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Sterling Associates Names Jim Stiverson Assistant Vice President

Sterling Associates recently announced the promotion of Jim Stiverson to Assistant Vice President in charge of the Midwest and Central United States territory. With more than 30 years of experience in the marine industry, Stiverson possesses an extensive background, including sales and management of boating stores in Florida and, for the past three years, serving as Sterling's Midwest and Central U.S. marine finance sales representative.

"Jim has been able to carve out a niche with the type of integrity and growth that we're looking for at Sterling," said Tom Smith, president of Sterling Associates. "His ability to connect with the customers is superb and his delivery of product is excellent."

Stiverson is a hands-on agent who understands the diverse Midwest market. "I like to travel on a regular basis to meet with my accounts, my brokers and my dealers," he says. "I understand that the Minneapolis market is very different than Detroit, and Chicago is very different than Nashville, Tennessee."

Stiverson specializes in fiberglass yachts, but he is also well-versed in houseboats, high performance boats and sailboats.

"I've had experience with a lot of different niche markets in our industry," he says. "With the number of lenders we have at Sterling and with the customer-centric focus of the company, I believe that we can provide an unparalleled financing experience."

An avid scuba diver and water-skier, Stiverson spent time as a professional show-skier in the 1980s at Sea World in Orlando, Fla. While in college in Florida he also served a short stint as a test boat driver for Mercury Marine. He is a collector of 1970's vintage boats and snowmobiles, including a vintage 1976 Hydrostream Ventura II.

From his home on Lake Fenton, he enjoys boating, water skiing, ice skating, snowmobiling and scuba diving.

Married with two boys, Stiverson also coaches baseball, football and waterskiing.

Sterling Associates is a financial services firm that provides financing, insurance and documentation services for many types of boats, recreational vehicles, and manufactured homes. Their mission is to exceed customers' expectations by providing professional, personalized service on a daily basis. Sterling Associates has representatives throughout the country ready to assist customers with their marine loan, with offices in Massachusetts, Connecticut, Maryland, Kentucky, Florida, Texas, and California.

"No one in the industry will work harder for your business," says Smith.