operating paddlecraft within the marked channel of the intracoastal waterway
Renter	Instructor	<b>Off-Site or extended period use</b>
Renter	Instructor	<b>Instruction on care and maintenance of the leased or rented vessel:</b> Fueling and ventilation; Trailering and transporting; Float plans; how and when to complete a float plan; Specific local hazards, e.g.: bodies of water, weather, dams, cold water, commercial vessel traffic
Renter	Instructor	<b>Conducted an on-the-water demonstration and check ride to verify the prospective operator's ability to safely operate the vessel to be leased or rented</b>
Renter	Instructor	I hereby acknowledge I have provided the required pre-rental and pre-ride instruction as specifically acknowledged above.
Date:	Name of Livery Instructor and signature	
Renter	Instructor	I hereby acknowledge I have received the required pre-rental and pre-ride instruction as specifically acknowledged above, and I understand the rules and information provided in this orientation.
Date:	Name of Renter and signature	

# Paperless state compliance

- Again, it's FREE



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\$500K per person, \$1M per event

LEGAL REQUIREMENT

## Buoy's insurance compliments your commercial annual policy

buoy

Covers livery <i>and</i> the renter*	✓	✗
Usage-based (coverage is only during the trip)	✓	✗
Cost of insurance passed to the renter	✓	✗
Covers the insured vessel year around	✗	✓
Free FWC Livery Permit Support	✓	✗
SB606-Compliant CICO	✓	✗

\* Based on extensive market analysis of competing offerings, most policies **do not cover the renter**.

# Pricing



## Boat

Boat details such as age, length, horsepower, whether it's captained



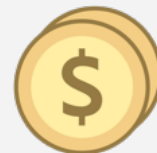
## Seasonality

Prices are higher during peak season and lower in the off-season.



## Renter age

We consider the renter's age in our pricing model

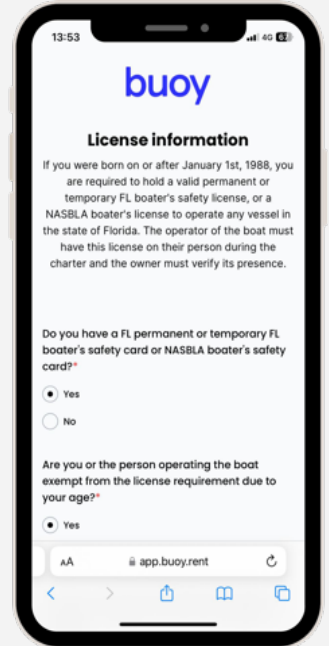
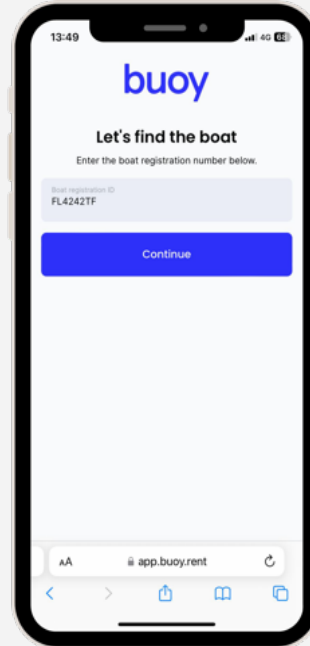
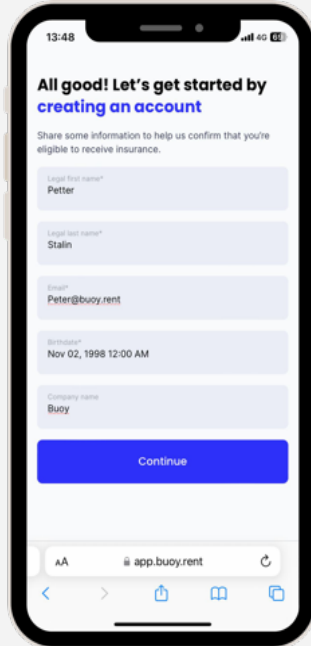
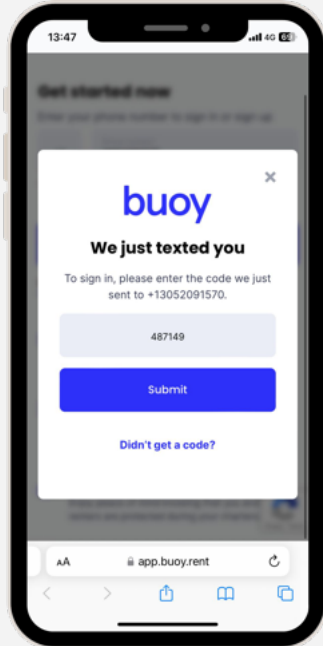
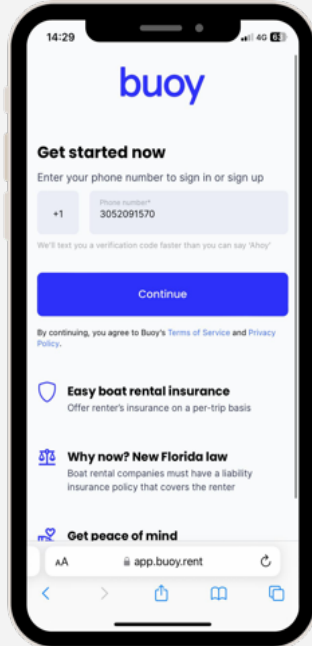


