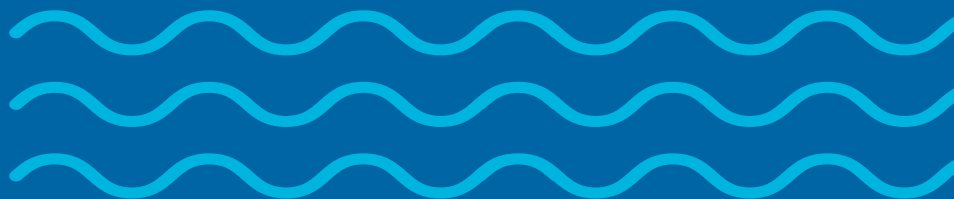




# EZ DOCK DEALER PROGRAM GUIDE

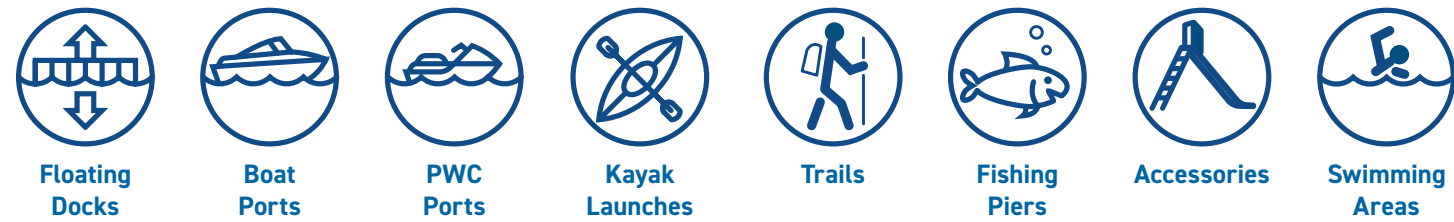


# BECOME AN EZ DOCK DEALER

## WHO WE ARE

EZ Dock pioneered the modular floating dock industry in 1991—and we've been the benchmark ever since. Built from 100% virgin linear low-density polyethylene (LLDPE), our modular dock and port system is engineered to outlast wood, outperform the competition, and make life on the water safer, simpler, and more enjoyable for everyone.

As a privately held brand within the PlayPower, Inc. family, EZ Dock operates with the resources of a global manufacturing leader and the focus of a specialist. From residential waterfront homeowners to commercial marinas, resorts, municipalities, and military installations—EZ Dock serves them all.



## WHY PARTNER WITH EZ DOCK?

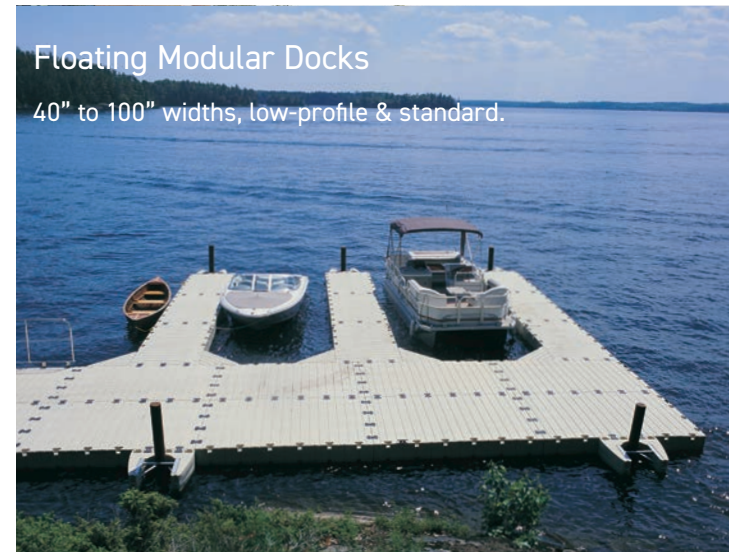
The floating docks market is projected to reach \$1.3 billion by 2034, driven by a post-pandemic surge in recreational boating, accelerating waterfront development, and a strong consumer shift toward eco-friendly, low-maintenance building materials. EZ Dock dealers are positioned at the center of this growth.

