

# SOUNDINGS Trade Only

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## Expanding as Industry Growth Returns

The recreational marine business is back in a slow, but steady growth mode. **Marine Rebuilds Specialists (MRS)** already is seeing a resurgence in business as the company's clients see their sales increase.

MRS has been in business nearly 11 years now, providing high-quality, competitively priced remanufactured powerheads, gearcases and sterndrives to marine business customers.

"We are without a doubt, the best customer service organization in the business, as our clients will attest," said Carl Blum, president. "Our company was founded on, and management firmly believes in, the belief that quality and customer service are the two key ingredients in building a successful business."

### New for 2011

MRS is proud to announce that it has been named a dealer of Yamaha Marine's full line of four-stroke outboards. In addition, it also now is representing Honda Outboard's entire four-stroke line. Honda also has named MRS its authorized outboard engine remanufacturing specialist.

"We're honored and excited to be representing both the Yamaha and Honda four-stroke lines," said Blum. "We are especially pleased that Honda chose us as its only authorized remanufacturing specialist."

### Technical support

MRS works with customers to insure they have all the necessary tools to satisfy the needs of their client; the boater.

"We want to be sure that our clients keep coming back," said Blum. "We do this by providing expert technical assistance to help with diagnostics and in accurately identifying the correct products needed to make the repair."

MRS uses only high-quality replacement OEM parts. "We maintain rigorous standards for core inspection, cleaning and preparation in order to guarantee that our product foundation is at or above original equipment specifications," Blum said.

MRS won't use inferior, knock-off cases. They may save the boat owner a few dollars, in

the short run, but end up costing more money in the long run. "Our completed products arrive ready to install, painted back to factory color and packed so that they come out of the box looking as though it was ordered direct from the manufacturer," said Blum.

### Revamped website

MRS has redesigned its website - [www.marinerebuilds.com](http://www.marinerebuilds.com) - to better assist its clients.

"You can now see detailed information on all our products provided as well as information on our company, warranty and many other helpful items," said Roberta Zradicka, sales manager. "A copy of our current catalog is on-line and available for download to our dealers."

MRS also maintains a large inventory of standard products, so it can offer same day shipping to dealers. "This helps our dealers put their boating clients back on the water sooner," said Zradicka.

The seasonal downturn in activity during the winter months has allowed MRS to build up its inventory of in-stock items in preparation for the upcoming boating season.

"In addition to our standard products, we provide machining and custom builds for special marine applications," Zradicka said. "If you have a special, unusual or custom application, we welcome talking to you about how we might help."

MRS is focused on being the best in quality through a strict adherence to OEM specs and standards and by providing professional assistance, as well as highly trained, certified and experienced technicians, timely delivery and a



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full-service web site.

"Come see us and experience why MRS is becoming the marine industry's leader in remanufactured power products," said Blum. "We will make you look good with your customer and together, see the marine industry recover and thrive."

For more information, contact Marine Rebuild Specialists at 1-866-277-7944, or visit [www.marinerebuilds.com](http://www.marinerebuilds.com).

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