## Premium

# At The Dock

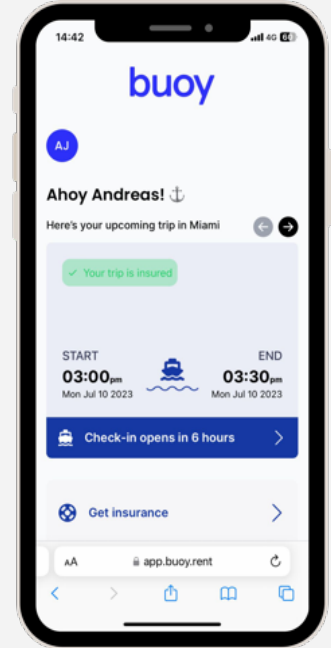
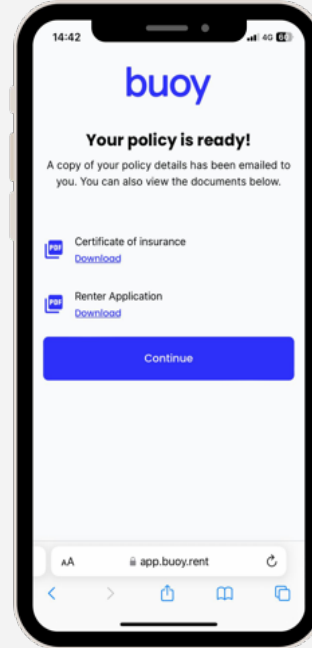
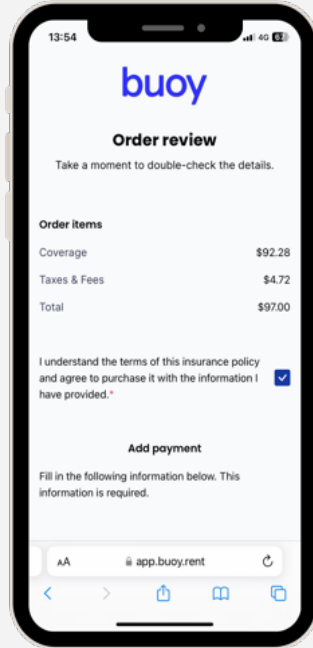
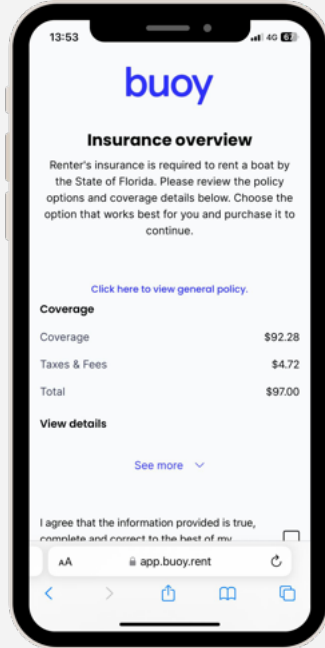
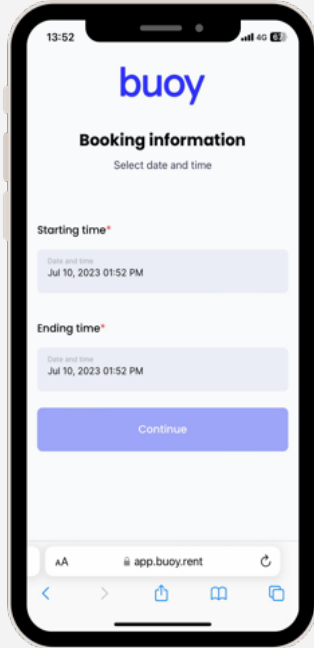


