

# THE *Marr* CONNECTION

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APRIL-JUNE

## Westinghouse Portable Generators

Marr Bros. has been appointed distributorship for Westinghouse Portable Generators for Louisiana, Mississippi, New Mexico, Oklahoma, and Texas. Westinghouse offers a complete line of reliable portable generators ranging from 4500 watts to 7000 watts. These generators have many features:

- ◆ 50 State Model; Meets CARB Exhaust & Evaporative Emissions.
- ◆ Easy to start, iron sleeved engine for long durability and low maintenance.
- ◆ Exclusive VR System TM- voltage regulated power for all your sensitive electronics.
- ◆ Pulse-Flo TM muffler for quiet operation.

All Westinghouse Portable Generators come complete with everything you need to get started right out of the box, including a wheel & handle kit.

Pressure washers will soon be released for production. Please keep your eyes and ears open for details as they become available.



## Subaru 5-Year Warranty

Subaru has proudly announced its new 5-year Warranty Program. Subaru lead the industry as the first to increase warranty from 3 years to 5 years. The new 5-year warranty covers Subaru power products as well as select Subaru engines. Engines that are covered by this new warranty are the full line of EX Series, overhead cam engines, three EH Series, and V-Twin cylinder engines.

Subaru's warranty claims program is hassle-free and now easier than ever. Online forms are easy to access simplifying the process and creating less paperwork for all Subaru dealers. Subaru has agreed to honor borderline warranty claims, with the tie always going to the customer. The new 5-year Warranty Program is designed to cover full shop labor rates for authorized dealers, distributors and service centers.



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### Special points of interest:

- Perfect Your Products for 2012 Season
- Saturday Summer Hours
- Low Prices on Spark Plugs
- U S National Drought Outlook
- Country Clipper Jack Special Promo for Jazee-Pro Sales.



# Perfect Your Product Handling

With the 2012 season upon us, it's necessary to take note of your strengths and weaknesses, and make changes to set yourself up for a better year ahead.

Evaluating the different areas of the business and how they contribute to your successes and failures is important.

Revisit the showroom and the product lines you carry. Ask yourself; How do they meet customer demands? How do the lines round out your offering?

Make sure you go into the season with products you trust and manufacturers that will back you up. Having confidence in the equipment and your relationships with the manufacturers will translate to better customer experience.

Offer only products you can speak confidently about. You

should be certain of their quality and the manufacturer's customer service readiness.

Simplify your product options, giving customers a few quality products that you are confident in from each category to choose from. Focus on quality options over a large quantity of choices. Having too many options can mean not only a tougher decision for the customer, but an unsatisfying experience when the staff is not knowledgeable on that specific product. Much like a restaurant that overstocks food for a large menu of items, then tosses much of that stock when it goes bad, you could end up with a showroom full of equipment at the end of the season.

What are you good at?

What do your customers look for?

What manufacturers do you want to partner with?

Remind your customers every day why they choose you over the big box store down the street. They want a focused product offering and a knowledgeable staff, not rows and rows of product and no one to educate and assist them in their purchase.

[www.greenindustrypros.com](http://www.greenindustrypros.com)

*“Without hard work, nothing grows but weeds”.....*

*Gordon B. Hinckley.*

## Spring/Summer Hours

Marr Bros. understands that sometimes you can't get everything done that you need to do Monday–Friday, so that is why starting April 7th, we will be open Saturdays 8 am–Noon.

We will be able to do research, place orders, check stock, and many other normal daily duties. Please keep in mind that orders placed on Saturday will not ship until Monday.



## Low Prices on Spark Plugs

What better time than now for spark plug prices to plummet, just in time for the fast approaching season. Normal dealer cost on Champion and NGK spark plugs is now lower than ever before.

Aftermarket prices won't beat these rock-bottom prices.

Stock your shelves now with Champion and NGK spark plugs for the 2012 season .

