



Scorecard Report

Insights into the performance of your
Dealer-Manufacturer relationships.

Produced in April 2025

Manufacturer Performance Review Summary

Bender Boats - Bass Baby

Report Date: 3/8/25



THIS MONTH

YEAR-TO-DATE

SURVEYS	BRAND	PARENT	INDUSTRY	BRAND	PARENT	INDUSTRY
SUBMITTED	0	0	743	130	1,350	2,981
COMPLETED	1	4	26	4	71	176
COMPLETED %	0.00	0.00	3.50	3.08	5.26	5.90

THIS MONTH

YEAR-TO-DATE

AVERAGE RESPONSE %	BRAND	PARENT	INDUSTRY	BRAND	PARENT	INDUSTRY
Dealer Agreement	7.00	5.00	5.81	5.50	5.55	5.71
Market Territory	4.00	5.00	5.32	5.33	5.38	5.29
Product Quality	5.00	5.50	6.00	5.00	5.29	5.66
Education/Training	4.00	4.00	5.78	3.33	5.47	5.29
Marketing and Promotions	3.00	4.00	5.70	4.67	5.44	5.40
Warranty Programs and Processes	7.00	5.75	6.40	5.67	5.61	5.84
Parts Delivery	5.00	5.50	6.20	5.33	5.52	5.66
Market Share	4.00	5.00	5.74	4.67	5.55	5.45
Satisfaction with Mfg. Rep.	6.00	6.50	6.74	6.67	6.26	6.18
Satisfaction with Relationship	6.00	6.00	6.53	5.33	6.19	6.15
TOTAL	4.00	4.04	4.40	4.35	4.27	4.37

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

Report Date: 3/8/25



What was lacking in the Dealer Agreement?

	THIS MONTH						YEAR-TO-DATE					
	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Written well-defined mutually agreed upon performance expectations	0	0.00	0	0.00	1	2.86	0	0.00	2	2.08	6	2.71
Timely review of those expectations at least annually	0	0.00	0	0.00	1	2.86	0	0.00	8	8.33	17	7.69
Defined cure period and resolution plan if you fall short of defined expectations	0	0.00	0	0.00	2	5.71	0	0.00	9	9.38	16	7.24
Clarity of deliverables Manufacturer will provide you	0	0.00	1	20.00	4	11.43	0	0.00	7	7.29	19	8.60
Reasonable sales volume commitment expectations	0	0.00	0	0.00	3	8.57	0	0.00	14	14.58	24	10.86
Length/term	0	0.00	1	20.00	2	5.71	0	0.00	11	11.46	16	7.24
Other - Please Specify	0	0.00	0	0.00	0	0.00	1	25.00	6	6.25	10	4.52
No Answer Given	1	100.00	3	60.00	22	62.86	3	75.00	39	40.63	113	51.13
TOTAL	1	100.00	5	100.00	35	100.00	4	100.00	96	100.00	221	100.00

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

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What was lacking in the Market Territory you cover?

	THIS MONTH						YEAR-TO-DATE					
	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Adequate territory size to support dealer growth	1	50.00	3	50.00	6	16.67	2	33.33	20	18.35	33	14.22
Clarity of communications around your territory	0	0.00	0	0.00	2	5.56	0	0.00	13	11.93	23	9.91
Integrity of Manufacturer in enforcing Dealer's territory	0	0.00	1	16.67	6	16.67	1	16.67	28	25.69	49	21.12
Clearly defined enforceable policies for internet marketing and pricing	1	50.00	1	16.67	4	11.11	1	16.67	15	13.76	32	13.79
Other - Please Specify	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3	1.29
No Answer Given	0	0.00	1	16.67	18	50.00	2	33.33	33	30.28	92	39.66
TOTAL	2	100.00	6	100.00	36	100.00	6	100.00	109	100.00	232	100.00

Manufacturer Performance Review Summary

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What was lacking on the overall product quality?