DEALER BENEFITS	WHAT THAT MEANS FOR YOUR BUSINESS
Profit Potential	Great potential for increased profits through special dealer pricing and programs across all products.
Low Barrier to Entry	Launch and grow your business without franchise fees or costly registration requirements.
Pre-Qualified Leads Delivered	Corporate marketing drives 'Request a Quote' and 'Find A Dealer' inquiries—prospects who have already indicated their budget, timeline, and project type.
Premium Brand Recognition	Over 30 years of market presence means customers already trust the name before they call you. You're selling a brand, not just a product.
Diverse Market Opportunities	One product line opens multiple revenue channels: residential homeowners, commercial operators (marinas, resorts, camps), Industrial, and government/municipal (parks and rec) contracts.
Comprehensive Dealer Support	Up to \$1200 marketing credit for branded material. Access to co-branded materials, the online Dock Designer tool, lifestyle content, product training, boat shows, and campaign assets crafted to convert prospects into buyers.
The EZ Dock Community	Be part of a passionate community, where support, networking and collaboration is part of our DNA.



## WHAT YOU'LL SELL

EZ Dock offers a complete, modular waterfront product ecosystem—meaning every customer can build exactly what they need, and you can up-sell and expand projects over time:



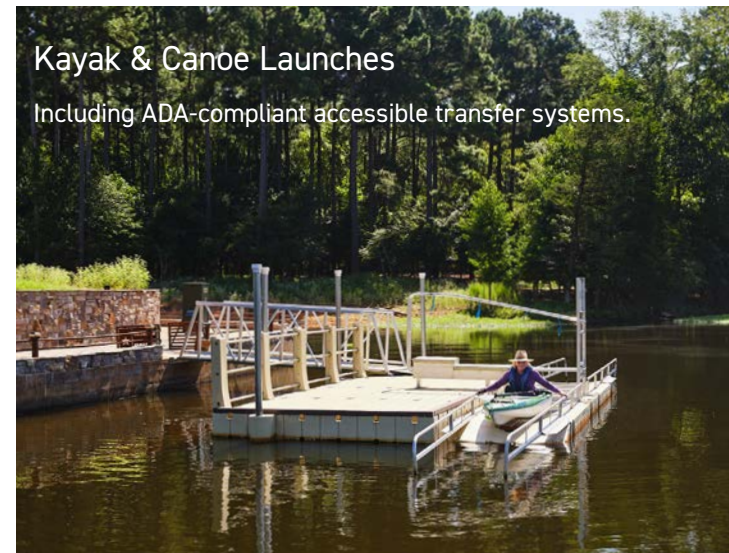
### Floating Modular Docks

40" to 100" widths, low-profile & standard.



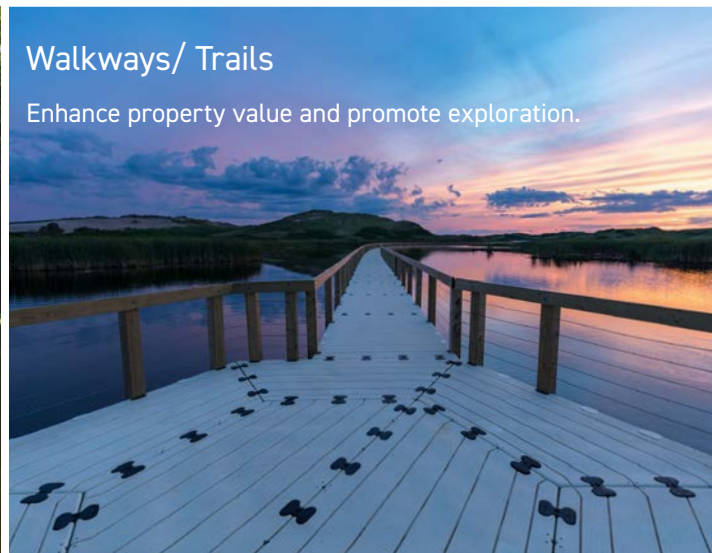
### PWC & Boat Ports

From personal watercraft to various hull shapes and pontoons/tritoon.



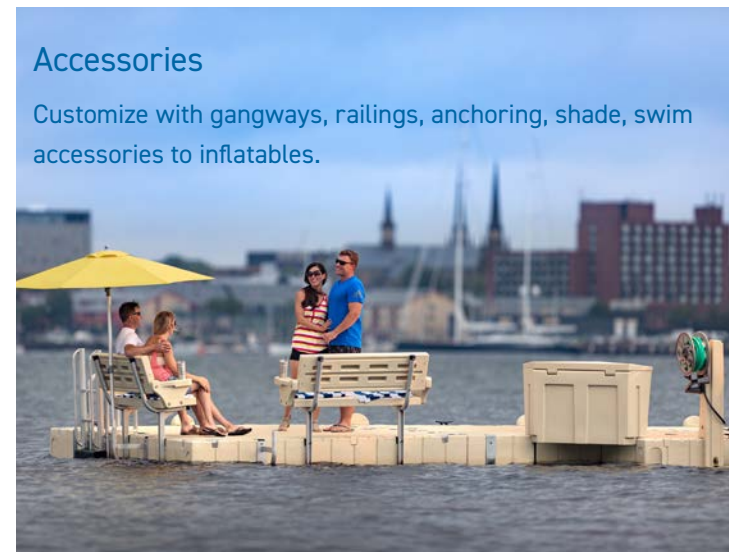
### Kayak & Canoe Launches

Including ADA-compliant accessible transfer systems.



