



Benefits & Discounts

MRAA Programs



MRAA Dealership Certification

To support its dealers in becoming Certified, the following manufacturers offer **co-op or rebate incentives** to participate in the program: Centurion, Chaparral, Grady White, Nautique, Robalo, Skier's Choice, Supreme, Tiara and Yamaha Marine. Certified dealers get access to a host of additional benefits, listed here: mraa.com/certification-benefits



MRAA Training.com

MRAA Silver members gain access to over 240 courses on sales, marketing, leadership, management, F&I, customer service, the service department and more! You can search by topic, speaker, and keywords to find tailored, boat business content to help improve your dealership.



Dealer Week

MRAA Members receive hefty discounts on Dealer Week registration, saving you up to **\$350-450 per person**.



MRAA Health

Receive significant savings on their company's insurance benefits with this Member-Only health care program. The average savings MRAA members are quoted is **\$1,600 per employee**, per year. MRAA members have had opportunities to save upwards of **\$40,000 to \$80,000 per year**.



MRAA Career Center

The Career Center connects employers and job seekers to find careers within the marine industry.



MRAA Virtual Business Development Center

CSI Inc manages the MRAA VDDB program. When enrolled, your customers receive personalized thank you emails, text/phone calls to survey experience, and you receive actionable feedback to upsell and resolve issues quick saving your team time and money.



Succession Planning Toolkit

MRAA members get **exclusive access** to the Succession Planning Toolkit Guide made in Partnership with Spader Business Planning, Stacey International, The Rawls Business Group and Bellavia Blatt, PC.

MRAA Partner Benefits

The following Benefit Providers offer exclusive discounts and programs for MRAA members. To learn more, visit mraa.com/benefits



Bellavia Blatt

This is the most acclaimed program in the industry for dealers who prefer an experienced and prestigious dealership law firm to act on their behalf as "in-house" counsel. The discounted rate for MRAA members is only **\$500/month** to have them on retainer. They can assist you with issues including dealer/manufacture agreements, vendor/supplier and property contracts, employment disputes, and more.



Boat US

MRAA members receive **20-25% discounts** on Towing Memberships when enrolled in the BoatUS benefit program.



Brunswick Dealer Advantage

MRAA members receive a **5% rebate every quarter** on ALL Passport or Passport Premier contracts sold by your dealership. That's in addition to the profits earned from the initial sale of the contract. The average dealer can anticipate **around \$400 off in additional rebates** from this benefit, which covers the investment in Bronze Membership.



Customer Service Intelligence

Beef up your Business Development Center with CSI, Inc. As a member you get access to Comparison Industry Reports for **free**, discounted rates on all CSI programs, 9 management reports to help you track, measure and manage your dealership's process and people, and a **free "test drive"** of CSI Services to show what you'd receive if you signed up with them.



Marine Dealer Technologies

MRAA members are entitled to discounts on both initial brand setup and model year and monthly update fees for Marine Dealer Technologies' Digital Showroom Manager, an interactive, cloud-based tool accessible via the internet that dealerships can use to configure custom retail quotes, control margins, complete sales and customer financing agreements and monitor inventory in a simple, timely and professional manner, all while never leaving the customer's side.



PartnerShip

MRAA Members receive exclusive discounts on inbound and outbound shipments of all sizes through the free benefit with the MRAA Shipping Program. Save anywhere from **\$500 to over \$10,000 per year** on Inbound and outbound shipping. Save on small package shipping with discounts of **45%** on FedEx Express and **25%** on FedEx Ground (including returns and FedEx Home Delivery®).



Paycor

Paycor's online payroll and HR software is an easy-to-use, yet powerful tool that gives your team time back. You can quickly and easily pay employees, eliminate concerns about tax compliance, all while exploring more ways to save you money.



Priority One Financial

Flexible, business-forward finance and insurance solutions for your dealership. Leverage industry-leading technology to simplify your customer's path to purchase while you **earn more reserve**.



Rollick

A great resource for your marketing, Rollick's program generates high quality leads for your dealership and provides you with best-in-class lead response tools and concierge services to deliver an exceptional buying and ownership experience for the customer.



Sea Tow

Include a Sea Tow membership with your customer's purchase and ensure they have complete peace of mind on the water with access to an on-water support team standing by 24/7.

Sea Tow membership provides FREE: Towing, Fuel Delivery, Jump Starts, Covered Undergroundings, Disentanglement, Tows from home dock to repair facility, Access to Sea Tow Savings Club, Access to Sea Tow Captains and staff for local knowledge and expertise, and MORE. As a MRAA Member you are **guaranteed a discount** on Sea Tow memberships.



Shurhold

MRAA members **save \$66 – \$1,000** on your initial order. Full-color, high-resolution wrap-around printed buckets are the perfect branding opportunity for Stores, Dealers, and Boat Builders. MRAA members receive special pricing and low minimums: Custom Art Design **FREE** (Normally \$200) + **No Art Plate / Setup Fee** (Normally \$30) + Additional **\$70 off** first order (This brings the total offer value to **\$300**, which is not available to non-members).



Spader Business Management

As the MRAA endorsed 20 Group provider, MRAA members can receive the following discounts for their courses: Total Management 1 – **\$100 off per attendee** + Leadership Development Program – **\$300 off per participant**.



Wells Fargo

MRAA members receive Payment Processing **special rates and discounts** from Wells Fargo, even if you already use Wells Fargo.

