

window on the West

A look at businesses serving farmers in the 21st Century

Customers choose top Prairie farm dealership 2011 Mazergroup Ltd.

MAZERGROUP LTD., NORTH AMERICAS' LARGEST privately owned New Holland dealership group, is Western Producer readers' choice as the 2010 Outstanding Dealership. The award was presented at the recent Canada West Farm Equipment Dealers Association annual meeting in Victoria, B.C. where the award was accepted by Brad Tarr, Sales Manager, Mazergroup – Brandon.

It's really all about customer satisfaction, said Dale Shepherd, Mazergroup Vice President, Sales & Asset Management.

"We believe this award is a tribute to all Mazergroup employees. It is especially rewarding as it is a result of voting by the farm public from across western Canada. It seems obvious, those who voted for Mazergroup are customers who are satisfied with business dealings they have had with us, and are endorsing our business principles," Shepherd said when notified of the award.

The award has been presented for more than ten years by the dealer association. Previous New Holland winners include Farm World at Kinistino, Sask., and Atkinson Implements, Hartney, Man.

Today, Atkinson Implements is under the Mazergroup Ltd. umbrella, along with New Holland ag dealerships at Arborg, Brandon, Crystal City, Killarney, Neepawa, Portage la Prairie, Roblin, Shoal Lake, Ste Rose du Lac and Swan River, Man.

Mazergroup also includes an ag dealership at Moosomin, Sask., and an outlet in Winnipeg for turf management, light industrial and heavy construction equipment.

Company history traces back to 1959, when Ed Mazer Sr. moved to Brandon and purchased the Massey-Ferguson dealership. The dealership flourished in the 1960s and 1970s, changing locations and adding product lines such as Versatile in those early days.

In 1988, Mazer Implements acquired the New Holland franchise. It continues to be the foundation for growth and expansion. In addition to the ag business, Mazergroup is also the New Holland/ Kobelco construction equipment dealer for Manitoba and eastern Ontario.

Major farm machinery manufacturers were in transition through tough economic times in the 1980's. When Massey Ferguson went into receivership in 1987, Mazer Implements needed another product offering to support their farm customers. The Mazer family and Bob Mazer, now President and CEO, made the strategic decision to purchase New Holland's corporate store and franchise in Brandon to add to their business offering.



Bob Mazer, President & CEO of Mazergroup Ltd. believes in providing the best service to his customers. Mazergroup's dedication to the customer has earned them the 2010 Canada West Equipment Dealers Association, Outstanding Dealership award.

The purchase of Atkinson Implements in 1994 was followed by the addition of many other locations as members of the R G Mazer Group. The most recent acquisition occurred in December 2010, when Kelsey Farm Equipment in Swan River joined Mazergroup.

The name change in mid 2009 to Mazergroup Ltd. was part of a new branding image for the widespread dealer outlets. Behind the scenes, parts, sales and service all work together as a single company to bring better and faster results for those who depend on the products and services.

The philosophy through these changing times has stood unchanged: continue to embrace the same business principles that have made us successful for more than 50 years.

"The front lines continue to run with the same people doing the same great job that they have always been empowered to do in their communities. The only change that customers are really seeing is the name on the buildings and on the vehicles," Shepherd said.

Synergies, or mutual benefits, have drawn the many outlets under the single name. For instance, with a dozen outlets and more than 250 employees, Mazergroup has a single payroll person.

- All warranty administration is done by three people in one location.

- Five GPS specialists share the province and support each other.

- Parts, tools, trucking, new and used whole-goods inventory are shared.

- Service departments work in harmony in identifying issues and finding solutions.

"We have a great deal of experience on our shop floors, and they work together from all locations to deliver 'best in class' Mazergroup service to our customers," Shepherd said. "When you get a group of people specializing in one area, they become very good and efficient at their jobs. Good people who are good at their jobs almost always produce great results."

The fact that Mazergroup received the most support from Western Producer voting, he said, is a very strong affirmation that the company is 'in touch' with its customers and their needs.

"We have got a lot of great people working for us who understand agriculture. Our people touch all phases of agriculture, whether its bee-

keeping to husbandry, or horses to potatoes, or grain farmers to the organic culture. Our people have to be in touch with them. Our mandate is to look after our customers, and we believe they will look after us.

"We have to act with a sense of urgency in everything we do and never give our customers a reason to go elsewhere. This recognition will give us yet another reason to continue our drive for complete customer satisfaction."

