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Expanding as Industry Growth Returns

Marine Rebuilds Specialists (MRS) has been in business nearly 14 years now, providing high-quality, competitively priced remanufactured powerheads, gearcases and stern-drives to marine business customers.

"We are without a doubt, the best customer service organization in the business, as our clients will attest," said Carl Blum, president. "Our company was founded on, and management firmly believes in, the belief that quality and customer service are the two key ingredients in building a successful business."

MRS now is a dealer for all of the industry's major engine manufacturers, including Mercury Marine, BRP/Johnson and Evinrude, Yamaha, Honda and Suzuki.

Emphasis on four-strokes

MRS has been rebuilding four-stroke short blocks, as well as long blocks with heads.

"We have full machining capabilities and are able to fully service four-stroke heads along with completing any necessary valve work," said Blum. "It's all done in-house, insuring quality controls set by MRS."

The company also has added new machining to provide superior remanufactured products and service to its dealers. "We've added a Magnaflux machine to check for hairline cracks and it then goes to our Gleason crankshaft welding machine where crankshafts are straightened, welded and machined back to original manufacturer specifications," he said.

Technical support

MRS works with customers to ensure they have all the necessary tools to satisfy the needs of their client; the boater.

"We want to be sure that our clients keep coming back," said Blum. "We do this by providing expert technical assistance to help with diagnostics and in accurately identifying the correct products needed to make the repair."

MRS uses only high-quality replacement OEM parts. "We maintain rigorous standards for core inspection, cleaning and preparation in order to guarantee that our product foundation is at or above original equipment specifications," he said.

MRS won't use inferior, knock-off cases. They may save the boat owner a few dollars, in the short run, but end up costing more money in the long run. "Our completed products arrive ready to install, painted back to fac-

tory color and packed so that they come out of the box looking as though it was ordered direct from the manufacturer," said Blum.

Revamped website

MRS has redesigned its website – www.marinerbuilds.com – to better assist its clients. "You

can now see detailed information on all our products provided as well as information on our company, warranty and many other helpful items," said Roberta Zradicka, sales manager. "A copy of our current catalog is available for download to our dealers. Call us for the free download."

MRS also maintains a large inventory of standard products, so it can offer same-day shipping to dealers. "This helps our dealers put their boating clients back on the water sooner," said Zradicka. "In addition to our standard products, we provide machining and custom builds for special

marine applications," she added. "If you have a special, unusual or custom application, we welcome talking to you about how we might help."



An MRS technician works on a Suzuki powerhead.

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MRS is focused on being the best in quality through a strict adherence to OEM specs and standards and by providing professional assistance, as well as highly trained, certified and experienced technicians, timely delivery and a full-service website. "We order parts every day so there is no lengthy delay in receiving parts," said Zradicka. "If a customer needs original equipment parts, just call our parts manager, Harry Usher."

Added Blum: "Come see us and experience why MRS is becoming the marine industry's leader in remanufactured power products. We will make you look good with your customer and together, see the marine industry recover and thrive."

For more information, contact Marine Rebuild Specialists at 1-866-277-7944 or visit www.marinerbuilds.com.

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**Outboard Four Stroke
Reman Center**

6710 Cross Bayou Drive, Seminole, Florida 33777
Local: (727) 541-1700 Toll Free: (866) 277-7944 Fax: (727) 541-1777
contact@marinerebuilds.com

WWW.MARINEREBUILDS.COM