



1954 Marine Retailers Association of the Americas

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FB Marine Group Named Great Boat Dealership to Work For in 2017

MINNEAPOLIS, Minn., January 3, 2018— The Marine Retailers Association of the Americas announced that FB Marine Group, Pompano Beach, Fla., was named a Great Boat Dealership to Work For, as the third highest-rated boat dealership in employee satisfaction, for 2017.

Recognized in front of hundreds of industry colleagues at the inaugural MRAA Awards Celebration, FB Marine Group was noted for achieving perfect scores from its employees on five of the survey's 37 questions. The dealership's overall employee satisfaction score of 95.33 percent was one of only three dealerships that eclipsed the 95-percent satisfaction mark. Their perfect scores represented questions from all four of the categories within the survey: Leadership, Dealership Reputation, Customer Relations and Employee Satisfaction.

"FB Marine Group's well-rounded scores shows that the dealership is well-rounded in its approach to taking care of its employees," says Matt Gruhn, president of the MRAA, which administers the surveys. "There's a lot to be said for a dealership like this whose employees know specifically how their work relates to the store's success, that they feel valued, and that they feel like part of a team where everyone goes above and beyond to exceed customer expectations."

Employees at FB Marine Group noted that the working environment, fueled by great teammates and ownership, are what make this a Great Dealership to Work For. Managing partner Kim Sweers noted in her acceptance of the award that, "at FB Marine Group, we don't have employees; we have teammates.

"We are very passionate about our culture and have worked hard to create an environment where our team members enjoy coming to work," said Sweers. "A great culture provides the framework for our team to deliver the best possible experience for our customers and all who walk through our doors."

MRAA believes that employee satisfaction and engagement represent great opportunities for our dealerships to build a stronger workforce, to develop better leaders, and to pave the way for organizations and their employees to meet and exceed the demands of today's boaters. MRAA member dealerships are the face of the boating industry to today's consumers, and MRAA's Great Dealerships to Work For program focuses on recognizing those organizations that stand out as industry leaders.

To be eligible for recognition through MRAA's Great Dealerships to Work For Program, dealership employees complete employee satisfaction surveys through MRAA's third-party system, scoring the dealership on 37 questions that impact employee satisfaction and engagement. MRAA narrows its focus to 15 of the most impactful indicators of satisfaction to come up with its ranking. In 2017, there were 51 dealership locations whose employees participated in the survey.

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.

About FB Marine Group

FB Marine Group is a family owned and operated business, founded in 1994 by Randy and Kim Sweers. The Sweers have followed their vision to build FB Marine Group into one of America's leading luxury marine dealerships with locations in Pompano Beach, Fort Lauderdale and Miami, Florida offering a complete list of services including sales, brokerage, service, financing, parts, transport and dry-storage facilities. Today, FB Marine Group has more than 40 employees, including factory Mercury, Yamaha, Volvo, and Suzuki, Ilmor, and Formula trained service technicians and offers a vast array of marine parts and engines. The company also offers complete electronics repair and installation, fiberglass and paint repair and custom engine builds and rigging. FBMarineGroup.com