THIS MONTH

YEAR-TO-DATE

	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Overall product quality	1	50.00	1	20.00	2	6.67	3	50.00	18	18.56	26	12.56
Overall quality of cosmetic finish	0	0.00	3	60.00	6	20.00	1	16.67	33	34.02	44	21.26
Functionality reliability and performance of boat engine electronic and accessories.	0	0.00	0	0.00	2	6.67	0	0.00	17	17.53	31	14.98
Other - Please Specify	1	50.00	1	20.00	4	13.33	1	16.67	1	1.03	14	6.76
No Answer Given	0	0.00	0	0.00	16	53.33	1	16.67	28	28.87	92	44.44
TOTAL	2	100.00	5	100.00	30	100.00	6	100.00	97	100.00	207	100.00

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

Report Date: 3/8/25



What was lacking on all aspects of its Education and Training?

	THIS MONTH						YEAR-TO-DATE					
	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Quality of onboarding programs for new dealers as well as ongoing management sales service administrator and boat technician training programs	0	0.00	1	20.00	3	9.68	1	25.00	15	16.13	26	11.76
Cost and accessibility of training to your dealership	1	100.00	2	40.00	3	9.68	1	25.00	16	17.20	27	12.22
Effectiveness of education-related communications	0	0.00	0	0.00	1	3.23	0	0.00	9	9.68	25	11.31
Ease of use and training on manufacturer's dealer portal	0	0.00	2	40.00	5	16.13	0	0.00	13	13.98	33	14.93
Other - Please Specify	0	0.00	0	0.00	2	6.45	0	0.00	3	3.23	11	4.98
No Answer Given	0	0.00	0	0.00	17	54.84	2	50.00	37	39.78	99	44.80
TOTAL	1	100.00	5	100.00	31	100.00	4	100.00	93	100.00	221	100.00

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

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What was lacking on all aspects of its Marketing and Promotions programs?

	THIS MONTH						YEAR-TO-DATE					
	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Number and timeliness of manufacturer qualified leads received	0	0.00	1	11.11	2	5.13	0	0.00	22	19.47	35	13.26
Quality of marketing solutions provided (point of sale or campaigns)	0	0.00	1	11.11	3	7.69	0	0.00	10	8.85	22	8.33
Marketing support and its ease of use	0	0.00	1	11.11	4	10.26	0	0.00	7	6.19	19	7.20
Effectiveness of overall marketing and promotions communications	0	0.00	1	11.11	3	7.69	0	0.00	16	14.16	28	10.61
Overall marketing promotions and events performance	0	0.00	1	11.11	4	10.26	1	25.00	11	9.73	28	10.61
Boat show support	0	0.00	2	22.22	2	5.13	0	0.00	8	7.08	20	7.58
Other - Please Specify	0	0.00	0	0.00	1	2.56	0	0.00	1	0.88	6	2.27
No Answer Given	1	100.00	2	22.22	20	51.28	3	75.00	38	33.63	106	40.15
TOTAL	1	100.00	9	100.00	39	100.00	4	100.00	113	100.00	264	100.00

Manufacturer Performance Review Summary

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What was lacking with the Warranty Programs and Processes?

	THIS MONTH						YEAR-TO-DATE					
	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Consumer warranty program/coverage with clearly defined policies and parameters related to all coverage	0	0.00	0	0.00	1	3.57	1	16.67	4	3.81	12	5.08
Overall performance of warranty representative	0	0.00	1	16.67	1	3.57	0	0.00	8	7.62	16	6.78
Responsiveness in support of warranty-related questions or repairs	0	0.00	2	33.33	2	7.14	0	0.00	12	11.43	20	8.47
Market-competitive reimbursement rates	0	0.00	0	0.00	0	0.00	0	0.00	6	5.71	14	5.93
Prompt payment of warranty claims	0	0.00	1	16.67	1	3.57	0	0.00	3	2.86	7	2.97
Effectiveness of warranty related communications	0	0.00	0	0.00	1	3.57	0	0.00	9	8.57	19	8.05
Overall warranty coverage	0	0.00	0	0.00	0	0.00	1	16.67	8	7.62	15	6.36
Shows true partnership with dealer	0	0.00	0	0.00	0	0.00	1	16.67	10	9.52	12	5.08
Other - Please Specify	0	0.00	0	0.00	1	3.57	0	0.00	4	3.81	9	3.81
No Answer Given	1	100.00	2	33.33	21	75.00	3	50.00	41	39.05	112	47.46
TOTAL	1	100.00	6	100.00	28	100.00	6	100.00	105	100.00	236	100.00

