



# Benefits & Discounts

## MRAA Programs



### MRAA Dealership Certification

MRAA Members are encouraged to improve their operations, employee engagement and customer experience by becoming Certified Dealerships and are offered a member discount to enroll. Dealers may also get support from their manufacturers to get Certified. These dealers earn additional benefits once they become Certified. To learn more, visit [mraa.com/get-certified](http://mraa.com/get-certified).



### MRAA Service Management Certification

MRAA/ABYC Service Management Certification-MRAA Retail Members receive discounts on the Service Management Certification program, which is the first in a series of position-specific certifications planned for development. Learn more about how to become certified and its benefits at: [mraa.com/ServiceCertification](http://mraa.com/ServiceCertification).



### MRAA Training.com

MRAA Silver and Gold members gain access to over 260 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 **\$450 per person**.



### MRAA Health

Receive significant savings on your 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 Data Center

Exclusive access to our monthly Pulse Report which helps to identify today's trends and dealer sentiment helping you to make more informed decisions for your business. Also, members can access our quarterly Marine Market Insights Report, produced in conjunction with J.D. Power.



### 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 VDBC 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.



### Aimie

Silver and Gold members have access to our exciting new AI Technology, Aimie.



# MRAA Partner Benefits

The following Benefit Providers offer exclusive discounts and programs for MRAA members. To learn more, visit [mraa.com/benefits](http://mraa.com/benefits)



## Bellavia Blatt

Gain access to a nationally recognized law firm specializing in Dealer Law. A discounted rate for MRAA members is only \$500/month to have them on retainer.



## 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. You do not need to be a Brunswick dealer to participate in this program.



## 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.



## 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.



## PartnerShip

MRAA Members receive exclusive discounts on inbound and outbound shipments of all sizes. Members have saved anywhere from \$500 to over \$10,000 per year on Inbound and outbound shipping.



## Paycor

Paycor's online payroll and HR software is an easy-to-use, yet powerful tool that 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

Receive access to exclusive, value added, membership options that can be included with the sale of a boat, including MRAA discounts on SeaTow membership.



## 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.



## 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.