

Boating Industry

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INTELLIGENCE YOU CAN PROFIT FROM

SPECIAL TOP 100 AWARDS ISSUE



TOP
100

BoatingIndustry





2023 TOP 100
DEALER OF THE YEAR

REGAL & NAUTIQUE OF ORLANDO

BY ADAM QUANDT



JEFF HUSBY, OWNER,
REGAL & NAUTIQUE OF ORLANDO

CLIMBING UP FROM the No. 14 spot in the rankings and beyond through the years, to winning Dealer of the Year in 2022 is a validation of Regal & Nautique of Orlando's dedicated commitment to excellence, requiring ongoing focus, hard work and successful achievement of multiple continued improvements throughout all areas its business.

After last year's No. 1 recognition, Owner Jeff Husby and the team at Regal & Nautique of Orlando didn't simply take their foot off the gas, they pushed the gas pedal through the floor in 2022.

Adjusting to a new normal

Despite being nudged out of a comfort zone to respond to fast-changing market conditions after post-Covid busyness, Regal & Nautique continued full steam ahead to continue year-over-year growth across the board, all while maintaining some of the highest CSI scores across all of its brands.

Never resting on laurels, Regal & Nautique of Orlando regularly evaluates its strengths and shortcomings and improves on every single one of them. There is nothing but striving for perfection through every sale, every service job and everything in between for Regal & Nautique.

"The year 2022 continued our relentless pursuit of excellence with a laser-sharp focus and mindset to operate and perform our best," Regal & Nautique of Orlando owner and GM Jeff Husby said. "Our longstanding

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commitment to ongoing improvements, our inventory controls and strategy, and our continued customer retention initiatives resulted in outstanding profitability matched only by our deep-rooted customer satisfaction strategies which yielded outstanding CSI scores across all brands.”

RNO credits investment over the years in establishing and enforcing proven policies and procedures, along with strong internal communications and focus on teamwork for allowing the organization to successfully navigate and work through challenges. And at the end of the day, team RNO emerged profitable, with greatly satisfied customers despite challenges outside of the dealership’s direct control.

Part of that investment goes directly into building and promoting the strongest team possible at Regal & Nautique of Orlando.

“Team RNO’s management team has truly revolutionized and re-energized our business, shifting it from a sole owner-directed mindset to a more robust, shared dealership objective,” Husby said. “Our focus to empower our managers and our staff has paid dividends in the success and continued growth of our organization.”

In further effort to adjust to a new normal in a post-pandemic world, early on in the year, the team at RNO initiated and held one-on-one meetings with all of its manufacturer partners, with the goal to solidify production restrictions and delivery times so that the team could best communicate expectations to its customers.

All in for the team

Much of Regal & Nautique of Orlando’s success can be attributed to an entire team effort. While the organization celebrates individual success, the focus is certainly on building a team that can bring and celebrate success collectively. And in that, RNO places training efforts among its most important initiatives each year.

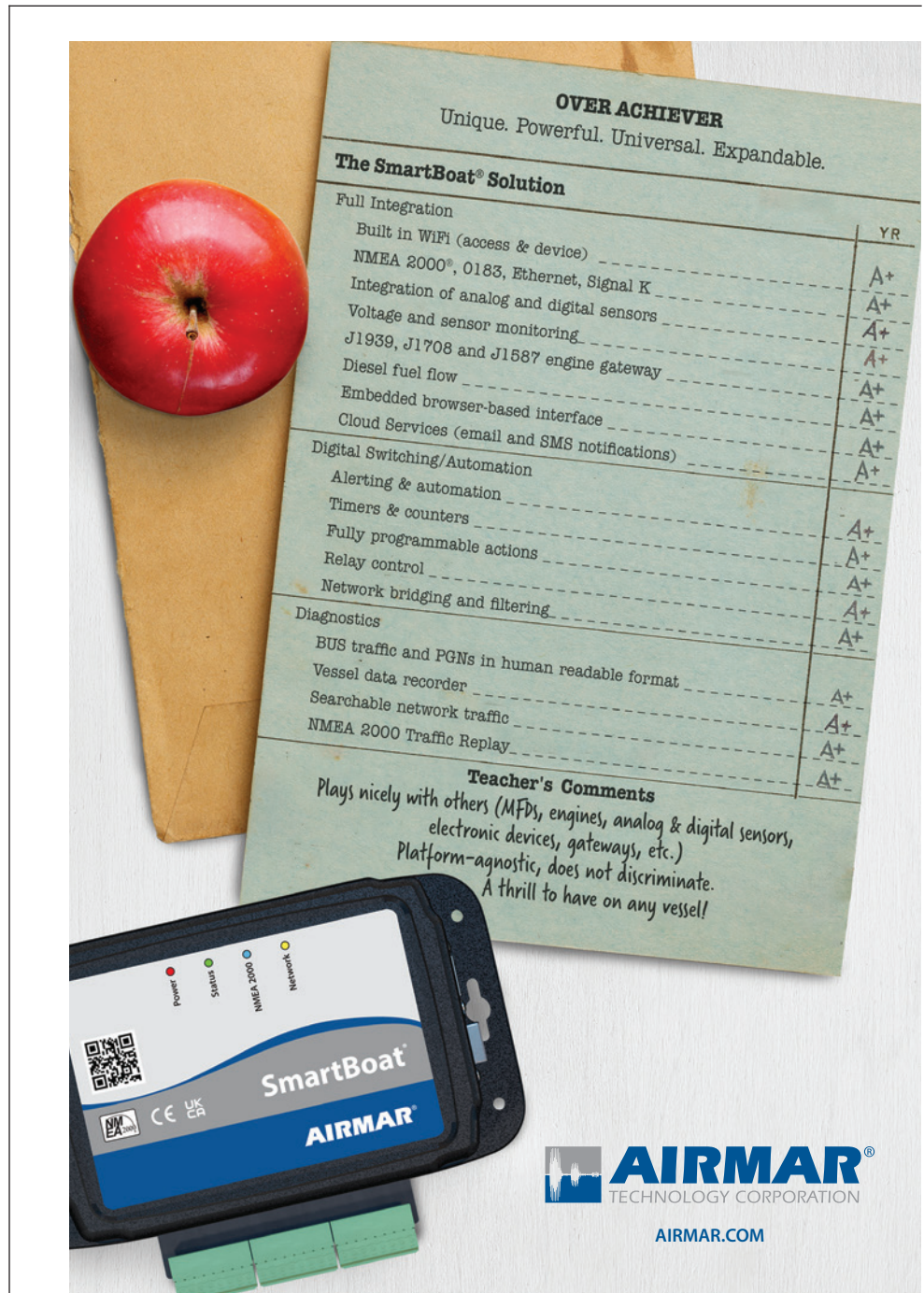
Looking at Regal & Nautique of Orlando’s 2023 Top Dealer application, it’s easy to see the emphasis the organization places on its team and the training that goes into it. From in-person events to internal training initiatives, when it comes to planning team training, RNO is sure to leave no stone unturned.