Manufacturer Performance Review Summary

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What was lacking in the Parts Delivery?

THIS MONTH

YEAR-TO-DATE

	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Timely parts delivery and effective parts-related communications	1	100.00	2	33.33	3	9.09	2	50.00	13	14.13	29	13.00
Responsiveness and support on parts fulfillment/delivery requirements	0	0.00	1	16.67	2	6.06	0	0.00	9	9.78	18	8.07
Accuracy of parts orders received	0	0.00	0	0.00	1	3.03	0	0.00	9	9.78	17	7.62
Ability to look up accurate parts with a specific part number	0	0.00	1	16.67	5	15.15	0	0.00	13	14.13	31	13.90
Notification of parts obsolescence for ordering or stocking purposes	0	0.00	0	0.00	2	6.06	0	0.00	5	5.43	16	7.17
Other - Please Specify	0	0.00	0	0.00	2	6.06	0	0.00	1	1.09	4	1.79
No Answer Given	0	0.00	2	33.33	18	54.55	2	50.00	42	45.65	108	48.43
TOTAL	1	100.00	6	100.00	33	100.00	4	100.00	92	100.00	223	100.00

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

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What was lacking with Market Share?

THIS MONTH

YEAR-TO-DATE

	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Programs and products to become national leader in Manufacturer segment	1	50.00	2	28.57	3	8.57	2	28.57	12	12.90	23	10.22
Support for dealer to grow regional market share	0	0.00	0	0.00	3	8.57	1	14.29	11	11.83	25	11.11
Competitive price and value of Manufacturer product	1	50.00	3	42.86	6	17.14	2	28.57	26	27.96	54	24.00
Creates plans with dealer to increase market share	0	0.00	1	14.29	6	17.14	0	0.00	12	12.90	36	16.00
Other - Please Specify	0	0.00	0	0.00	0	0.00	0	0.00	1	1.08	4	1.78
No Answer Given	0	0.00	1	14.29	17	48.57	2	28.57	31	33.33	83	36.89
TOTAL	2	100.00	7	100.00	35	100.00	7	100.00	93	100.00	225	100.00

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

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What was lacking with the relationship?

	THIS MONTH						YEAR-TO-DATE					
	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Productive relationship with regular pre-scheduled visits	1	100.00	1	25.00	1	3.85	1	25.00	6	7.50	13	6.63
Timely notification of programs incentives and rebates	0	0.00	0	0.00	0	0.00	0	0.00	1	1.25	5	2.55
Responsiveness and engagement with dealership	0	0.00	0	0.00	0	0.00	0	0.00	5	6.25	7	3.57
Boat show or other event support	0	0.00	0	0.00	0	0.00	0	0.00	2	2.50	6	3.06
Provides product knowledge training competitive product analysis	0	0.00	0	0.00	0	0.00	0	0.00	1	1.25	11	5.61
Awareness of geographic market to support dealer growth	0	0.00	0	0.00	0	0.00	0	0.00	4	5.00	13	6.63
Other - Please Specify	0	0.00	0	0.00	0	0.00	0	0.00	1	1.25	5	2.55
No Answer Given	0	0.00	3	75.00	25	96.15	3	75.00	60	75.00	136	69.39
TOTAL	1	100.00	4	100.00	26	100.00	4	100.00	80	100.00	196	100.00

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

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What was lacking with your Bass Baby relationship?

