



Reel Better
FISHING

THE STANDARD LINEUP

Ten purpose-built rods. Zero compromises.

While many rod builders focus on fancy wraps and aesthetics, every Reel Better rod is engineered first for performance — matched to a specific species, technique, and fishery. Each model below is a proven baseline build; every one can be personalized with your colors, name, or logo, and any component can be upgraded. All rods are handcrafted on Marco Island by a veteran-owned shop and guaranteed for life. All prices shown include Florida sales tax — the price you see is the price you pay.

THE LINEUP AT A GLANCE

Model	Series	Line	Built For	From	Fully Loaded
INSHORE					
STALKER	Light Inshore	10-20 lb	7 feet or 7 feet 6 inches · 3000-4000 spinning Reds, snook, black drum — the everyday inshore workhorse	\$399	\$504
TRACKER	Medium Inshore	20-40 lb	7 feet 6 inches · 5000-6000 spinning Tarpon and big snook — reach and leverage	\$499	\$574
OFFSHORE					
FREEFALL	Slow-Pitch Jigging	20-40 lb	6 feet · conventional Vertical jigging offshore reefs and wrecks	\$399	\$504
HUNTER	Bottom Fishing	30-65 lb	7 feet · spinning or conventional Grouper and snapper off wrecks and reefs, 100-300 ft	\$429	\$564
AIRSTRIKE	Offshore Topwater	30-50 lb	7 feet 2 inches · 8000-10500 spinning Cobia, mahi, big jacks — launching heavy plugs	\$539	\$539
RECON	Trolling	20-50 lb	6 feet 6 inches · conventional trolling Kings, mahi, blackfin and sails — light-tackle spread	\$549	\$549
DEPTH CHARGE	Electric Deep Drop	40-65 lb	6 to 6 feet 6 inches · Seaborg 300/500 electric Deep jigging and bottom, 150-350 ft, Seaborg class	\$569	\$1,269
SPECIAL PURPOSE					
GHOST	Fly	8wt / 11wt	9 feet, 4-piece · 8wt or 11wt Flats and tarpon — the gray ghost of the flats	\$529	\$604
PATHFINDER	Travel / Fly-In	10-25 lb	7 feet 6 inches, 3-piece · spinning Travel anywhere — freshwater or saltwater versions	\$499	\$499
GIFT					
TRIBUTE	Custom Colors	10-17 lb	6 feet 6 inches · spinning or casting Built for a person, not a fish — their colors, their name	\$399	\$399

Fully upgraded price reflects every available blank and component upgrade for that model. Free options — length, action, guide finish, seat profile, and grip color — are included at no additional cost.

WHAT MAKES A REEL BETTER ROD

Blanks chosen for the fishing, not the catalog. Every model starts with a blank picked for one job — length, power, and taper matched to the species, the water, and the technique. That's the whole reason a custom rod out-fishes a factory rod at the same price.

MicroWave line control where it earns its keep. On the casting models, an oversized stripper with an inner control ring chokes the line cone down immediately off the spool. Fewer wind knots, better distance, less time picking out braid.

Metallic-ring guides that can't crack or chip. TiForged Air guides and tip tops use forged metallic rings instead of ceramic inserts. There is no insert to pop out, craze, or shatter when a rod goes over in the boat or a jig hits the tip.

Aluminum reel seats on anything that fights hard. Bottom, offshore, jigging, and trolling builds get heavy-duty all-aluminum seats. Graphite seats flex and strip under sustained drag; aluminum doesn't.

Spiral wraps on the conventional builds. Guides rotated under the blank so the line tracks along the bottom instead of torquing the rod sideways. Less twist, more lifting power, no line slap on the blank.

Every option we can include, included. Length, action, guide finish, reel seat profile, grip color, and personalization come standard — not as line-item upcharges.