“RNO has a long-term commitment to training and regularly invests in its team, in every department. Over the last year and really over the past five

years, we enhanced our ‘training log’ processes and procedures so we could accurately and effectively track annual employee training throughout all aspects of our dealership,” Husby explained. “We use this log effectively to track and schedule training activities throughout the year.”

In addition to training efforts, Regal & Nau-

tique of Orlando took to bringing in additional team members to improve its team’s success in 2022. From bringing on a new chief marketing officer and a parts specialist to the addition of other support team members in the service and transportation/lot departments, RNO aims to build the best team in the business.



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“RNO has been focused on strategic staffing initiatives to build the strength of our team and to foster the continued growth of our organization. Our management team is 100% dedicated to ongoing improvements for our dealership and we totally understand that is directly linked to training and professional development for ourselves and our entire organization. Training and continued professional development is an integral part of the RNO culture. Our team is the heartbeat of RNO’s award-winning DNA,” Husby said.

A “never-stop” mentality

One of the many things the team at *Boating Industry* looks for in judging and scoring Top Dealers applications, especially when a Dealer of the Year is gunning for a repeat win, is an effort – and the metrics to back it up – to not take a foot off the gas.

Along with training, the goals section of Regal & Nautique of Orlando’s 2023 application was among the largest.

“As was our perspective in the previous year, we once again submit it isn’t the one hit wonder or ‘flash in the pan’ that sets the world class standard,” Husby said. “It’s the combination of ongoing improvements - all the big and little things across the board and throughout the entire organization - over many years that creates a truly world class, top performing, No. 1-ranked dealership.”

“We clearly understood that this [earning a



The Regal & Nautique team celebrates success time and time again.

second Dealer of the Year award] would not be an easy task,” Husby added. “It required that we continue to build upon the major momentum we had established; to consistently ‘up our game’ and demonstrate bona-fide, ongoing improvements throughout all areas of our business; and to deliver proven results worthy of this, the single

most significant recognition given to a retailer in the business of recreational boating.”

And even after being named the 2023 Dealer of the Year once again, the goal and initiative list for Regal & Nautique of Orlando further shows that this organization won’t stop anytime soon.

First and foremost, for the RNO team is a list



RNO placed 2022 focus on building its team.

“IT REQUIRED THAT WE CONTINUE TO BUILD UPON THE MAJOR MOMENTUM WE HAD ESTABLISHED; TO CONSISTENTLY ‘UP OUR GAME’ AND DEMONSTRATE BONA-FIDE, ONGOING IMPROVEMENTS THROUGHOUT ALL AREAS OF OUR BUSINESS.”

JEFF HUSBY, OWNER, RNO

Events like the Thigh High Surf Series bring water enthusiasts together.

of major facility improvements and expansion. Regal & Nautique is set to launch its brand-new world-class Nautique facility in Orlando in 2023. Comparing it to a Ferrari-level dealership for boats, Husby said this brand-specific dealership will be unlike any other in existence.

“Ultimately, these major facilities improvements and expansion will benefit not only our customers by delivering better sales, service and delivery experiences, but also tremendously enhance the working conditions for all team members,” Husby said.

