BluMarina
by DockMaster

Run your marina.
Not your paperwork.

One intelligent, cloud-based platform for marinas, boatyards, yacht clubs and marine service businesses.

Berths & Dockage | Service | Dry Stack | Rentals & Club | Inventory | Payments

Why operators are switching to BluMarina

One connected platform

Replace spreadsheets, paper work orders and disconnected tools with a single system that runs the whole business, from first enquiry to final invoice.

Save hours every week

Estimate, work order and invoice flow through without re-keying. Recurring service plans and seasonal, prorated billing happen automatically.

Grow revenue faster

Capture demand around the clock, invoice sooner and get paid faster through a branded 24/7 customer portal where boaters approve work and pay online.

Work from the pontoon

An offline-capable mobile app keeps technicians working at the far end of the yard. Built-in eSignature closes contracts and authorisations on the spot.

Built for the waterfront

Haul-outs, storage cycles, dry stack logistics, seasonal contracts and multi-site operations are designed in, not bolted on. Nothing to work around.

Ready for Europe

Operates in your language and connects to the accounting system you already run, so your team keeps the tools and workflows it trusts.

"BluMarina replaced three separate systems for us. Our front desk team went from spending hours on billing and contracts to handling everything in minutes."

Marina Operations Director, Florida, USA

40+ years
of marine software expertise

blumarina.com

See it live at METSTRADE 2026 · Marina & Yard Pavilion · RAI Amsterdam

BluMarina

One platform. Every marina operation.

What is inside BluMarina

Customers & vessels
Complete 360° profiles: owners, boats, contracts, history and every conversation in one place.

Berths & dockage
Berth and dock management, reservations and contracts, for the season or for one night.

Service management
AI-powered workflow from estimate to work order to invoice. Recurring service plans built in.

Mobile technician app
Works offline at the far end of the yard. Photos, parts, time and sign-off from the boat.

Dry stack
Launch and haul scheduling, rack management and storage cycles built for dry stack operators.

Rentals & boat club
Hire fleets, boat club programmes, bookings and member management on the same platform.

Inventory & parts
Stock, parts and purchasing tied directly to work orders, sales and invoicing.

Payments & customer portal
Boaters view agreements, approve work and pay online through a branded 24/7 portal.

eSignature
Contracts, work authorisations and storage agreements signed on the spot, on any device.

Reporting & analytics
Live visibility across berths, service, sales and revenue, with reporting that ties it all together.

Operates in your language
Multi-language ready — operate anywhere in the world.

Accounting your way
Connects to the accounting system you already run.

Now with BluSynq — every conversation, handled.
BluSynq is the AI agent inside BluMarina. It answers calls, messages and emails 24/7, books berths, schedules service, creates estimates and collects payments — so after-hours and peak-season enquiries become booked revenue instead of voicemail.

METSTRADE SHOW OFFER

Free onboarding & implementation

Book a demo at our stand during METSTRADE and sign by 31 January 2027, and we waive your onboarding and implementation fees entirely — the biggest upfront cost of switching, gone.

New customers only. Applies to standard onboarding and implementation fees; subscription fees not included.

See it in action.

Scan to explore the platform or book a demo.

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BluMarina by DockMaster · Trusted by marinas, boatyards and yacht clubs for 40+ years