



Enhancing the Lake Life

We're Lake House owners too. We care deeply about our lakes and the simple pleasures our Lake Home affords us. We live for the fun we have today. And for the memories we make forever.

For lake homeowners, MyLakeTown.com enhances life at the lake – even when they aren't there. They can easily get information on lake weather, news and events, connect with their neighbors, and find the resources they need to take care of their Lake Houses.

Key Benefits for Lake Homeowners

- Quickly find information on Lake conditions, news and events
- Personalized, custom profiles for each person in the house
- Easy event scheduling for gatherings with friends and family
- Secure online dues payment
- Classified ads for lake related items listed by association members
- Access to local businesses
- Coupons to local business and services
- A year-round connection with the lake community.

MY *LakeTown*.COM



THE *Future* OF YOUR LAKE COMMUNITY.



Welcome to MyLakeTown.com

MyLakeTown.com is the only online tool specifically built to give Lake Associations the things they've been wanting forever: A beautiful, easy to use website, helpful tools for the day-to-day of board work, and a place that visibly increases the value of a Lake Association membership for homeowners.

For lake association members, MyLakeTown.com enhances life at the lake – even when they aren't there. Members can easily get information on lake weather, news and events, connect with their neighbors, and find the resources they need to take care of their Lake Houses.

MyLakeTown.com makes membership in the Lake Association a must have. By stitching the community together and adding immeasurable value to membership, it is **the** tool for increasing membership.

Make Your Administrative Work Easier

For Lake Association Board Members, MyLakeTown.com is an unparalleled tool for the day to day of Board duties. It's also a membership-boosting powerhouse, bringing a taste of "the lake life" to all association members, anytime they need to get away.

With MyLakeTown.com, your Lake Association Board can save time, reduce costs, and increase revenues. It can simplify administrative duties, like collecting dues, contacting members and communicating the latest news.

Key Benefits for Association Boards

- A beautiful, professionally developed website
- Collect and track member dues
- Membership data management
- On-line document storage
- Quickly and easily communicate with members
- Lost and found
- Maintain visibility of the Association's work to all homeowners
- Easily update and use the site
- Save time and reduce administrative and mailing costs
- Increase membership and participation
- Increase revenue
- Stitch community members closer together
- Instant communication for members and Board.

Boost Association Membership

MyLakeTown.com is designed to help build membership and increase Association revenues. By adding clear value to association memberships through genuine connections, news updates and useful information, MyLakeTown.com gives members a way to visit the lake anytime they wish, and communicate in a modern way.

Generate New Sources of Association Revenue

MyLakeTown.com creates a unique opportunity for Lake Associations to raise revenue simply by including the local businesses that are part of your lake community.

Your Association can offer business memberships – basic and premium – to local businesses that have served your homeowners for years. Local restaurants, realtors, grocery markets, propane dealers and so many more retailers and service providers are eager to show their support of the Lake.

MyLakeTown.com supports the entire program and your Association will earn 20% of all revenues from business memberships on an ongoing basis. This can produce thousands of extra dollars to support and enhance the Association's initiatives.