



# Marine Industry Certified Dealership Program

Marine Retailers Association of the Americas  
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## Seager Marine Earns Dealership Certification

MINNEAPOLIS — The Marine Retailers Association of the Americas announces that Seager Marine has earned Certification as a Five Star Marine Industry Certified Dealership.

Seager Marine, Canandaigua, N.Y., has gained a certificate of completion and recognition as a Certified Dealer through the MRAA's Certification program. To gain Certification, these dealerships devoted themselves to maintaining the strict requirements for Certification by displaying outstanding dedication to delivering a superior boating experience for its customers. Ultimately, Seager Marine made the commitment to enhancing process improvements, employee and customer satisfaction, profitability and dealership progress.

"At Seager Marine, we value the opportunity to create a long-term relationship with our customers, and we do that by giving you the best customer service available," said Peter Coons, Owner and President. "The MRAA Certified Dealership program helps us remain true to our commitment to provide the best quality marine products at competitive prices while delivering the finest quality service in a timely, friendly and efficient manner to our customers."

For close to 60 years, Seager Marine has been serving boaters in the Finger Lakes region. Seager Marine maintains a 7,000 square foot, newly refurbished showroom and a state-of-the-art service center in Canandaigua. Seager has six full time factory trained and certified marine mechanics - several with the highest degrees available in the industry. It is an authorized Lund, Scout Boats, Avalon Pontoons, NauticStar and Nautique dealership, carrying a large selection of new and pre-owned inventory. Its friendly and knowledgeable sales, financing, service and parts departments are prepared to make its customers' experience outstanding.

"Seager Marine has displayed a sincere faithfulness to delivering a superior boating experience to its customers and made a continuous effort to improve," said Stevie Cook, Certification Specialist, MRAA. "The team at Seager Marine, an authentic industry leader, deserves its Certification status for making a steadfast effort to change."

### **About Seager Marine**

Established 1967. Seager Marine is a full-service marina in Canandaigua, N.Y. offering boat sales, boat rentals, boat storage, dockage, charters and excursions, kayak and SUP rentals and over 18,000 square feet of showcase space. "Try it before you buy it" is our credo at Seager Marine. Buying a boat is a major purchasing decision and a demonstration ride is a must before anyone can make an intelligent decision on their purchase. We insist that you demo our products - something many of our competitors are often afraid to do. Contact us today: 585-394-1372; [info@seagermarine.com](mailto:info@seagermarine.com);

[www.seagermarine.com](http://www.seagermarine.com)

### About the Marine Industry Certified Dealer Program

The Marine Retailers Association of the Americas' Marine Industry Certified Dealership Program covers a broad range of requirements designed to cultivate a high level of customer satisfaction through communication, appearance and quality, enhance the customer experience by implementing processes for overall dealership functionality and establish organizational procedures to ensure smooth operations and happy customers. To learn more about Certification, visit [www.MRAA.com/certification](http://www.MRAA.com/certification).



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