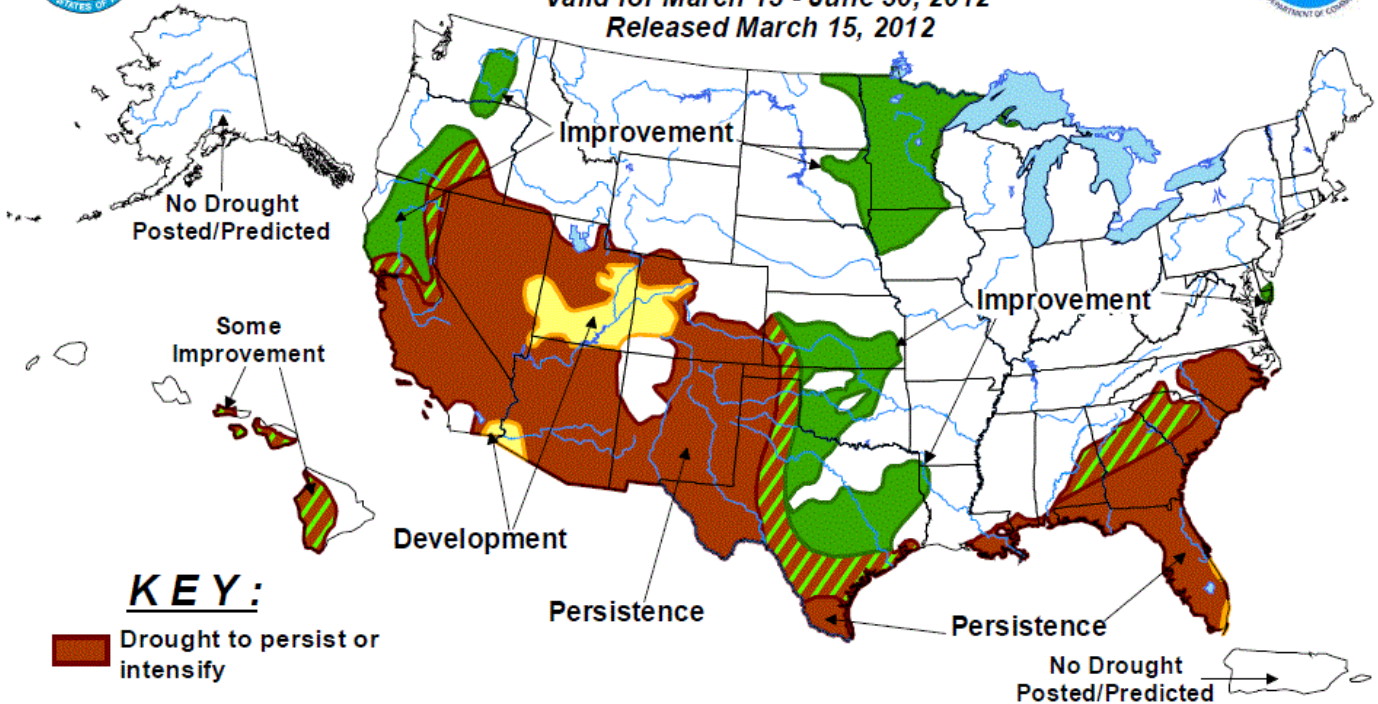




# U.S. Seasonal Drought Outlook

## Drought Tendency During the Valid Period

Valid for March 15 - June 30, 2012  
Released March 15, 2012



### KEY:

-  Drought to persist or intensify
-  Drought ongoing, some improvement
-  Drought likely to improve, impacts ease
-  Drought development likely

Depicts large-scale trends based on subjectively derived probabilities guided by short- and long-range statistical and dynamical forecasts. Short-term events -- such as individual storms -- cannot be accurately forecast more than a few days in advance. Use caution for applications -- such as crops -- that can be affected by such events. "Ongoing" drought areas are approximated from the Drought Monitor (D1 to D4 intensity). For weekly drought updates, see the latest U.S. Drought Monitor. NOTE: the green improvement areas imply at least a 1-category improvement in the Drought Monitor intensity levels, but do not necessarily imply drought elimination.

<http://texasstormchasers.com/2012/03/15/drought-outlook-good-texas/>

## Increase Your Jazee-Pro Sales



Marr Bros. and Country Clipper have partnered together to help our Country Clipper dealers increase sales on Jazee-Pro, inevitably increasing your profitable sales.

For every 52" or 60" Jazee-Pro sold thru 5-31-12, install a jack kit (#629EL-001A) free to the customer. (\$349 value)

Marr Bros. and Country Clipper will co-op this jack kit and the final cost to our dealers will only be \$50.

Having a jack kit installed makes it easier than ever to flip up the deck for easy access for cleaning, changing belts/blades, or simply routine maintenance checks.

\*Check with your territory sales manager for details.



**COUNTRY CLIPPER**  
BUILT FOR YOU



*Marr Bros., Inc*

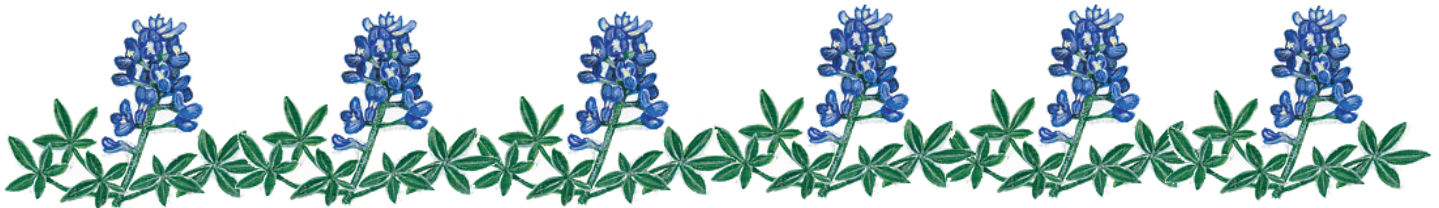
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## Did You Know:

- ◆ Marr Bros. has 8 Customer Service Reps available during peak season to answer calls.
- ◆ Marr Bros. has 6 Territory Managers that cover 6 states.
- ◆ Marr Bros. will be closed Sat. May 26th and Mon. May 28th in observance of Memorial Day.
- ◆ Marr Bros. accepts credit card payments over the phone, contact Claire @ ext. 110.
- ◆ Marr Bros. has over 35,000 square feet of warehouse space.
- ◆ Marr Bros. was established in 1949 with only 2 employees, and now has 40+ employees during peak season.
- ◆ Marr Bros. has “**protected**” dealer territories available for Country Clipper and Troy-Bilt.
- ◆ Marr Bros. appreciates your business.



# THANK YOU!!



**Tim Jones**

The training and service department here at Marr Bros. would like to thank all our dealers for making this seminar season another successful one. Not only were we able to host our Hydro-Gear tear down classes and our MTD, Hydro-Gear and Country Clipper update seminars, we were also able to add a basic generator training. If you missed any of these we will begin again in October. If you would like more information you can visit [www.marrbros.com](http://www.marrbros.com) and click on the service schools tab or

you can contact Tim at [tim.jones@marrbros.com](mailto:tim.jones@marrbros.com). We will begin publishing new seminar dates on our website in August.

Thanks again to everybody who joined us this time around.....don't be the one to miss out next time!