INSHORE

STALKER *Light Inshore Series — Reds, Snook, Black Drum*

The everyday SWFL inshore workhorse. Built on a purpose-made Japanese-carbon saltwater blank — light in hand for all-day casting around mangroves, docks, and flats, with a fast tip for working artificials and enough spine to steer a slot red out of the roots. Choose Fast for a mix of live bait and lures, or Extra Fast if you fish jigs and soft plastics hard.

Configurations	Spinning (3000-4000 class) or Baitcaster
Blank	MHX Bushido Inshore Light Saltwater — 84" (LS7) or 90" (LS76), 10-20 lb
Blank Upgrade	MHX Elite Pro — 86", 8-17 lb (+\$45)
Ultralight Option	Lighter blank available for trout, panfish, and finesse work — same price point
Action	Fast (standard) or Extra Fast — your choice, no upcharge
Guides	Spinning: American Tackle MicroWave 20-6 line control · Casting: MicroWave 12-6 — Nanolite rings standard, Duralite available
Guide Finish	Black or Chrome — your choice, no upcharge
Guide Upgrade	Fuji SiC train — KL 25 stripper to KT single-foot (+\$60)
Reel Seat	Spinning: Fuji DNPSD Deluxe Ergonomic · Casting: Fuji TCSSD Deluxe Trigger
Grip	Custom EVA — black or your choice of color combination
Line Rating	10–20 lb braid

Standard build: \$399 · Elite Pro blank +\$45 · Fuji SiC guide train +\$60

TRACKER *Medium Inshore Series — Tarpon & Big Snook*

Built for the silver king. A strong butt section for sustained leverage on big tarpon, a forgiving mid-section to protect leaders on head shakes, and the casting length to reach rolling fish.

Configurations	Spinning (5000-6000 class)
Blank	MHX Nearshore Saltwater SW76ML — 90", 10-30 lb
Blank Upgrade	MHX Bushido Nanophene, 25-40 lb — 95" (BNEX8) or 86" (BNEX72), your choice (+\$75)
Guides	American Tackle MicroWave 30 Heavy line control, double-foot — Nanolite rings standard, Duralite available
Guide Finish	Black or Chrome — your choice, no upcharge
Reel Seat	American Tackle heavy-duty all-aluminum
Grip	Full EVA fighting grip — black or your choice of color combination
Line Rating	20–40 lb braid

Standard build: \$499 · Bushido Nanophene Max Extreme blank +\$75

OFFSHORE

FREEFALL *Slow-Pitch Jigging Series*

The strike comes on the fall. A true parabolic slow-pitch action that loads and snaps jigs with minimal effort, paired with a spiral-wrapped guide train that keeps pressure in line through deep vertical fights.

Configurations	Conventional (spiral wrap standard)
Blank	Rainshadow RX6/E-Glass — 72", 20-40 lb, moderate, 3-6 oz jigs
Blank Upgrade	Rainshadow Revelation RX7 — 78", 20-50 lb, 200-300g jigs, 2.6 oz (+\$105)
Guides	Fuji MN medium-duty, Alconite rings, BC Grey — spiral-wrapped
Reel Seat	American Tackle heavy-duty all-aluminum, low profile
Grip	Split EVA, minimal rear grip — black or your choice of color combination
Line Rating	20–40 lb braid, 3-6 oz jigs (20-50 lb / 200-300g on upgrade)

Standard build: \$399 · Revelation RX7 blank +\$105

HUNTER *Bottom Fishing Series — Grouper & Snapper*

Purpose-built for winching big grouper and snapper off SWFL wrecks and reefs in 100–300 feet. Heavy backbone to turn fish before they reach structure, with the sensitivity to feel every bite at depth. Built at the blank's standard length — 84" on the X-Fighter, 86" on the Bushido upgrade — with shorter cuts available on request for added lifting leverage.

