



## Marine Retailers Association of the Americas

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### **Breath's Boats & Motors Named 2019 Great Dealership to Work For**

Minneapolis, Minn., January 17, 2020 — The Marine Retailers Association of the Americas named Breath's Boats & Motors one of the marine industry's Great Dealerships to Work For at the inaugural Dealer Week Awards Luncheon, in December, in Tampa, Fla..

Ten dealerships qualified for recognition through the results of the Marine Industry Certified Dealership Program's annual Employee Satisfaction Survey. This survey, administered anonymously through the MRAA, asks Certified Dealership employees to answer 37 questions about their satisfaction with dealership management and leadership, workplace satisfaction, dealership reputation, and customer relations, all on a scale of 1 to 5, with "5" being Highly Satisfied. The answers add up to a cumulative score for overall Employee Satisfaction, and MRAA recognized dealerships who achieved a score of 90 percent or better.

In 2019, 115 Certified Dealerships went through the Employee Satisfaction Survey process and were eligible for recognition in the Great Dealerships to Work For Program. Of those who participated, only 10 qualified at the 90 percent mark or higher.

"While the primary goal of the Employee Satisfaction Survey process is to take feedback and improve upon the workplace, we use the Great Dealerships to Work for to recognize those dealers who are already excelling at creating a positive dealership culture," says Liz Keener, MRAA Certification Manager. "We know employee satisfaction is one of the pillars of a successful business, as happy employees perform better, stay with the company and better serve those customers who buy from the dealership."

#### **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.