

The Top
100:

\$2.6 billion
in retail sales

95 Average
CSI score

342 store
locations

6,651
employees

EHLERT

JANUARY 2006

Boating INDUSTRY

The
Top

100 DEALERS

MARINEMAX,
Led by CEO
Bill McGill,
Sets the Standard.



71-80

THE TOP 100:

6,651 employees

2005 RANK	Dealership Name City, State # of employees # of locations	Total 2004 revenue	REVENUE CENTERS (percentage of business)					Total Boat Brands	Total Engine Brands	Service dept. efficiency %	Avg. CSI score	% repeat customers	Training budget	Succession plan	Dress code	Computerized inventory control	Description
			Sales	Service	F & I	P & A	Other*										
71	Legendary Marine Destin, Fla. 123 4	\$42.9 million	90.4	5.1	1.6	2.9	-	13	5	90	90	30	None	✓	✓	<p>[DND= Did not disclose NFP= Info provided but not for publication]</p> <p>Legendary Marine realizes a 97-percent return rate on CSI surveys by including a self-addressed-stamped envelope and a \$1 bill for a cup of coffee. The company's scores are impressive, too: 90, on average.</p>	
72	Dan's Boats St. Peters, Mo. 10 1	NFP	50	30	10	10	-	3	4	72	99	10	None	✓	✓	<p>Dan's Boats sends every boat customer a handy "SUV bag" as a thank you. The travel bag, meant for keeping in the tow vehicle, is accompanied by a list of suggested items to stock in it: fuses, zip ties, small tools, first-aid kit and a flashlight.</p>	
73	Walstrom Marine Harbor Springs, Mich. 48 4	NFP	70	20	-	10	-	4	0	90	95	75	DND	✓	✓	<p>Customers at Walstrom Marine receive fuel discounts in exchange for their dockage and storage business, and the company makes service easy by providing questionnaires for work needed and mechanical survey of all systems for service recommendations.</p>	
74	Short's Marine, Inc. Millsboro, Del. 67 6	NFP	66.3	20	1	12.7	-	9	6	58	92	85	Unlimited	✓	✓	<p>Short's Marine offers customers a wide variety of services including hauling and launching, bottom painting and pressure washing, spring start and winterization, a canvas shop and dockside or on-site service work.</p>	
75	Marine Center of Indiana Indianapolis, Ind. 33 1	NFP	81.2	8.6	3	7.2	-	4	2	72	92	20	Unlimited	✓	✓	<p>In addition to an internal CSI tracking system, Marine Center of Indiana employs a CSI manager to track each sales customer and follow-up with them after two weeks, 30, 60 and 90 days. The company also provides customers a free, 24-hour service check-up.</p>	
76	Gulf Coast Marine, Inc. Corpus Christi, Texas 20 1	NFP	81	12	2	5	-	11	6	90	92	30	DND	✓	✓	<p>Gulf Coast Marine prides itself in its "world class service department," which benefits from a large parts department, access to a ships store next door, and an extensive in-house mechanical training course.</p>	
77	Cobalt Boats of Atlanta Buford, Ga. 13 4	NFP	90	8	1	1	-	3	4	65	98	20	Unlimited	✓	✓	<p>At Cobalt Boats of Atlanta, a focus on customer service initiatives begins with the cookies and thank-you cards that are mailed to each customer, and it's followed through with mobile service and an attitude that puts the customers' needs first.</p>	
78	Boat and Motor Superstores Palm Harbor, Fla. 49 2	\$23 million	35	25	20	20	-	6	3	99	90+	DND	Unlimited	✓	✓	<p>Boat and Motor Superstores opened a dedicated customer relations department, and the company focuses on continual employee training with at least monthly opportunities for almost every department.</p>	
79	Bayside Marine Corp. Duxbury, Mass. 35 1	NFP	62	24	-	14	-	2	3	63	99	95	\$10,000	✓	✓	<p>Bayside Marine follows up on-water deliveries with trained captains when necessary, and the company donates to its local maritime school that trains more than 800 kids on the "joy of boating" each summer.</p>	
80	White's Marine Center Casper, Wyo. 11 1	\$2.9 million	79.1	7.3	1.6	12	-	5	2	77	93	65	Unlimited	✓	✓	<p>Despite being located 30 miles from the nearest lake, White's Marine Center takes all new boat buyers out for an on-water demo. The company also sets daily, weekly, monthly, quarterly and annual goals for its technicians and rewards them monthly for meeting those goals.</p>	

* Other includes marina, restaurant, storage and other revenue-generating departments