



Scorecard Report

Insights into the performance of your
Dealer-Manufacturer relationships.

Produced in February 2025

Manufacturer Performance Review Summary

Bender Boats - Bass Baby

Report Date: 3/8/25



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Survey Statistics

THIS MONTH

YEAR-TO-DATE

| SURVEYS |
|-------------|
| REQUESTED |
| SUBMITTED |
| OUTSTANDING |
| COMPLETED % |

| BRAND | PARENT | INDUSTRY |
|--------|--------|----------|
| 1 | 4 | 259 |
| 1 | 4 | 26 |
| 0 | 0 | 233 |
| 100.00 | 100.00 | 10.04 |

| BRAND | PARENT | INDUSTRY |
|-------|--------|----------|
| 34 | 407 | 746 |
| 4 | 71 | 176 |
| 30 | 336 | 570 |
| 11.76 | 17.44 | 23.59 |

Average Score by Performance Category

THIS MONTH

YEAR-TO-DATE

| |
|---------------------------------|
| Dealer Agreement |
| Market Territory |
| Product Quality |
| Education/Training |
| Marketing and Promotions |
| Warranty Programs and Processes |
| Parts Delivery |
| Market Share |
| Satisfaction with Mfg. Rep. |
| Satisfaction with Relationship |
| AVERAGE SCORE |
| DEALER SATISFACTION |

| BRAND | PARENT | INDUSTRY |
|--------|--------|----------|
| 7.00 | 5.00 | 5.81 |
| 4.00 | 5.00 | 5.32 |
| 5.00 | 5.50 | 6.00 |
| 4.00 | 4.00 | 5.78 |
| 3.00 | 4.00 | 5.70 |
| 7.00 | 5.75 | 6.40 |
| 5.00 | 5.50 | 6.20 |
| 4.00 | 5.00 | 5.74 |
| 6.00 | 6.50 | 6.74 |
| 6.00 | 6.00 | 6.53 |
| 51.00 | 52.25 | 60.22 |
| 72.86% | 74.64% | 86.03% |

| BRAND | PARENT | INDUSTRY |
|--------|--------|----------|
| 5.50 | 5.55 | 5.71 |
| 5.33 | 5.38 | 5.29 |
| 5.00 | 5.29 | 5.66 |
| 3.33 | 5.47 | 5.29 |
| 4.67 | 5.44 | 5.40 |
| 5.67 | 5.61 | 5.84 |
| 5.33 | 5.52 | 5.66 |
| 4.67 | 5.55 | 5.45 |
| 6.67 | 6.26 | 6.18 |
| 5.33 | 6.19 | 6.15 |
| 51.50 | 56.26 | 56.63 |
| 73.57% | 80.37% | 80.90% |

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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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

Manufacturer Performance Review Summary

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What was lacking in the Market Territory?

| | 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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

Manufacturer Performance Review Summary

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What was lacking in the Product Quality?

THIS MONTH

| | BRAND | | PARENT | | INDUSTRY | |
|--------------------------------------------------------------------------------------|-------|-------|--------|-------|----------|-------|
| | # | % | # | % | # | % |
| Overall product quality | 1 | 50.00 | 1 | 20.00 | 2 | 6.67 |
| Overall quality of cosmetic finish | 0 | 0.00 | 3 | 60.00 | 6 | 20.00 |
| Functionality reliability and performance of boat engine electronic and accessories. | 0 | 0.00 | 0 | 0.00 | 2 | 6.67 |
| Other - Please Specify | 1 | 50.00 | 1 | 20.00 | 4 | 13.33 |
| No Answer Given | 0 | 0.00 | 0 | 0.00 | 16 | 53.33 |

YEAR-TO-DATE

| | BRAND | | PARENT | | INDUSTRY | |
|--------------------------------------------------------------------------------------|-------|-------|--------|-------|----------|-------|
| | # | % | # | % | # | % |
| Overall product quality | 3 | 50.00 | 18 | 18.56 | 26 | 12.56 |
| Overall quality of cosmetic finish | 1 | 16.67 | 33 | 34.02 | 44 | 21.26 |
| Functionality reliability and performance of boat engine electronic and accessories. | 0 | 0.00 | 17 | 17.53 | 31 | 14.98 |
| Other - Please Specify | 1 | 16.67 | 1 | 1.03 | 14 | 6.76 |
| No Answer Given | 1 | 16.67 | 28 | 28.87 | 92 | 44.44 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

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What was lacking in Education and Training?

