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**COMPLETE MARINE SERVICE & WATERFRONT LIVING GUIDE**

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**WHAT'S INSIDE:**

**Talley's Pier 77**  
**AND Regal BOATS**

**THE Right**  
**Seawall**

**Ease Your**  
**FUEL COST**

**The Concord Cove**  
*Lake Wylie's finest Secret*

**... AND MUCH MORE!**

**Winning Combination:**

# Talley's Pier 77 Marine & Regal

by Joyce Deaton



**Regal RS 2200**

**A**t Talley's Pier 77 Marine in Cornelius, things are hopping. That's partly because the exclusive Regal dealership is riding the crest of the Regal wave that is steadily growing in spite of boating industry trends.

Last December, with much of the industry in the doldrums due to rising gas prices and a shaky economy, Regal Marine Industries announced plans to hire 100 new workers at its Orlando, Fla. manufacturing plant. A few weeks later at the giant Toronto Boat Show, Regal sold a record 60 boats.

"We're certainly flattered to be in such a unique position," Regal President and CEO Duane Kuck told the trade magazine Soundings after the show. "While the market seems to be flat, demand for Regal products has surged. Give credit to a number of factors – a fresh new crop of Regal dealers, a successful new product launch of the FasDeck series and the incredible response to our new 5260."

The first sale of Regal's flagship 5260 sport yacht, in fact, went to a Talley's Pier 77 Marine customer in October of last year. "We were thrilled to see this beautiful new boat go to one of our customers," said Sara Talley, co-owner of Talley's Pier 77. "It represents the highest level of craftsmanship in boat building by what we believe is the best manufacturer in the country, and we know our customer will receive a lifetime of enjoyment from it." The 5260 has been so popular that Regal now has a two-year waiting list.

Regal manufactures luxury performance boats from 19 to 52 feet and invests more in research and development than most boat builders, says Billy Talley, who has grown up in the family boating business. Its award-winning, patented FasTrac® hull, which provides exceptional performance with relatively low horsepower, is a hallmark of Regal boats. A full-beam step amidships creates a pocket of air for the boat to ride on, reducing friction on the hull and yielding a higher top-end speed and better fuel economy than conventional hulls. But the FasTrac is not just a step in the hull. It's the combination of the full-beam step with deeper deadrise, carefully positioned lifting strakes and larger inverted chines that improve stability and handling. "All it takes is one ride to see how smooth the FasTrac hull handles the rough waters of Lake Norman," says Billy.

Regal prides itself on quality and innovation. "Because we're a family-owned business, we can be more flexible in the market than a lot of companies. We don't have to wait for a board of directors to make a decision or wait for a report to stockholders," says Elaine Grime, Regal's marketing coordinator in Orlando. This year that flexibility helped launch four new models.

From left:  
**Billy,  
Sara &  
Bill Talley**



the family doesn't insist that employees share their religious values, they do take pains to hire people who are committed to integrity. With what Duane Kuck has called an inclusive approach, they provide an on-site chaplaincy service for employees, with eight chaplains from various backgrounds, believing that employees who are less troubled by life's problems can do better work. And plans are underway for a family life center on the Regal campus fashioned after a YMCA and including a gym for employees and programs for children.

Duane Kuck, who started in the business at age 15, has often stated his family's belief that they are stewards of their business, responsible for doing the right thing by employees, dealers and customers. In an era when most independently owned boat builders have been bought out by conglomerates, the Kucks are determined to remain a family business with a firm commitment to the company's long-term future. "They think in generations," says Grime. "When they make decisions, they're thinking about what those decisions will mean in 20 or 30 years."

That commitment has led to numerous awards for customer service. In the coveted J.D. Power and Associates Awards for customer service, Regal has ranked highest in small runabouts (16 to 19 feet) for three years in a row and highest in express cruisers (24 to 33 feet) two years in a row. Similarly, since 2004, Talley's Pier 77 has regularly won awards among Regal dealers worldwide. In 2007, Talley's won Regal's President's Club Award for its record of excellent service and commitment to customer satisfaction, the Million Dollar Club Award for outstanding sales volume and an award for Best Boat Show Presentation in the Southeast.

Like Regal, Talley's Pier 77 seeks to build lifetime customers, not just one-shot sales. Billy, Bill and Sara's son, also works in the business, and the family keeps a clear eye on the company's future. "We're here to listen to our customers and help them find the boat of their dreams," says Sara. "Buying a boat should be a happy experience, not one of unfulfilled promises. We do everything we can to make the purchase easy, informative and pleasant."

With options for MerCruiser and Volvo engines, Regal buyers are not locked into one power package. A service center with certified technicians is co-located with the Talley's showroom at I-77 exit 28, and there's also an on-water service shop at Kings Point Marina on Lake Norman. Talley's also provides mobile service to customers who request dockside service by certified technicians.

Included in every new boat delivery is an on-water tutorial with a Talley's Pier 77 instructor to learn safety, maneuvering, docking, trailer techniques and anchoring. "We take as much time as each customer needs to be sure they are comfortable with their new boat, and we're always available to answer any questions," says Sara. "It's of the utmost importance that they understand their boat and that they're completely satisfied. Because our customers have chosen Regal and Talley's Pier 77 Marine when purchasing a boat, we know they appreciate quality and having a dealer and manufacturer who stand behind the product. We welcome any questions and look forward to providing our customers quality service for years to come." ❧

## Regal RX 2000

