



MARINE RETAILERS ASSOCIATION OF THE AMERICAS

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Northpoint Commercial Finance Advances as MRAA's Newest Strategic Partner

- ***Northpoint steps up its support of MRAA's mission through enhanced membership and Dealer Week participation***

MINNEAPOLIS — Northpoint Commercial Finance has significantly increased its support of the Marine Retailers Association of the Americas, MRAA's mission of supporting dealers and the Dealer Week annual Conference & Expo as a Strategic Partner — the highest level of membership with the association.

Northpoint Commercial Finance joins 11 existing Strategic Partners, which provide the highest level of sponsorship support for MRAA and Dealer Week. These companies serve as the strategic and financial backbone of the association, participating in regular dialogue with the MRAA Board of Directors and staff and helping to prioritize the initiatives the association employs to fuel its mission for serving boat and engine dealers.

Northpoint Commercial Finance, which has its headquarters in Alpharetta, Ga., and Burlington, Ontario, is a diversified floorplan finance lender that partners with dealers, manufacturers and boat clubs in the marine marketplace and 13 other industries. The company – which has earned +86 net promoter score - is a top leader in marine financing, serving 1,100+ marine retail dealers and 150+ OEMs through flexible financing programs that aim to drive greater levels of profitability for its customers. Northpoint's marine portfolio exceeded \$1 billion the first quarter of 2023, with product ranging from small skiffs to luxury yachts. A longstanding MRAA Member company for nearly a decade, Northpoint Commercial Finance's increased investment in MRAA's mission means MRAA's Strategic Partner Level is now SOLD OUT.

"Northpoint is actively engaged and solidly invested in the long-term growth of our industry and we're aligned in supporting MRAA's ongoing mission to fuel the success of our industry's dealers," said Russell Baqir, Northpoint's Sr. VP – Business Development.

"Our entire team including dedicated field and in-house sales representatives are passionate about the boating business," added John Durnien, Sr. VP – Business Development. "We embrace the MRAA mission to drive success to marine dealers in the boating industry and look forward to working closely with them in the days, months and years ahead."

"As a longtime member of MRAA, Northpoint Commercial Finance understands MRAA's rich history of serving the marine industry and the dealer market," explains Allison Gruhn, Vice President of Business Development. "We are proud that our shared focus on dealer growth and success has led to this expanded partnership between the Northpoint and MRAA teams."

MRAA Strategic Partners are organizations that have committed to supporting the MRAA at the highest level of membership through a three-year partnership program.

The current 2023 Strategic Partner list:

- Barletta Boats: www.barlettapontoonboats.com
- Bennington Marine: www.benningtonmarine.com
- Boats Group: www.boatsgroup.com
- Brunswick Dealer Advantage: www.brunswickdealeradvantage.com
- Correct Craft: www.correctcraft.com
- Lightspeed: www.lightspeeddms.com/marine
- Malibu Boats, Inc: www.malibuboats.com
- Northpoint Commercial Finance: <https://northpointcf.com>
- Smoker Craft, Inc: <https://thebestboatbrands.com>
- Volvo Penta: www.mraa.com/volvo_penta
- Wells Fargo: www.wellsfargo.com/marine
- Yamaha Marine Group: www.yamahaboats.com

About the MRAA Strategic Partner Program

Strategic Partners serve as the strategic and financial backbone of the MRAA. As MRAA's highest-level members, Strategic Partners participate in regular dialogue with the MRAA Board of Directors and staff, helping to set the initiatives and priorities of the association in its mission to fuel the growth and success of today's boat and engine dealers. The Strategic Partners also provide the highest level of sponsorship support for Dealer Week, The MRAA Conference and Expo. Learn more at <https://mraa.com/page/strategicpartners>.

About Northpoint Commercial Finance

Northpoint Commercial Finance, with offices in Alpharetta, GA, and Burlington, ON, is owned by LBC Capital – a subsidiary of Laurentian Bank of Canada. Northpoint is a diversified floorplan finance lender that partners with both manufacturers and dealers in 14 industries (i.e. Marine, Manufactured Housing, RV, Power Sports, Trailer, and more) to provide flexible financing programs. Northpoint's inventory finance offerings drive sales, enhance cash flow, and improve profitability for both manufacturer and dealers. For more information about Northpoint Commercial Finance, visit <https://northpointcf.com/industries/marine/>.

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.