
The MRAA Announces its Exclusive Endorsement of Priority One

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. According to Phil Keeter, MRAA President, "We are excited to bring Priority One's F&I managed services to our affiliated dealers. 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."

Dealers who team up with Priority One through the MRAA will not only earn more money, but they'll also be supporting their industry association. Priority One will donate to the MRAA for every dealer who becomes a full Priority One partner 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'," says 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."

The MRAA is a vital voice in the marine industry with a mission of promoting the pleasure marine industry and welfare of marine retailers. Prior to the development of the MRAA, dealers had no voice within the industry and no control over the issues concerning them in Washington or with the manufacturers. The development of the Marine Retailers Association of America was crucial in the course of the recreational boating industry.

Priority One is the nation's leading provider of finance and insurance solutions. Priority One provides complete F&I services to marine dealers and provides hull insurance to customers through its insurance division, Veritas Insurance. Priority One is based in St. Petersburg, Florida and serves marine dealers, manufacturers, and customers across the country.

To enroll in the program contact Jared Zimlin at 800-747-6223, Ext. 211 and identify yourself as a MRAA member. For information on MRAA, contact Marge Eckenroad at 708-763-9210 or go to www.mraa.com.