Configurations	Spinning or Conventional (spiral wrap on conventional)
Blank	MHX X-Fighter Offshore XFM700M — 84", 20-50lb, moderate action
Blank Upgrade	MHX Bushido Nanophene Extreme BNEX72/25-40 — 86", 25-40lb, MH fast (+\$85)
Guides	American Tackle TiForged Air double-foot kit; spiral-wrapped on conventional builds
Guide Upgrade	Fuji MN medium-duty spin/cast kit, Silicon Carbide rings (+\$50)
Reel Seat	American Tackle heavy-duty all-aluminum
Grip	Custom EVA — black or your choice of color combination
Line Rating	25–40 lb braid standard · 20–40 lb on the e-glass option

Standard build: \$429 · Bushido Nanophene Extreme blank +\$85 · Fuji SiC guide upgrade +\$50

AIRSTRIKE *Offshore Topwater Series — Mahi & Cobia*

For the surface explosion. Built short and heavy on purpose — 86" loads fast and recovers fast, which is what you want when you are working a big popper all morning rather than reaching for a distant fish. The 3-10 oz rating handles the heaviest plugs, and the blank carries the drag pressure of an 8000-class reel when a cobia or a big jack turns and runs.

Configurations	Spinning (8000-10500 class)
Blank	MHX Bushido Nanophene Extreme BNEX72/30-50 — 86", 30-50 lb, 3-10 oz
Blank Option	Rainshadow RX6/E-Glass — 84", 20-40 lb, extra-fast composite — lighter-duty alternative, no additional cost
Guides	American Tackle TiForged double-foot — 40 mm stripper, nine guides, metallic rings
Tip Top	American Tackle TiForged — size to blank tip
Reel Seat	American Tackle heavy-duty all-aluminum
Grip	Custom EVA — black or your choice of color combination
Line Rating	30–50 lb braid

Standard build: \$539

RECON *Trolling Series — Kings, Mahi & Sails*

Reconnaissance by fire: drag the spread, find the fish. Carbon-wrapped composite absorbs the shock of a strike at trolling speed, with a gimbal butt that locks into the rod holder or fighting belt. Choose the 20-40 lb standard for kingfish, mahi, blackfin, and sails — light enough to fight by hand all day. Choose the 30-50 lb heavy blank at no extra cost for wahoo, big kings, and running a serious spread.

Configurations	Conventional trolling (TLD/Talica class reels)
Blank — Light	Rainshadow RCJB78MH-SC — 78", 20-40 lb, carbon-wrapped RX6/E-Glass, 8.3 oz · kings, mahi, blackfin, sails
Blank — Heavy	Rainshadow RCJB78H-CG — 78", 30-50 lb, 9.8 oz · wahoo, big kings, heavier spreads — no additional cost
Guides	ALPS heavy conventional ring guides, black anodize
Tip Top	ALPS 20-50 lb roller tip top, black anodize — 6061-T6 aluminum, steel roller
Guide Design	The tip carries the sharpest line angle under load; ring guides handle the rest at this line class
Reel Seat	American Tackle heavy-duty all-aluminum, size 22 — trigger or non-trigger, your choice
Butt	ALPS AXG22 aluminum gimbal butt, black anodize — standard
Grip	EVA fore & aft — black or your choice of color combination
Line Rating	20–40 lb standard · 30–50 lb on heavy blank option

Standard build: \$549 · Full ALPS roller train available by quote

DEPTH CHARGE *Electric Deep Jigging & Bottom Series*

Our e-rod. Built for electric-assist deep jigging and bottom fishing in 150–350 feet — the reef and wreck zone 60 miles out on the Gulf coast, 20–30 miles out on the Atlantic side. Light enough to work jigs vertically, with the backbone to hold bottom in current. Pairs with the Daiwa Seaborg 300/500.

