



Cataumet, MA, Grady-White Dealership Earned Top Sales Achievement Awards

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Cataumet Boats Awarded 2013 Top Worldwide Sales Honor by Grady-White Boats

GREENVILLE, NC: Cataumet Boats of Cataumet, MA, earned Grady-White Boats' top sales award; the Gold Anchor Sales Award, in honor of obtaining the highest global-ranking. The Gold Anchor Sales Award signifies that the overall rank of the dealer is highest amongst all Grady-White dealerships. For the 2013 model year, Grady-White has also admitted Cataumet Boats into our highly-distinguished Admiral's Circle. The Grady-White Admiral's Circle is reserved for dealerships reaching over \$1.5 million in retail sales as well as obtaining at least a 9.25 on a customer satisfaction survey out of a maximum score of 10 on the index. This is the seventeenth year that Cataumet Boats has been honored with this award. Cataumet Boats will receive the awards at the Grady-White Dealer Meeting held in Greenville, NC, on December 4th, 2013.

Joey Weller, Grady-White's VP of Sales, shares, "Grady-White is extremely pleased to grant these awards to demonstrate our great partnership with Cataumet Boats" "We would also like to note this is the fourth Gold Anchor Sales Award in a row earned by Cataumet Boats," he added. "They have continuously proven to be more than up for the task of balancing and combining superior customer relations with a continued emphasis on business growth. In addition, they have helped to carry on the Grady-White spirit of "delivering the ultimate boating experience" by marketing in a top-class manner, utilizing a superior knowledge of the products, and taking great care of the customer."

Established in 1959, Grady-White manufactures a variety of versatile, high-quality center console, dual console, express and walk around cuddy cabin sport fishing and coastal family boats that range from 18 to 37 feet in length. Grady-White boats are crafted specifically with the buyer in mind, and the inspiration for design originates with a strong focus on customer input in order to safeguard every customer's satisfaction.

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