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## **Apptology Targets Boat Dealers to Build Mobile Apps for Marketing**

*Apptology has developed 11 mobile applications for many Ski Nautique boat dealers throughout United States*

**Sacramento, CA – Feb. 20, 2013** [Apptology](#), a Northern California leading mobile application developer, announced today they are targeting recreational water sport dealers with great success, having already developed eight mobile apps for boat dealers across the United States and several more are in development. These applications are built on Apptology's ReadyBuilt mobile application platform that are customized specifically for small and medium-sized businesses, providing a marketing platform that boat dealers can use to better communicate with, and service their customers.

Apptology has been creating mobile applications for over two years with a development team of over 100 software engineers. Kevin Fitzgerald, Vice President of Sales for Apptology is a ski boat enthusiast and spent some time training Ski Nautique dealers in Florida about the benefits of these mobile applications. "Our ReadyBuilt mobile app platform is a perfect vehicle for boating dealers to market their sales and service offering, especially considering that many of these dealers do not have marketing personnel or departments", said Fitzgerald. He adds, "These apps are essentially another sales channel for the dealers and are loaded with useful tools customers can use on and off the water, giving dealers the ability to interact with customers in a way they never have before."

Apptology's ReadyBuilt mobile app specifically designed for water sport dealers is a marketing platform to alert customers to special events or promotional offers by utilizing the app's push notification feature which has a 97% read rate. Dealers can also provide access to local recreational sites, weather, water conditions, and other useful tools such as social forums, photo galleries, QR Code scanner, and geo-based coupons. Customers can send photos of themselves enjoying a great day on the water and have those photos posted in the gallery, and they can RSVP to events and obtain discounts sent by the dealer directly from the app.



One of the first dealers to adopt a ReadyBuilt mobile app as a marketing platform was Superior Boat Repair & Sales, (SBRS) located in northern California and is the exclusive Nautique dealer in the greater Sacramento area. Bob Bense, President of SBRS explains, “A mobile app is a way to offer our customers a cutting edge technology that is associated with my dealership and the Nautique brand, and I wanted to create a way for customers to easily interact with me and the store while using their phones.” He adds, “Our mobile app is a comprehensive marketing system that facilitates constant contact with clients and has been a successful referral tool. I have been able to enhance my marketing, communications and commitment to my customers at a minimal cost and overhead so having an app has really been a huge advantage for my business. “

Apptology’s ReadyBuilt mobile apps are a low cost application that customers can purchase for as low as \$550 per platform, including iOS, Android and Blackberry, with a nominal monthly hosting fee. ReadyBuilt apps are popular for the SMB clients because they are a marketing platform for sending promotional text alerts, geo-based coupons, utilizing m-commerce functionality and integrating social media for sharing. In addition to mobile applications, Apptology also offers clients mobile marketing services including custom branded QR codes, push notifications and mobilizing websites.

In addition to [Superior Boat & Repair](#), other water sport dealers who are utilizing ReadyBuilt apps include: [Dockside Marine](#) in Montgomery, TX, [N3 Boatworks](#), a national Ski Nautique Dealer, [Hall Marine of Greenville](#) and [Columbia SC](#), [Regal Nautique](#) of Orlando, FL, [Boater’s Choice Marine](#) in Brooklyn, MI, and [Summerset Marine](#) in Milwaukee, WI. [More information about mobile apps for specifically designed for water sport dealers can be found on the Apptology website.](#)

### **About Apptology**

Based in Folsom, CA, Apptology is a leading mobile application development and mobile marketing company. Unique in their service offering is a comprehensive suite of solutions for the mobile application industry targeted at any business size. The management team includes industry pioneers from Silicon Valley and Fortune 500 companies working with and developing mobile, interactive and new media technologies. The 100 + person development team has created hundreds of applications for various companies around the world on all platforms. For more information please visit <http://www.apptology.com>.

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