

# Dealership Industry Insights

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# MARINE UPDATE - AUGUST 2025

# F&I Highlights





\$65,052 Average Selling Price

\$17,769 Average Down Payment

\$63,549 Average Amount Financed

9.01 Average A.P.R.

\$609 Average Monthly Payment

177 Average Term In Months

## 3.6 out of 5

**Boats Sold Were New Units** 



### 1.3 out of 10

**Boats Sold Included Ancillary Products** 



## F&I Profitability Index

62

The Marine F&I **Profitability Index** is simply a measurement representing the combined total of the penetration percentages for finance, GAP, service contracts, paint & fabric protection and all other ancillary products.







34%

#### **Financed**

Percent of units sold that were financed at the dealership.

9% G.A.P.

Percent of finance contracts with GAP coverage included.

Service Contract

Percent of units sold that included a service contract.



5%

Paint & **Fabric** 

Percent of units sold that included paint & fabric protection



3%

All Other **Products** 

Percent of units sold that included any other ancillary

# Repair Event Cycle Times (RECT)

Each Work Order has a start date and a completion date. We define RECT as the amount of time that passes between those two dates. Or in more basic terms - it's the amount of time it takes to repair a unit at your shop.





Average RECT

West

Warranty Coverage <sup>2</sup> Average RECT

Days

Out-Of Stock Parts <sup>3</sup> Average RECT

82

**Work Order Count** Average per Location



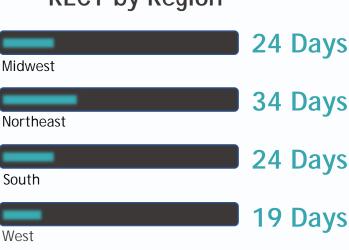
**Warranty Coverage** 

Percentage

**Out-Of Stock Parts** 

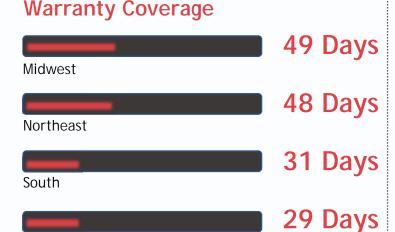
Percentage

### **RECT by Region**



1) Excludes Work Orders with omitted or inaccurate dates, RECT exceeding 2 years and all internals.

#### **RECT Bottlenecks by Region**



2) Work Orders with at least 1 job or part covered by warranty.

**Out-Of-Stock Parts** 38 Days 47 Days Northeast 30 Days South 30 Days

West

3) Work Orders with at least 1 part out-of-stock.