



## Marine Retailers Association of the Americas

8401 73<sup>rd</sup> Ave. N. Suite 71, Minneapolis, MN 55428

Phone: 763-315-8043 E-mail: [matt@mraa.com](mailto:matt@mraa.com)

FOR IMMEDIATE RELEASE

CONTACT: Matt Gruhn; 763-315-8043; [matt@mraa.com](mailto:matt@mraa.com)

### Marine Dealer Solutions becomes MRAA's newest Partner Member

MINNEAPOLIS, MN, December 18, 2017 — The Marine Retailers Association of the Americas welcomes Marine Dealer Solutions, a Digital Marketing Agency for Marine Dealers, signed on to support MRAA as the newest Partner member.

Marine Dealer Solutions has developed a collection of services with the goal of helping marine dealers effectively communicate and engage with their customers, and most importantly, help identify when consumers are ready to buy.

"MDS is committed to helping marine retailers and OEM's shape the industry to support the new generation of boater," says Amir Danaei, Co-Founder of Marine Dealer Solutions. "We proudly support the MRAA and look forward to making this journey together as a Partner member."

Marine Dealer Solutions' staff is made up of marketing, business development, and management professionals who have great insight into the marine industry. In fact, one of the leaders of the organization is a veteran boat dealer having owned and operated over 35 marine dealerships. The company's qualified staff uses insight from such team members to help marine dealers identify problem areas in their marketing strategy and offer solutions that will drive sales.

"MRAA welcomes Marine Dealer Solutions into our elite group of Partner members," says Matt Gruhn, MRAA President. "The MRAA team is impressed with the wide-variety of services that Marine Dealers Solutions provides dealers, and is honored to work with a company that is so focused on dealer success."

Marine Dealer Solutions joins a growing list of boat manufacturers, vendors and suppliers that have chosen to support the dealer community through partnership with the MRAA. [Find a full menu of partner benefits here.](#)

#### 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](http://MRAA.com) or contact us at 763-315-8043.

#### About Marine Dealer Solutions

Marine Dealer Solutions (MDS) offers Lead Generation and Customer Support services for Boat Dealers, Manufacturers (OEM's), and Vendors. We are helping shape the marine industry into the digital space with a set of Patent Pending web-based tools supported by a highly effective staff. All of our staff members are trained in the boating industry and are familiar with dealership and OEM operations. Over 500 marine dealers and OEM's are utilizing our services in over 30 countries. Exceeding expectations has been the key to our success.