



Marine Retailers Association of the Americas

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MRAA Reports Nearly \$500,000 in Member Benefits in 2017

MINNEAPOLIS, Minn., May 8, 2018 — The Marine Retailers Association of the Americas released its annual report and member benefits metrics this week, documenting nearly half a million dollars in financial benefits for its members in 2017. The total benefits awarded to members represented a \$75,000 increase over 2016.

“MRAA is dedicated to providing dealers with the resources needed to compete in an ever-changing, more complex and demanding marketplace,” says MRAA Board of Directors Chairman, Joe Lewis. “The continued growth of our program benefits and the new products and services our staff has introduced demonstrate that we are delivering on that promise.”

The MRAA offers 20-plus benefits that marine retailers have access to as part of MRAA membership. AquaPac, a noteworthy member benefit, paid out \$52,813 to MRAA members in 2017. In addition, MRAA members received \$49,435 in member discounts to the association’s annual conference, the Marine Dealer Conference & Expo. Several other benefits provided significant savings and dividends for MRAA’s growing list of members.

“We have seen great interest in adding value to our members’ investments, by partnering with programs that drive revenue or savings from MRAA Benefit Partners,” explains Nikki Duffney, MRAA Member Development Manager. “The 2017 engagement reports demonstrated that the MRAA’s staff assistance to connect members with meaningful programs has increased the overall ROI we can offer our network, and I anticipate we will see another significant year of increased benefits in 2018, as we welcome more dealers into our programs.”

With the addition of the all the all-new nationwide medical insurance program, MRAA Health, the association expects the value of MRAA membership to increase dramatically. On average, MRAA members are saving \$1,600 per employee, per year.

If you are interested in learning more about MRAA membership or the benefits the association provides, contact Nikki Duffney at 763-333-2420.

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them

with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.