

Boating INDUSTRY

Retail Update

MRAA endorses Priority One

Boating Industry

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LAS VEGAS – At its annual convention in Las Vegas last week, the Marine Retailers Association of America announced its exclusive endorsement of Priority One Financial Services as the association’s official full service F&I provider.

“We are excited to bring Priority One’s F&I services to our affiliated dealers,” said Phil Keeter, MRAA president. “A professionally managed F&I program helps a dealership increase deliveries and profits, and Priority One is the oldest and most experienced F&I service provider in the marine industry.”

Priority One said it will donate to the MRAA for every dealer who became a full Priority One partner during the convention and will continue to donate to the MRAA every time Priority One helps those dealers deliver a boat.

“We tell dealers that this partnership makes ‘dollars and sense’,” said Lisa Gladstone, president & CEO of Priority One Financial Services. “Our dealers will see their profits increase, and we’ll be supporting the MRAA on their behalf. All of us at Priority One understand the importance of supporting the MRAA, so it can tackle issues that matter most to our dealers, such as access to water.”