



MARINE RETAILERS ASSOCIATION OF THE AMERICAS

Fall Service & Storage Readiness Playbook

Preview Edition — Plan a smoother, more profitable
service and storage season.

This is a preview of the MRAA member resource “Fall Service & Storage Playbook.” It introduces the core planning tools and gives you enough to get ahead of the fall rush today. The complete playbook — including the full Fall Readiness Scorecard, the 90-day success timeline, the supply and equipment worksheets, the pricing and marketing planners, and the weekly leadership dashboard — is available exclusively to MRAA member dealers. (Most relevant for seasonal and cold-weather markets.)



Your Fall Advantage

Every dealer wants a busy service department, full storage, and happy customers. The best fall seasons happen because of good planning — preparing before the rush begins. The earlier you organize your team, supplies, pricing, and marketing, the more of the season you capture.

MRAA Best Practice

Publish your winterization and storage pricing before customers begin calling. It keeps quotes consistent and makes scheduling easier.

90-Day Success Timeline

The smoothest fall seasons run on a simple cadence. Plan across four windows — 90, 60, and 30 days out, and during the season.

90 Days Out

Review last year, forecast workload, order supplies, and inspect equipment.

The earlier you order consumables, the less you scramble mid-season.

60 Days Out

Launch marketing, finalize pricing, promote storage, and email customers.

30 Days Out

Confirm appointments, fill the schedule, confirm staffing, and prepare the yard.

The complete member playbook includes:

- » The full, fillable 90-day success timeline, with during-season steps
- » The full Fall Readiness Scorecard across all six areas
- » The supply planning worksheet — what to count and what to order



Supplies & Equipment Readiness

Nothing stalls a fall season faster than running out of shrink wrap or finding a heat gun dead on the first cold morning. Order consumables early and test equipment before the rush:

- » Stock consumables: shrink wrap, tape, support uprights, and fogging oil
- » Stock fluids and filters: engine oil, lower-unit lubricant, oil filters, fuel stabilizer, and antifreeze
- » Test shop equipment: heat guns, compressors, battery chargers, and the pressure washer
- » Service yard equipment: forklift, trailer mover, boat stands, storage racks, and yard tractors
- » Schedule snow equipment before the first storm

The complete member playbook includes:

- » The full supply planning worksheet (nine items: in-stock vs. order-needed)
- » The shop and yard equipment readiness checklists
- » The “Top 10 Things Dealers Forget” list



Pricing & Marketing the Season

Two moves protect both margin and customer experience: publish pricing before the phone rings, and start marketing ahead of demand:

- » Set pricing for each service: winterization, indoor and outdoor storage, pickup, delivery, and spring commissioning
- » 60 days out: update the website, build the email campaign, promote storage, and contact top customers
- » 30 days out: send a reminder email, post on social, text customers, and fill remaining openings

The complete member playbook includes:

- » The full pricing planner across six services (current vs. new)
- » The 60- and 30-day marketing calendars
- » The storage capacity planner: capacity, reserved, remaining
- » The overflow plan worksheet



Track the Season Weekly

A busy fall is easy to lose control of. A simple weekly check keeps the season on pace — track these every week:

- » Boats scheduled and boats completed
- » Storage filled
- » Revenue and open work orders
- » Supply concerns, before they become shortages

The complete member playbook includes:

- » The Weekly Leadership Dashboard with goals, actuals, and weekly actions
- » The “My Fall Action Plan” page: priorities and first action
- » Every worksheet above as a ready-to-use, fillable workbook



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