

Checklist For Starting a Jet Ski Rental Business

Business Plan Development

- Define business objectives
- Identify target market
- Analyze competitors
- Plan marketing strategies
- Project financials

Legal Requirements

- Register the business
- Obtain necessary licenses
- Secure liability insurance
- Understand local regulations
- Prepare waiver forms

Location and Storage

- Select a strategic location
- Arrange for secure storage
- Ensure easy water access
- Consider parking for customers
- Negotiate lease agreements

Equipment Purchase

- Buy high-quality jet skis
- Invest in safety gear
- Acquire maintenance tools
- Get cleaning supplies
- Consider variety in models

Staffing and Operations

- Hire experienced staff
- Train in safety protocols
- Develop customer service policies
- Set up booking system
- Implement maintenance schedule

Marketing and Sales

- Develop a website
- Use social media for promotions
- Offer discounts and packages
- Partner with local hotels
- Gather customer reviews

Go-to Resources for Starting a Jet Ski Rental Business

Booking and Scheduling

- [SimplyBook.me](#)
- [Checkfront](#)
- [Bookeo](#)

Marketing Tools

- [Canva](#)
- [Hootsuite](#)
- [Mailchimp](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [QR Code Generator](#)
- [Logo Generator](#)

*All of the resources are clickable links