### Walkways/ Trails

Enhance property value and promote exploration.



### Accessories

Customize with gangways, railings, anchoring, shade, swim accessories to inflatables.



## CUSTOMER SEGMENTS

EZ Dock's product line serves four distinct, high-value buyer profiles—meaning multiple revenue streams from one dealership:

RESIDENTIAL	COMMERCIAL	GOVERNMENT	INDUSTRIAL
Waterfront homeowners seeking durability, safety, and lifestyle enhancement. High emotion, repeat referral potential.	Marinas, resorts, camps, and restaurants that need dock systems to generate revenue. Larger project sizes, ROI-driven.	Municipalities, parks, law enforcement, and military. Contract-based, specification-driven, long-term relationships.	Floating work platforms and equipment barges for operations and plant managers. Performance and reliability focused.

## YOUR COMPETITIVE ADVANTAGE IN THE FIELD

- **Full replacement warranty**  
Not pro-rated, signaling real confidence in product longevity.
- **30+ years of installations**  
the oldest docks still in service are a living proof point.
- **Sourcewell contractor**  
Access to municipal projects without having to go through the bid or vendor qualifying process.
- **Modularity**  
Ability to customize to any shape, incredibly easy to install and versatile floatable dock no matter the water depth.
- **Survived major tropical storms**  
documented real-world durability competitors can't match.
- **Foam-free construction**  
EZ Dock docks won't pollute the waterway if damaged, unlike foam-filled competitors.
- **Slip-resistant, barefoot-friendly surface**  
Molded in, not a coating that wears off.
- **Patented Dog Bone couplers**  
Made from recycled rubber, creating the ability to design any shape or configuration.
- **BUILD YOUR BUSINESS WITH EZ DOCK**  
EZ Dock's Dealer Program is designed to help you launch efficiently, build market momentum quickly, and grow alongside an established premium brand. Our team provides the support you need to succeed from day one.



## THE MARKET OPPORTUNITY

Recreational boating license applications surged 75% in a single recent year. Waterfront development—both residential and commercial—continues to accelerate. Consumers and procurement teams alike are actively seeking sustainable alternatives to chemical-treated wood docks. EZ Dock dealers are first in line to capture that demand.

GROWING MARKET	SUSTAINABILITY SHIFT	BOATING BOOM
The global floating docks market grows at 6–7.8% CAGR annually. North America is the largest segment.	Regulatory and consumer pressure is moving buyers away from treated wood toward eco-friendly polyethylene solutions.	Post-pandemic recreational boating growth created a generation of new waterfront property owners actively investing in dock infrastructure.

## IDEAL DEALER PROFILE

We're looking for partners who share our commitment to quality, customer service, and long-term relationships. Ideal EZ Dock dealers typically have:

- Experience in marine, waterfront, or outdoor recreation industries (dock installation, boat sales, marina management, landscaping, or construction).
- An established local presence or customer base in a waterfront community or region.
- The ability to manage installation or partner with a qualified installation crew.
- A customer-first approach aligned with EZ Dock's premium brand positioning.
- Business infrastructure to manage consultative sales, quoting, and project coordination.

## HOW THE DEALER PROGRAM WORKS

EZ Dock's dealer model is designed to make your business profitable quickly, with corporate doing the heavy lifting on brand awareness and lead generation.

- Apply to become a Dealer
- Meet with the EZ Dock Team
- Complete Training and Onboarding
- Receive sales tools, marketing support
- Start getting leads and building awareness in your market
- Begin Selling EZ Dock Solutions
- Grow alongside an industry leader

# READY TO JOIN THE CREW?



## APPLY ONLINE TODAY





For hundreds of U.S. and International water sports enthusiasts from various industry backgrounds, opening an EZ DOCK dealership has meant personal and financial rewards.



## CONTACT US

800-654-8168

[www.ez-dock.com/join-our-team](http://www.ez-dock.com/join-our-team)



Proudly American designed and manufactured for 30 years.

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