# The Renter Sees: Purchase Insurance





# The Renter Sees: Purchase Insurance



## **3. Buoy x Fareharbor**



FAREHARBOR

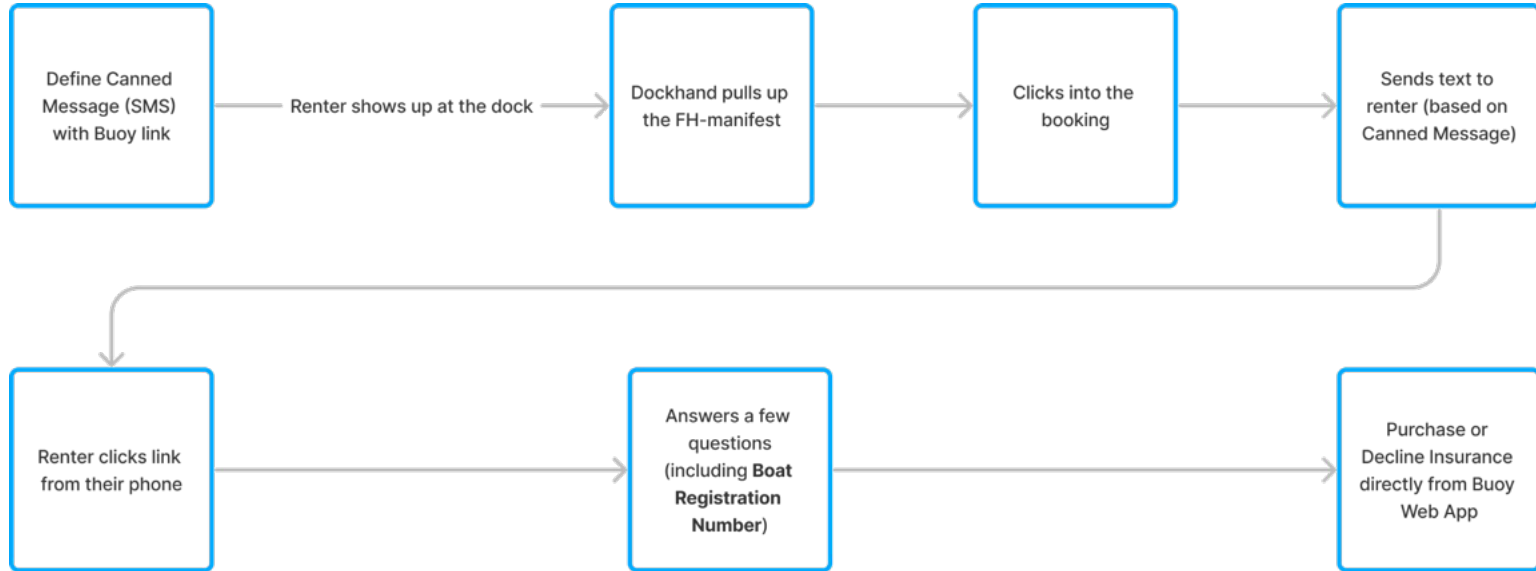
Insurance & Compliance powered by **buoy**

