

# Galati Yacht Sales named number one yacht dealer in U.S.

## Cape and Naples among Florida firm's locations

Florida-based Galati Yacht Sales -- with locations in Cape Coral and Naples -- has been named the number one boat dealer in the United States by Boating Industry magazine. 2008 was Galati's second consecutive year in the top spot.

"While most industry awards are given to those dealers that sell the most boats, our Top 100 program is much more qualitatively focused," said Matt Grubbs, editor-in-chief of Boating Industry magazine. "That levels the playing field for all



dealers and directs consumers to those dealers that can best deliver on the dream that boat ownership promises."

Galati Yacht Sales management attributes the recognition to a lasting company philosophy. "We not only value our

customers, but we also cover them," said Darren Pymale, general manager of Galati Yacht Sales, based in Anna Maria Island, Florida. "If we take care of our customers, they're going to take care of us. That's what Michael Galati Sr. said when he founded this company and that's what we say today."

Boating Industry magazine recognizes that with many marine businesses struggling under the pressure of today's economy, the industry's future depends on consumers' ability to find dealers capable of exceeding their sales and service expectations. They intend to provide consumers a trusted source they can turn to with the magazine's fourth-annual Top 100 Dealers list.

"Our editorial staff was extremely impressed with Galati Yacht Sales's efforts to diversify its business, offering consumers more choices for experiencing the boating lifestyle," said Grubbs. "Of particular note, the company launched an initiative to source a fractional ownership product, allowing consumers to pay for boating based on actual time spent using the boat. It also allows consumers to enjoy a higher level of boating fun, at a fraction of the cost, so they can focus on simply enjoying their time on the water."

"We came out with Signature Shares to give another alternative for someone who's not looking for purchase, but wants time in a boat," said Pymale. "They get so many hours, or so

many days for less than the front-end cost of buying a boat. It takes the cost of ownership down for people who aren't ready for a full-time commitment." The fractional ownership program is only available in Galati's Florida panhandle locations, but will be considered for Cape Coral and Naples for expansion.

The Top 100 ranking recognizes those marine dealers that are unsurpassed in overall business operations, customer service, marketing and professionalism. Boating Industry's editorial staff reviewed almost 350 applications, culled from more than 3,000 nominations.

"The Boating Industry Top 100 has, in short order, become the most covered award in the marine market," explained Tanny Gahin, Vice President of Athlery Boating Media, the magazine's parent company. "Marine dealers are on the front line with consumers every day, and this is one way we can help

provide much-needed benchmarking information for all other dealers to measure themselves against."

The Galati family and the company's management are proud to repeat at the top-of-the industry's "best" list, but they're looking ahead to 2009. "People say they want to buy a Galati, even though we don't make boats," said Pymale. "That comes from a reputation for dockside service, customer focus, our rendezvous and fishing tournaments. They're all ways of keeping Galati connected with our customers."

And that customer connection might prove more important than ever. "We believe that the number of dealers that will make it through these economic times will shrink, said Pymale. "But even with fewer dealers, a certain part of the boating market will remain constant. We anticipate a greater share of that new boating market."

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