THIS MONTH

YEAR-TO-DATE

	BRAND		PARENT		INDUSTRY		BRAND		PARENT		INDUSTRY	
	#	%	#	%	#	%	#	%	#	%	#	%
Responsiveness to dealer's overall business needs and timeliness on urgent needs	0	0.00	0	0.00	1	3.85	0	0.00	6	7.59	19	10.38
Keeping you informed about their programs policies and strategies recalls and product changes/issues	0	0.00	0	0.00	2	7.69	0	0.00	6	7.59	17	9.29
Does what is right on behalf of the customer and dealer	0	0.00	0	0.00	0	0.00	1	25.00	11	13.92	16	8.74
Other - Please Specify	0	0.00	1	25.00	1	3.85	0	0.00	1	1.27	3	1.64
No Answer Given	1	100.00	3	75.00	22	84.62	3	75.00	55	69.62	128	69.95
TOTAL	1	100.00	4	100.00	26	100.00	4	100.00	79	100.00	183	100.00

Manufacturer Performance Review Summary

Bender Boats - Bass Baby

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Bill Bowers

Satisfaction with Mfg. Rep.

	MONTH	YTD
1	0	0
2	0	0
3	0	0
4	0	0
5	0	0
6	0	0
7	0	1
WEIGHTED AVERAGE	0.00	7.00

Bill Bowers

What was lacking with the relationship?

	MONTH		YTD	
	#	%	#	%
Productive relationship with regular pre-scheduled visits	0	0.00	0	0.00
Timely notification of programs incentives and rebates	0	0.00	0	0.00
Responsiveness and engagement with dealership	0	0.00	0	0.00
Boat show or other event support	0	0.00	0	0.00
Provides product knowledge training competitive product analysis	0	0.00	0	0.00
Awareness of geographic market to support dealer growth	0	0.00	0	0.00
Other - Please Specify	0	0.00	0	0.00
No Answer Given	0	0.00	1	100.00
TOTAL	0	100.00	1	100.00

Manufacturer Performance Review Summary

Bender Boats - Bass Baby

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Betty Boop

Satisfaction with Mfg. Rep.

	MONTH	YTD
1	0	0
2	0	0
3	0	0
4	0	0
5	0	0
6	1	1
7	0	1
WEIGHTED AVERAGE	6.00	6.50

Betty Boop

What was lacking with the relationship?

	MONTH		YTD	
	#	%	#	%
Productive relationship with regular pre-scheduled visits	1	100.00	1	33.33
Timely notification of programs incentives and rebates	0	0.00	0	0.00
Responsiveness and engagement with dealership	0	0.00	0	0.00
Boat show or other event support	0	0.00	0	0.00
Provides product knowledge training competitive product analysis	0	0.00	0	0.00
Awareness of geographic market to support dealer growth	0	0.00	0	0.00
Other - Please Specify	0	0.00	0	0.00
No Answer Given	0	0.00	2	66.67
TOTAL	1	100.00	3	100.00

Manufacturer Performance Review Summary

Bender Boats, LLC - Bass Baby

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How many total boat brands does your location carry?

THIS MONTH

YEAR-TO-DATE

RESPONSE	BRAND	PARENT	INDUSTRY	BRAND	PARENT	INDUSTRY
1	0	0	1	0	0	2
2	0	0	4	0	5	19
3	0	0	7	1	14	34
4	0	0	4	1	19	40
5	0	1	2	1	6	21
6	0	0	1	0	9	19
7	1	3	5	1	11	18
8	0	0	1	0	2	7
9	0	0	0	0	4	4
10+	0	0	1	0	1	9
Other - Please Specify	0	0	0	0	0	0
No Answer Given	0	0	0	0	3	4
TOTAL	1	4	26	4	74	177

Manufacturer Performance Review Summary

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What are your total annual gross sales including all brands?