**Today, you can start using  
Buoy and Fareharbor together**

**buoy**



# Short-Term Integration: The Flow



# Configure Canned Message

The screenshot shows a web browser window with the URL `fareharbor.com/sliceofthekeys-closed/dashboard/settings/`. The page title is "Slice of The Keys-Closed" and the user is identified as "Hayden Iverson". The left sidebar contains a navigation menu with the following items: Overview, Users & Permissions, Bank & Payments, Recent Activity, Communication, Policies, Canned Messages, Public Headlines, Notifications, Online Booking, Book Buttons & Embeds, Analytics & Tracking, Booking Flows, Booking Restrictions, Build, Customer Types, Custom Fields, Price Sheets, Check-in, Gift Cards, and Campaigns. The main content area displays the "SLICE of THE KEYS" logo, the name "Slice of The Keys-Closed", and the version "FareHarbor v10.3.978". The right sidebar, titled "Changelog", lists updates: "Tap to Pay on Android" (May 15th 2023), "Memberships" (May 1st 2023), "Reapply Resources on Multiple Bookings" (April 17th 2023), and "Google Analytics 4 Integration" (March 27th 2023).

# Text Link From Booking View

The screenshot displays a user interface for a booking management system. At the top, a navigation bar includes links for Bookings, Manifest, Reports, Items, Settings, and a user profile for David Bentzon. The main content area is divided into two sections. The left section shows a contact profile for 'david' with a phone number and email address, and a 'Booking #175340578' for 'Boat Rental' on Sunday, June 25th, 2023. Below this, a payment summary shows 'Paid in Full' for \$100.00. A table lists the booking items, including 'Boat Rental' and 'Not checked in', both priced at \$100.00. The right section is a 'Send text message' window with radio buttons for 'Email' and 'Text message', a phone number field, a text area containing a Florida law disclaimer and a booking receipt link, and a 'Send text' button.

Navigation: Bookings, Manifest, Reports, Items, Settings, David Bentzon

Contact: david  
+45 40 13 37 44 • davidbentzon@gmail.com  
Edit contact | 1 booking | + New booking for contact

Booking #175340578  
Today @ 11:09am by David Bentzon

Boat Rental  
Sunday, June 25th 2023 @ 9am - 1pm

Payments: \$100.00  
Booking total: \$100.00

Booking notes:

1 Boat Rental not checked in (1 total)	
Boat Rental	\$100.00
Not checked in	\$100.00

Boat: 1

Whole-booking fields

Send text message

Email  
Text message

40133744

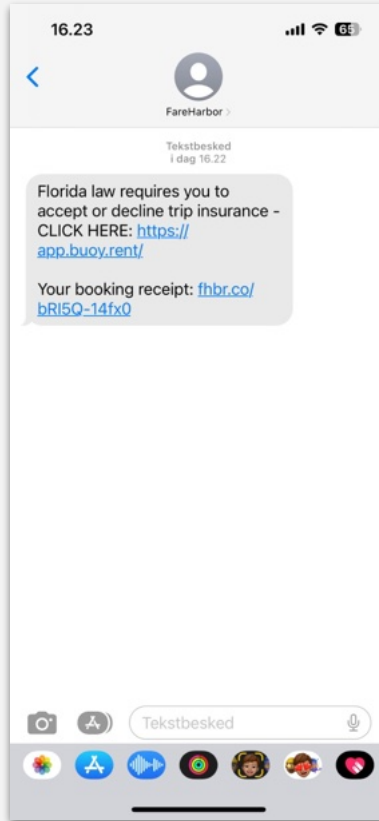
Florida law requires you to accept or decline trip insurance - CLICK HERE: <https://app.buoy.rent/>