Aside from a brand new facility expanding the business, Regal & Nautique of Orlando’s goals range from major initiatives to small, but meaningful enhancements across all of its departments.

From past success to its non-stop commitment to never stop pushing forward, Regal & Nautique of Orlando sets the perfect example for marine dealers across the globe and will certainly will be a business to keep an eye on for the long haul.

“RNO is not a dealership that rests on its past success,” Husby said. “Vision, direction, hard work and effort with a consuming passion for continual improvement to be our best represent the driving focus in our DNA.” ●



David Parker congratulates the 37 clients he has had the privilege of working with who made

— *Boating Industry's* —
2023 TOP 100 DEALERS



We also congratulate our clients who received:

2023 Top 100 Dealer of the Year
Regal & Nautique of Orlando

Best Industry Advocate
Marina Holdings

Best Training
Futrell Marine

Best Service Department
Mark's Marine

DAVID PARKER

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TOP 20 OF THE TOP 100 DEALERS

- Regal & Nautique of Orlando
- Marine Connection
- Seattle Boat Company
- Futrell Marine
- Marina Holdings LLC
- Marine Sales Group, Inc.
- Buckeye Sports Center, Inc.
- The Boat Shop
- Atwood Lake Boats, Inc.
- Atlantic Outboard, Inc.
- River Valley Power and Sport - Marine
- Clemons Boats
- Dockside Marine

TOP 100 DEALERS

- Big Thunder Marine • Charlotte Ski Boats
- Chessie Marine Sales, Inc. • Fred's Marine
- Gage Marine • Grand Pointe Marina
- Great Outdoors Marine • Gregg Orr Marine
- Hampton Watercraft & Marine • Marine 365
- Marine Center of Indiana • Mark's Leisure Time Marine
- Mark's Marine Inc. • Miami Nautique International
- Midwest Water Sports • N3 Boatworks
- Off Shore Marine, Inc • Paris Marine Ltd.
- Pocket Yacht Company • South Florida Marine
- Starboard Marinas/The Harbor • Town & Country Marine
- Watercraft Sales • WaterSports Central



1 REGAL & NAUTIQUE OF ORLANDO

ORLANDO, FL

OF LOCATIONS: 1 YEAR FOUNDED: 2008



2 MARINE CONNECTION

WEST PALM BEACH, FL

OF LOCATIONS: 7 YEAR FOUNDED: 1987



3 SEATTLE BOAT COMPANY

BELLEVUE, WA

OF LOCATIONS: 5 YEAR FOUNDED: 1984



4 M & P MERCURY SALES LTD.

BURNABY, BRITISH COLUMBIA

OF LOCATIONS: 4 YEAR FOUNDED: 1957



5 NAUTICAL VENTURES GROUP

FORT LAUDERDALE, FL

OF LOCATIONS: 9 YEAR FOUNDED: 1986



6 FUTRELL MARINE

HOT SPRINGS, AR

OF LOCATIONS: 4 YEAR FOUNDED: 1948



7 MARINA HOLDINGS LLC

YARMOUTH, ME

OF LOCATIONS: 3 YEAR FOUNDED: 2004



8 MARINE SALES GROUP, INC.

MEMPHIS, TN

OF LOCATIONS: 4 YEAR FOUNDED: 2007



9 BUCKEYE SPORTS CENTER, INC.

PENINSULA, OH

OF LOCATIONS: 2 YEAR FOUNDED: 1960



10 RIVERSIDE MARINE INC.

ESSEX, MD

OF LOCATIONS: 2 YEAR FOUNDED: 1976



11 THE BOAT SHOP TAFTON, PA

OF LOCATIONS: 1 YEAR FOUNDED: 1958



12 SPICER'S BOAT CITY HOUGHTON LAKE, MI

OF LOCATIONS: 1 YEAR FOUNDED: 1964



13 ATWOOD LAKE BOATS, INC. MINERAL CITY, OH

OF LOCATIONS: 2 YEAR FOUNDED: 1963



14 ATLANTIC OUTBOARD, INC. WESTBROOK, CT

OF LOCATIONS: 3 YEAR FOUNDED: 1988



15 LEGEND BOATS WHITEFISH, ONTARIO

OF LOCATIONS: 3 YEAR FOUNDED: 1968



16 RIVER VALLEY POWER & SPORT - MARINE RED WING, MN

OF LOCATIONS: 9 YEAR FOUNDED: 1996



17 CLEMONS BOATS SANDUSKY, OH

OF LOCATIONS: 1 YEAR FOUNDED: 1966



18 DESMADON'S BOAT WORKS/BEACON MARINE POINTE AU BARIL, ONTARIO

OF LOCATIONS: 2 YEAR FOUNDED: 1946



19 PASADENA BOAT WORKS PASADENA, MD

OF LOCATIONS: 3 YEAR FOUNDED: 2014



20 DOCKSIDE MARINE MONTGOMERY, TX

OF LOCATIONS: 2 YEAR FOUNDED: 2008



TURN THE
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**COMPLETE LIST
OF THE 2023
TOP DEALERS!**