THIS MONTH

YEAR-TO-DATE

RESPONSE	BRAND	PARENT	INDUSTRY	BRAND	PARENT	INDUSTRY
\$0-\$2.49 million	0	0	9	1	5	29
\$2.5-\$4.9 million	0	0	5	0	5	24
\$5-\$7.49 million	0	0	1	0	9	19
\$7.5-\$9.9 million	0	0	3	0	11	27
\$10-\$14.9 million	0	1	2	1	10	16
\$15-\$19.9 million	0	0	1	0	11	22
\$20-\$49.9 million	0	1	1	1	14	19
\$50+ million	1	2	2	1	5	5
Other - Please Specify	0	0	0	0	0	1
No Answer Given	0	0	2	0	4	14
TOTAL	1	4	26	4	74	176

Manufacturer Performance Review



Manufacturer: Lawrence Lake

Location: Bender Boats - Bass Baby

Scoring Criteria					
Very Unacceptable	Somewhat Unacceptable	Somewhat Acceptable	Very Acceptable	For any questions not scored a 7, please explain why you scored it the way you did.	
1	2	3	4		
Please rate Manufacturer on the following Performance Categories				Score	Comments
Dealer Agreement: Consider: Written, well-defined mutually agreed upon performance expectations; Timely review of those expectations, at least annually; Defined cure period and resolution plan if you fall short of defined expectations; Clarity of deliverables Manufacturer will provide you; Reasonable sales volume commitment expectations; Length/term.				7	
Market Territory: Consider: Adequate territory size to support dealer growth; Clarity of communications around your territory; Integrity of Manufacturer in enforcing Dealer's territory; Clearly defined, enforceable policies for internet marketing and pricing.				4	Adequate territory size to support dealer growth; Clearly defined, enforceable policies for internet marketing and pricing; Suffolk County small territory.
Product Quality: Consider: Overall product quality; Overall quality of cosmetic finish; Functionality, reliability and performance of boat, engine, electronic and accessories.				5	Overall product quality; Other - Please Specify; Missing items on boat when arriving. Some dealer options ordered with boat not installed.
Education and Training: Consider: Quality of onboarding programs for new dealers as well as ongoing management, sales, service administrator and boat technician training programs; Cost and accessibility of training to your dealership; Effectiveness of education-related communications; Ease of use and training on manufacturer's dealer portal.				4	Cost and accessibility of training to your dealership;
Marketing & Promotions: Consider: Number and timeliness of manufacturer qualified leads received; Quality of marketing solutions provided (point of sale or campaigns); Marketing support and its ease of use; Effectiveness of overall marketing and promotions communications; Overall marketing, promotions and events performance; Boat show support.				3	No Answer Given; Was able to get some marketing show items from the team which was very helpful! The Bass Baby photo/video content is great & easy for us to use.
Warranty Programs & Processes: Consider: Consumer warranty program/coverage with clearly defined policies and parameters related to all coverage; Overall performance of warranty representative; Responsiveness in support of warranty-related questions or repairs; Market-competitive reimbursement rates; Prompt payment of warranty claims; Effectiveness of warranty-related communications; Overall warranty coverage; Shows true partnership with dealer.				7	Not lacking on anything.
Parts Delivery: Consider: Timely parts delivery and effective parts-related communications; Responsiveness and support on parts fulfillment/delivery requirements; Accuracy of parts orders received; Ability to look up accurate parts with a specific part number; Notification of parts obsolescence for ordering or stocking purposes.				5	Timely parts delivery and effective parts-related communications ; Effective parts-related communications. Takes more time than expected for parts to arrive on some occasions.
Market Share: Consider: Programs and products to become national leader in their segment; Support for dealer to grow regional market share; Competitive price and value of Manufacturer product; Creates plans with dealer to increase market share.				4	Programs and products to become national leader in Manufacturer segment; Competitive price and value of Manufacturer product;
Satisfaction with Manufacturer's Rep: Consider: Productive relationship, with regular, pre-scheduled visits; Timely notification of programs, incentives and rebates; Responsiveness and engagement with dealership; Boat show or other event support; Provides product knowledge, training, competitive product analysis; Awareness of geographic market to support dealer growth.				6	Productive relationship, with regular, pre-scheduled visits;
Satisfaction With Relationship: Consider: Responsiveness to dealer's overall business needs and timeliness on urgent needs; Keeping you informed about their programs, policies and strategies, recalls and product changes/issues; Does what is right on behalf of the customer and dealer.				6	No Answer Given; Met with Bass Baby Management at the Miami Boat Show and they will be visiting us in a month or so to review what improvements can be made.

