

Dream Store

Complete accessories department also features display of new and used motors. Service team helps evaluate quality aftermarket products which are used in the shop daily.



Having searched for a new location for their growing marine business, **Dick Wachter** and his son **Chris** now believe they've found the ideal site — a former service station.

"We started with a boarded up, vandalized gas station, one of many in our area," said Dick, owner and operator of American Marine, 2161 Jericho Turnpike, Commack, NY. The town of 24,300, located in central Long Island, is only five miles from Long Island Sound.

The high cost of area waterfront real estate makes it almost mandatory that American Marine remain an inland dealer. "Our business is a father and son operation with a dedication to service for the working man," said Dick. "Ninety percent of our customers own small trailerable boats. We do our best to give them good value for their dollar."

Location Potential

In the marine business for nearly ten years, the former manufacturer and mechanical engineer believes the potential of the location, in an established area under redevelopment, has worked to his advantage. Highly visible from the major road in a high traffic area, the standard 1700 square foot, three bay service station was purchased from a major oil company in mid-February of 1979. A short two months later, American Marine was officially open again for business. "The conversion took just 60 days," Dick said. "All the work was done by us and friends. We turned a neighborhood eyesore into an attractive addition to the community."

Find The Location, Then Build Your Dream Store!



A good deal of the cost of renovation was eliminated by using present improvements such as the outdoor lighting, paved parking and service areas, service bay doors, existing indoor lighting and drainage systems. Window signs are changed to suit the season. Note addition of dock posts with marine line giving a nautical look. This former Gas Station never looked better.

The corner location with existing curb cuts allows safe, easy entry and exiting for trailer boat customers. An important added safety factor is the fire and explosion proof construction of the building which is divided into 30% showroom space and 70% service area. In the fall of 1982 the Wachters plan to nearly double the area under their roof by adding another 1500 square feet for winter storage and service work.

At present, adjoining side and rear paved yards are used for storage and as a holding area for service-ready rigs. A chain link fence with wide gates provides security but with trouble-free access. Easily viewed from the busy main road, brokerage boats are displayed near the front of the building.

Service Only Concept

American Marine began in 1972 as a small "service only" business. It has since grown into a successful and reputable community establishment. "We attribute our success to a continued emphasis on quality service at fair prices. Our staff knows the products they sell and only quality merchandise is stocked. Every effort is made to match the product to the customer's requirements," Dick stated. "Our customers see the same people here all the time, not a new face everytime they come in."

You won't see any bass boats at American Marine for good reasons. "I have yet to see a bass boat in this area," Dick said. "Many of our customers are off-shore fishermen. An open boat with a low profile is just not applicable. They are not designed for saltwater and rough water use." But boats that are so designed are another story. "The multi-purpose fishing boat in the 16' to 19' range is what sells," said Dick. "Center-con-

(Continued on page 32)



Modern, efficient service shop accounts for 50% of sales. Overhead trolley system easily moves and stores engines, saving shop time and space. Full-time factory trained mechanics are kept busy year-round.



This family run enterprise creates a comfortable atmosphere for the customer with an emphasis on quality service at fair prices. (From l. to r.) Mary Anne Wachter, Dick's wife, sales; Chris Wachter, son, service manager; Mort Mescall, service; Dick Wachter, owner; Scott Cissik, head mechanic; and Camille Wachter, Chris's wife, sales.

Find The Location, Then Build Your Dream Store!

begins on page 30

cash flow during the winter yet there's still enough cash flow to pay for spring dating. The customer likes it because while they don't have to pay upfront for a service they don't need right away, they know exactly what the final bill will be," claimed Dick.

Selling Innovation

A successful dealer is not afraid to try something new. The current video craze is more than a novelty to American Marine. An investment of around \$2,000 for a player-recorder, camera, and color TV monitor enables American Marine to tape its own sales presentations. It requires about a half hour's time to produce five minutes of narrated tape with background music. The machine is never too tired or busy to enthusiastically create customer interest. Boats on or off the premises are shown in their best light — not covered up, dirty or unprepped. Customers shopping or waiting for service can also view promo tapes from several manufacturers, how-to-do-it lessons, boating recreation info, or products and services offered by American Marine.

"We think it's working great", said Dick. "Video has helped us sell a number of rigs this winter that probably would not have sold until the busy season. It's a good selling tool which allows us to thoroughly educate the customer to all the advantages of the prod-

"Video is more than a novelty to American Marine. Our machine is never too busy to create customer interest!"

uct. If the customer is really interested we can stop and rerun the various points to answer their questions."

The current advertising budget limits are strictly local printed media. New for this year is some co-op advertising with local bait and tackle shops and related businesses. Satisfied customers always spread the good word. Dick relates, "We're very optimistic about both our new performance boat line and the national engine franchise. Sales and service of trailer hitches, too, are looking good." He also credits his Johnson sales rep, **Bob Fletcher**, with outstanding help in making the outboard franchise a successful one.

The business is currently grossing \$300,000 a year but the Wachter's have ambitions of reaching a million in sales over a five to six year period. "We truly enjoy boating. Our business is a family affair and we like it that way," Dick proudly stated.

Lines handled: Grady White, Hustler Boats, Johnson Outboards, OMC Stern Drive, MerCruiser, Shoreline and E-Z Loader Trailers, Power Winch.

Planning to move?

Let us know **8 weeks in advance** so that you won't miss a single issue of **Boat & Motor Dealer**.

Attach old label where indicated and print new address in space provided. Also include your mailing label whenever you write concerning your subscription. It helps us serve you promptly.

Write to: 340 Linden Ave. Wilmette, Ill. 60091, giving the following information:

If you have no label handy, print OLD address here.

name and title	please print
company name	
street	
city, state, zip	

AFFIX LABEL

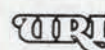
Print NEW address here:

name & title	please print
company name	
street	
city, state	zip code

Your signature: _____

Two Year Associate Degree Program in Commercial Fisheries

core curriculum in shipboard work, practical twine-work, commercial fisheries, shipboard safety, marine technology, fishing gear, diesel engineering, marine electronics, navigation, fish preservation, fisheries economics, fluid power, fishing operations, meteorology.

 Department of Fisheries & Marine Technology
University of Rhode Island
35 Steamboat Avenue Wickford, RI 02852
(401) 295-8893

BOAT MOTOR DEALER

APRIL 1982

Mercury Reaches 19 Million "Buyers" to Sell Products

D

011725AMER216JWAHCH32 712
CHRIS WACHTER 12N01-32 #
AMERICAN MARINE
2161 JERICHO TNP - 3
COMMACK NY 11725

10th ANNUAL **BASS BOAT REPORT**
***Former Gas Station Becomes
Award Winning Dealership
Woman Dealer Prospers in OKLA.
Latest Bass Boat "Profit Makers"***
See Contents Page