



For Immediate Release

Contact: Tracy Coughlin | Marketing Director
Yarmouth Boat Yard & Moose Landing Marina
P 207-846-9050 | F 207-847-9390
Tracy@ybyboats.com

Yarmouth Boat Yard and Moose Landing Marina Qualify for Five Star Maine Industry Certification Status

October 4, 2016 Yarmouth, Maine — Yarmouth Boat Yard is proud to announce that it has successfully requalified for the Marine Industry Certified Dealership (MICD) Program and that its sister property, Moose Landing Marina earned the highest tier of the certification for the first time.

The MICD Program is an initiative managed and administered by the Marine Retailers Association of the Americas (MRAA). The program sets standards of excellence for all U.S. and Canadian marine dealers in terms of sales, service and follow-up processes, human resources, employee training, and facility upkeep. Comprised of three steps, each of which is earned by meeting ten individual standards, compliance requires evaluation by an independent, third-party consultant. Participating dealerships retain their certified status for two years, after which time they must be re-evaluated and re-certified. With its roots in the international quality movement, the Marine Industry Certified Dealership program applies these qualities and continuous improvement principles to retailing in the recreational boating industry.

“We’re very proud that Moose Landing has earned Five-Star Marine Industry Certified Dealership status and that Yarmouth Boat Yard has been able to maintain theirs,” noted Steve Arnold, Owner of Yarmouth Boat Yard and Moose Landing Marina. “This certification helps quantify all the hard work our team has undertaken to provide exceptional customer service at both of our locations, from customer satisfaction to operational quality, business performance, and practices. It signifies our commitment to meeting and exceeding customer expectations.”

By achieving this certification status, both Yarmouth Boat Yard and Moose Landing Marina have demonstrated that they are dedicated to providing their customers with a consistent and positive experience every time they visit our dealerships. Customers will know when they see the Five-Star Marine Industry Certified Dealership logo in the window that our dealerships care about their boating experience from purchase to service and beyond.

About Yarmouth Boat Yard

Located on the Royal River, Yarmouth Boat Yard has been providing sales, service, storage and maintenance of high quality new and used power boats since 1948. A full service marina with boat and slip rentals, Yarmouth Boat Yard is conveniently located with easy access to Casco Bay. We have the expertise and the facilities to perform a complete range of boat repair services - from painting, detailing, and seasonal boat prep to fiberglass work, electronics package installs, full engine overhauls, and more. For more information on Yarmouth Boat Yard, visit www.YarmouthBoatYard.com or call 207-846-9050.

About Moose Landing Marina:

Moose Landing Marina, the largest on-water boating facility in Maine’s Lakes Region, is a full service marina offering sales of new and pre-enjoyed boats, as well as slips, parts, service, and rentals. Moose Landing is the highest volume quality boat dealer in Maine and the largest pontoon and deck boat dealer in New England. For more information on Moose Landing Marina, visit www.MooseLandingMarina.com or call 207-693-6264.

Attachment(s): Marine Industry Certified Dealership logo



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