Manufacturer Performance Review



Total Possible: 70 Total Score: 51 Total Percentage: 72.86

Urgent Action Item - Plan of Action: For Your Information

Manufacturer Performance Review



Manufacturer: East Bay Group

Location: Bender Boats - Bass Baby

Scoring Criteria				For any questions not scored a 7, please explain why you scored it the way you did.		
Very Unacceptable	Somewhat Unacceptable	Somewhat Acceptable	Very Acceptable			
1	2	3	4		5	6
Please rate Manufacturer on the following Performance Categories				Score	Comments	
Dealer Agreement: Consider: Written, well-defined mutually agreed upon performance expectations; Timely review of those expectations, at least annually; Defined cure period and resolution plan if you fall short of defined expectations; Clarity of deliverables Manufacturer will provide you; Reasonable sales volume commitment expectations; Length/term.				7		
Market Territory: Consider: Adequate territory size to support dealer growth; Clarity of communications around your territory; Integrity of Manufacturer in enforcing Dealer's territory; Clearly defined, enforceable policies for internet marketing and pricing.				7		
Product Quality: Consider: Overall product quality; Overall quality of cosmetic finish; Functionality, reliability and performance of boat, engine, electronic and accessories.				5	Overall product quality; Overall quality of cosmetic finish;	
Education and Training: Consider: Quality of onboarding programs for new dealers as well as ongoing management, sales, service administrator and boat technician training programs; Cost and accessibility of training to your dealership; Effectiveness of education-related communications; Ease of use and training on manufacturer's dealer portal.				5	Quality of onboarding programs for new dealers as well as ongoing management, sales, service administrator and boat technician training programs; Would like to see more factory sales training on product.	
Marketing & Promotions: Consider: Number and timeliness of manufacturer qualified leads received; Quality of marketing solutions provided (point of sale or campaigns); Marketing support and its ease of use; Effectiveness of overall marketing and promotions communications; Overall marketing, promotions and events performance; Boat show support.				7		
Warranty Programs & Processes: Consider: Consumer warranty program/coverage with clearly defined policies and parameters related to all coverage; Overall performance of warranty representative; Responsiveness in support of warranty-related questions or repairs; Market-competitive reimbursement rates; Prompt payment of warranty claims; Effectiveness of warranty-related communications; Overall warranty coverage; Shows true partnership with dealer.				7		
Parts Delivery: Consider: Timely parts delivery and effective parts-related communications; Responsiveness and support on parts fulfillment/delivery requirements; Accuracy of parts orders received; Ability to look up accurate parts with a specific part number; Notification of parts obsolescence for ordering or stocking purposes.				7		
Market Share: Consider: Programs and products to become national leader in their segment; Support for dealer to grow regional market share; Competitive price and value of Manufacturer product; Creates plans with dealer to increase market share.				7		
Satisfaction with Manufacturer's Rep: Consider: Productive relationship, with regular, pre-scheduled visits; Timely notification of programs, incentives and rebates; Responsiveness and engagement with dealership; Boat show or other event support; Provides product knowledge, training, competitive product analysis; Awareness of geographic market to support dealer growth.				7		
Satisfaction With Relationship: Consider: Responsiveness to dealer's overall business needs and timeliness on urgent needs; Keeping you informed about their programs, policies and strategies, recalls and product changes/issues; Does what is right on behalf of the customer and dealer.				7		

Total Possible: 70 Total Score: 66 Total Percentage: 94.29

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