



P.O. BOX 398 • WEST YELLOWSTONE, MONTANA 59758  
(406) 646-9644 • FAX (406) 646-9630

**Madison River Outfitters 1981-2021  
Brad Richey / Owner/Outfitter**

With my business partner, I started MRO in 1981 with a \$15,000 loan from a relative. The first three years we had a very small shop with limited inventory. But from the very beginning we hired a staff of some of the best professional fly fishing guides in the area and quickly established a reputation as one of the leading fly fishing outfitters in West Yellowstone.

In 1984 we built a 1000 square foot custom log building on the property that is now the Canyon Square. With the increased space we started to build our retail operation and acquired several key brands of fly fishing equipment and outdoor clothing. We recognized then that the key to future retail success would be to focus on brands and products that both fly fishermen and the general tourist public would buy.

In 1987 the site of our current business location at 125 Canyon Street came up for sale. We purchased the property, moved our log building, built a 2400 square foot timber frame addition and were open for the 1988 summer season. This is the current MRO business property with a 3400 square foot log and timber frame building with a 2400 square foot basement for storage.

After 20 years of operating MRO as a partnership I bought my business partner's ownership interest and became the sole owner in 2001. I knew the first thing I needed to do was reduce the number of vendors I was buying inventory from. This of course results in buying at higher volume with better prices and terms from key vendors while eliminating marginal and unprofitable ones.



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The fly fishing, clothing, footwear and equipment brands MRO sells are a major factor in our success. I have excellent business relationships and credit standing with all these companies.

Sage	Columbia Sportswear	Chaco
R L Winston	Kelty Packs	Merrell
Simms Fishing Products	Osprey Packs	Rio
Fishpond	Ouray Sportswear	Scientific Anglers
Ottowear Design	Patagonia	Smartwool
Smith Optics	Nikon	Cascade Designs


As important as any of these brands is our own MRO logo wear. Over the years we have sold tens of thousands of caps, T shirts, sweatshirts, fishing shirts, sweaters and jackets with our logo to fly fishermen and fly fisherwomen and to non-fishing Yellowstone tourists.

Our location at 125 Canyon Street is second to none. The volume of foot and vehicle traffic passing our door all day long gives MRO one of the best retail locations in West Yellowstone or anywhere in the West.

MRO has a reputation for excellence as a fly fishing outfitter. I hold a Montana Outfitters License, Madison River SRP License, Custer/Gallatin National Forest License and a Yellowstone Park CUA.

In 2016 I hired John Schilling to manage MRO's online presence and install a new point of sale system. John installed Shopify as our in store point of sale and online store system, rebuilt our web site and manages our internet presence. John's knowledge and dedication have been instrumental in MRO's growth since 2016.

Sales for the first half of 2021 have exceeded any previous year's sales for that period by a wide margin. Based on sales for the year to date I anticipate this will be the best year for sales and profit margin in MRO's 40 years in business.

  
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2018 Madison SRP/369 YNP CUA/58 Gallatin National Forest/32 Total = 459  
2019 Madison SRP/378 YNP CUA/65 Gallatin National Forest/40 Total = 483  
2020 Madison SRP/394 YNP CUA/32 Gallatin National Forest/27 Total = 453  
2021 488 total trips through 9/28

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