THIS MONTH

| | 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 |
| Cost and accessibility of training to your dealership | 1 | 100.00 | 2 | 40.00 | 3 | 9.68 |
| Effectiveness of education-related communications | 0 | 0.00 | 0 | 0.00 | 1 | 3.23 |
| Ease of use and training on manufacturer's dealer portal | 0 | 0.00 | 2 | 40.00 | 5 | 16.13 |
| Other - Please Specify | 0 | 0.00 | 0 | 0.00 | 2 | 6.45 |
| No Answer Given | 0 | 0.00 | 0 | 0.00 | 17 | 54.84 |

YEAR-TO-DATE

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

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

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What was lacking in Marketing and Promotions?

THIS MONTH

| | BRAND | | PARENT | | INDUSTRY | |
|----------------------------------------------------------------------|-------|--------|--------|-------|----------|-------|
| | # | % | # | % | # | % |
| Number and timeliness of manufacturer qualified leads received | 0 | 0.00 | 1 | 11.11 | 2 | 5.13 |
| Quality of marketing solutions provided (point of sale or campaigns) | 0 | 0.00 | 1 | 11.11 | 3 | 7.69 |
| Marketing support and its ease of use | 0 | 0.00 | 1 | 11.11 | 4 | 10.26 |
| Effectiveness of overall marketing and promotions communications | 0 | 0.00 | 1 | 11.11 | 3 | 7.69 |
| Overall marketing promotions and events performance | 0 | 0.00 | 1 | 11.11 | 4 | 10.26 |
| Boat show support | 0 | 0.00 | 2 | 22.22 | 2 | 5.13 |
| Other - Please Specify | 0 | 0.00 | 0 | 0.00 | 1 | 2.56 |
| No Answer Given | 1 | 100.00 | 2 | 22.22 | 20 | 51.28 |

YEAR-TO-DATE

| | BRAND | | PARENT | | INDUSTRY | |
|----------------------------------------------------------------------|-------|-------|--------|-------|----------|-------|
| | # | % | # | % | # | % |
| Number and timeliness of manufacturer qualified leads received | 0 | 0.00 | 22 | 19.47 | 35 | 13.26 |
| Quality of marketing solutions provided (point of sale or campaigns) | 0 | 0.00 | 10 | 8.85 | 22 | 8.33 |
| Marketing support and its ease of use | 0 | 0.00 | 7 | 6.19 | 19 | 7.20 |
| Effectiveness of overall marketing and promotions communications | 0 | 0.00 | 16 | 14.16 | 28 | 10.61 |
| Overall marketing promotions and events performance | 1 | 25.00 | 11 | 9.73 | 28 | 10.61 |
| Boat show support | 0 | 0.00 | 8 | 7.08 | 20 | 7.58 |
| Other - Please Specify | 0 | 0.00 | 1 | 0.88 | 6 | 2.27 |
| No Answer Given | 3 | 75.00 | 38 | 33.63 | 106 | 40.15 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

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What was lacking with 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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

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What was lacking in Parts Delivery?

THIS MONTH

| | BRAND | | PARENT | | INDUSTRY | |
|-----------------------------------------------------------------------|-------|--------|--------|-------|----------|-------|
| | # | % | # | % | # | % |
| Timely parts delivery and effective parts-related communications | 1 | 100.00 | 2 | 33.33 | 3 | 9.09 |
| Responsiveness and support on parts fulfillment/delivery requirements | 0 | 0.00 | 1 | 16.67 | 2 | 6.06 |
| Accuracy of parts orders received | 0 | 0.00 | 0 | 0.00 | 1 | 3.03 |
| Ability to look up accurate parts with a specific part number | 0 | 0.00 | 1 | 16.67 | 5 | 15.15 |
| Notification of parts obsolescence for ordering or stocking purposes | 0 | 0.00 | 0 | 0.00 | 2 | 6.06 |
| Other - Please Specify | 0 | 0.00 | 0 | 0.00 | 2 | 6.06 |
| No Answer Given | 0 | 0.00 | 2 | 33.33 | 18 | 54.55 |

YEAR-TO-DATE

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

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

Manufacturer Performance Review Summary

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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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

Manufacturer Performance Review Summary

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How was your Satisfaction with the Manufacturer Rep?

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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

Manufacturer Performance Review Summary

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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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

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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 |
| AVERAGE SCORE | 0.00 | 7.00 |

Bill Bowers

How was your Satisfaction with the Manufacturer Rep?

| | 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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

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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 |
| AVERAGE SCORE | 6.00 | 6.50 |

Betty Boop

How was your Satisfaction with the Manufacturer Rep?

| | 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 |

The number of times each criteria was recognized as a reason this Performance Category did not receive a perfect score and the corresponding percentage of dealers that flagged each specific criteria.

Manufacturer Performance Review



Manufacturer: Lawrence Lake

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. | | | | 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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