

# Boating INDUSTRY

## **Retail Update** **Priority One becomes MRAA Silver Patron**

*Boating Industry*  
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OAK PARK, Ill. – Priority One Financial Services, an F&I outsource company, has joined the Marine Retailers Association of America as a Silver Patron, according to an MRAA release yesterday.

“Boat dealers consider F&I a critical part of creating a successful business and providing superior service to customers,” said Lisa Gladstone, Priority One president & CEO. “We at Priority One intend to become very involved on MRAA committees so that the F&I element of marine retail is represented in the organization.”

“Priority One’s commitment to MRAA is another example of our industry working together to better serve the consumer,” said John Sima, MRAA chairman. “Our membership welcomes them aboard and we look forward to a long and productive relationship.”