Your booking receipt:

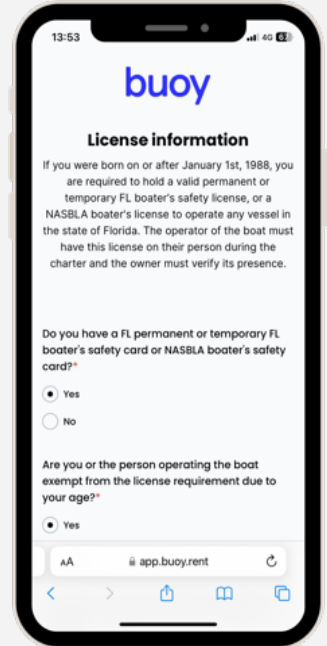
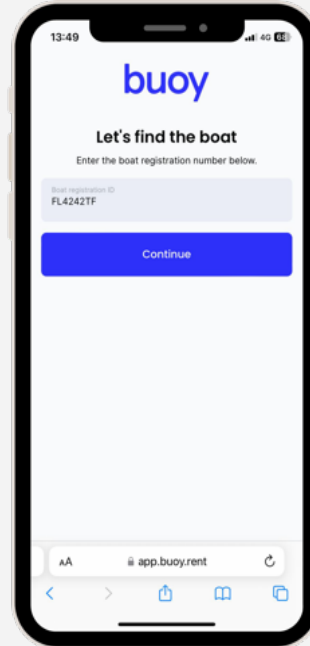
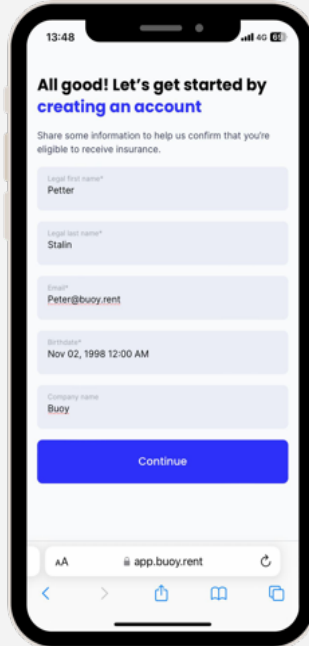
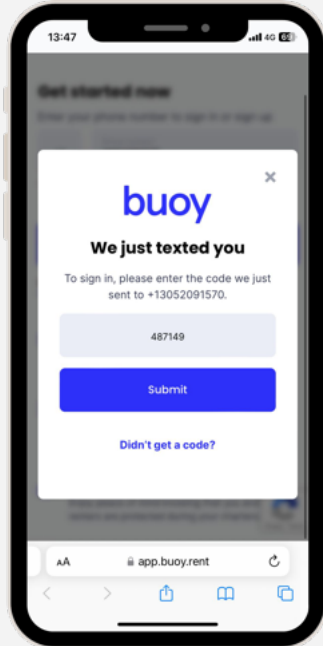
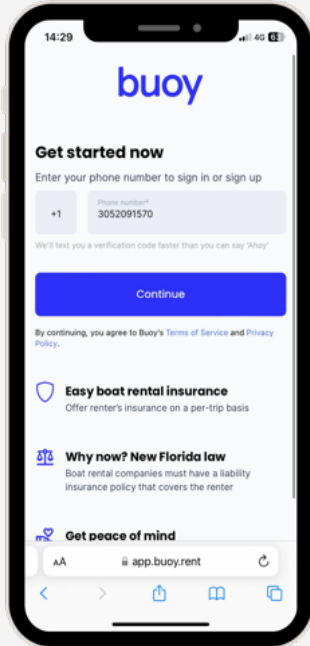
10 characters left

