



“Coming from a unrelated business model, Jim and his staff at Fusion Business Services have allowed me and my team to concentrate on our business of selling boat club memberships and improving overall customer satisfaction. Through their flexibility and accuracy of the financial reporting, it has enabled me to relinquish all day to day accounting”

Phil Holley, President
Freedom Boat Club of Charleston

Freedom Boat Club of Charleston

Client Profile: National Boat Club Franchise

Strategic Project Goals: Sales • Company Culture

Started in 1989, Freedom Boat Club was founded on a simple business proposition – a member’s only boat club designed to provide the joy of boating while relieving its membership from the inherent challenges of boat ownership. This premise still holds true today. Own the water. Not the boat. The Charleston franchise is one of 56 locations across the country.

Freedom Boat Club of Charleston contacted Fusion Business Services in October of 2005 requesting controller services to assist with the day to day running of their club. At the time Fusion Business Services was working with several other clubs offering the same services. Fusion handles all daily payables management, bank management, member management, and monthly and quarterly franchise reporting as well as South Carolina sales tax filing.

As the Charleston location has grown, their needs have also changed, and Fusion has been able to partner with them and assist in this growth with the addition of payroll services, annual tax preparation and accounting services for other affiliated businesses. By partnering with Fusion, Freedom Boat Club of Charleston was able to concentrate more efforts on sales and more time to membership growth.