

Dealer Certification



What is the Marine Industry Certified Dealership Program?

The MICD Program is a nationwide certification initiative designed to provide marine dealerships with the tools they need to deliver an outstanding consumer experience and improve retail performance in the marine industry. It is supported by the National Marine Manufacturers Association, the Marine Retailers Association of the Americas and many marine manufacturers, retailers and suppliers throughout the industry. The MICD Program provides dealerships with the strategies they need to continuously improve their businesses by focusing on customer service, employee satisfaction, facility upkeep, responsible business practices and customer follow-up.

What does it take to become a Marine Industry Certified Dealership?

In order to become Certified, a dealership must document its business practices and modify them as needed in order to meet a stringent set of industry standards. The MICD Program has three levels of Certification:

- Step 1 focuses on outstanding customer service
- Step 2 focuses on operational excellence
- Step 3 focuses on superior performance and is the highest level of Certification a dealership can achieve in the marine industry. (Five Stars)
- There is a cost associated with becoming Certified, so dealerships that participate have a vested interest in meeting the program's rigorous standards.

What is the benefit of buying from a Marine Industry Certified Dealership to me, the consumer?

The MICD Program was conceived and developed with the consumer in mind. It provides consumers with a consistent, recognizable standard of customer service regardless of brand, type of boat, size of dealership or geographical location. Certified Dealerships have made a commitment to your complete satisfaction. They also pledge to post and abide by the Marine Industry Consumer Commitment that ensures fair and equal treatment for each and every customer. Marine Industry Certified Dealerships will help you choose the right boat and equipment for your lifestyle, help you maintain your boat and equipment, and provide outstanding service when you need it. Rest assured, you can feel completely confident in your purchase from a Marine Industry Certified Dealership.