Send text

# Renter Receives Text

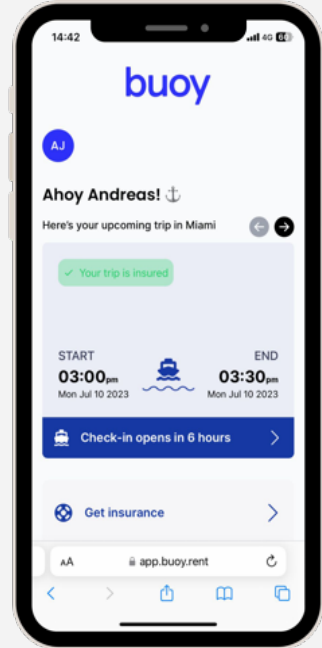
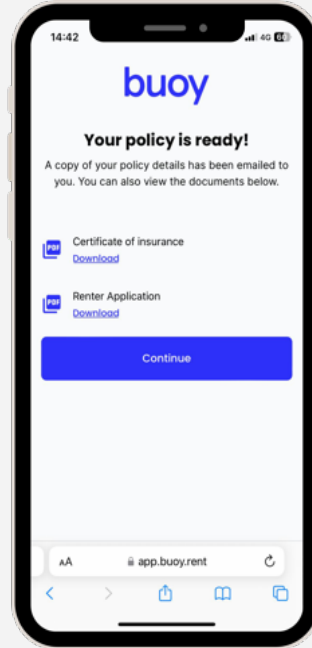
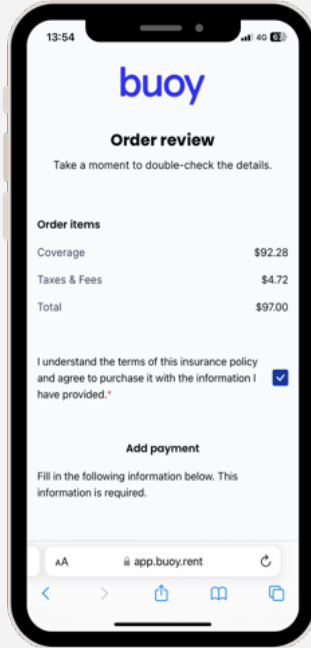
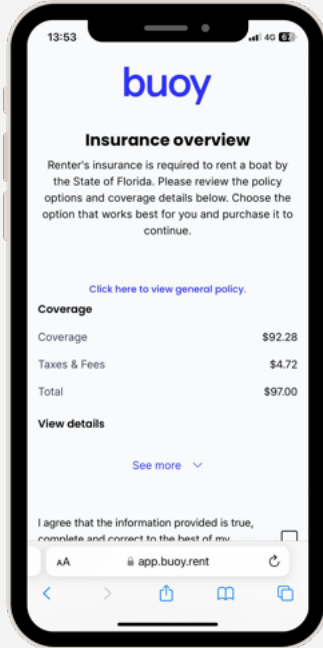
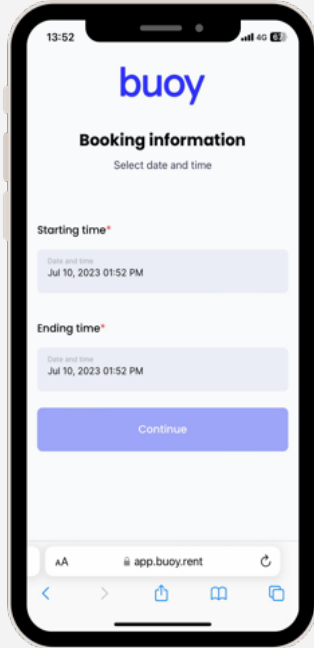


# The Renter Sees: Purchase Insurance (Part 1)





# The Renter Sees: Purchase Insurance (Part 2)



THANK YOU!

**Any questions?**

**buoy**  
buoy

*Get started today!*



**buoy.rent**

**Resources and Next Steps!**