Configurations	Conventional; Daiwa Seaborg 300/500 class electric reels
Target Depth	150–350 ft — reefs & wrecks; grouper, snapper, AJ, tilefish
Blank	Rainshadow SWB or Bushido, 72"–78", 30-60lb class
Guides	Fuji K-Series or ALPS braid guides; spiral wrap option for jigging
Reel Seat	Rod only: heavy-duty all-aluminum · With power package: Dominion electric seat
Power Package	Dominion e-rod builder kit — battery butt, electric reel seat & charger
Grip	Custom EVA — black or your choice of color combination
Line Rating	40–65 lb braid

Rod only: \$569 · With Dominion e-rod power package: \$1,269

SPECIAL PURPOSE

GHOST *Fly Series — Flats & Tarpon*

Named for the gray ghost of the flats. Silent presentation, precise loops, and saltwater-grade components for the stealthiest game in fishing. Offered in 8wt for reds, snook, and bonefish, and 11wt for tarpon.

Configurations	8wt (flats) or 11wt (tarpon); other weights by custom order
Blank	MHX Native NF908-4 — 108", 8wt, 4-piece (other weights available)
Guides	American Tackle TiForged double-foot snake kit — metallic rings
Reel Seat	American Tackle AFS8L2 aluminum — dual locking nuts
Seat Upgrades	Exotic wood insert (+\$10) · REC nickel silver (+\$75)
Grip	American Tackle 7.5" full-wells — AAAA grade cork
Fighting Butt	American Tackle FBCC-7 cork/composite, 1.5" — standard
Line Rating	8wt / 11wt floating & intermediate lines

Standard build: \$529 · wood insert seat +\$10 · nickel silver seat +\$75

PATHFINDER *Travel & Fly-In Lodge Series*

Goes where the plane goes. A 3-piece travel build born from our Misaw Lake Lodge collaboration and refined for remote water anywhere. Built in two versions: Freshwater for pike, walleye, lake trout and salmon, with a lighter graphite seat that stays warm in the hand on a cold northern morning — and Saltwater for redfish, snook and sea trout, with an all-aluminum seat and corrosion-resistant hardware. Same blank, same guides, same case; the components change to match where you're going. Heavier bluewater builds for roosterfish, tuna and GTs available by quote.

Configurations	Spinning, 3-piece; hard travel case included
Blank — Light	MHX TR904-3 — 90", 10-17 lb · walleye, trout, sea trout, redfish
Blank — Heavy	MHX TR905-3 — 90", 12-25 lb · pike, lake trout, salmon, snook — no additional cost
Guides	American Tackle MicroWave 20-6 line control — Nanolite rings standard, Duralite available
Seat — Freshwater	Fuji DNPSD ergonomic graphite — lighter, warmer in cold weather
Seat — Saltwater	American Tackle heavy-duty aluminum — no additional cost
Grip	Custom EVA — black or your choice of color combination
Line Rating	10–17 lb on the light build · 12–25 lb on the heavy

Standard build: \$499 (includes hard travel case)

GIFT

TRIBUTE *Custom Colors Series*

Some rods are built for a fish. This one is built for a person.

Every Tribute starts as a capable inshore and nearshore rod — same components, same bench, same standards as everything else we build. What makes it a Tribute is who it's for: wrapped in their colors, marked with their name, and finished to be handed over rather than shipped in a box. Tell us about them and we'll build it. Popular as a retirement, birthday, anniversary, or holiday gift for the angler who already owns plenty of tackle but nothing made for them.

Themes

- **Team Colors** — College and pro — any school, any team
- **Service** — Army, Navy, Air Force, Marines, Coast Guard — unit colors, campaign ribbons, crests
- **First Responder** — Thin blue line, thin red line, department colors
- **Cause & Cure** — Pink for breast cancer awareness, teal, any ribbon color
- **Personal** — Boat name, business name, a date, a kid's initials, a favorite fish

Configurations	Spinning or casting — inshore or nearshore action
Blank	MHX Mag Taper MB783 — 78", 10-17 lb (sized to ship easily and fish anywhere)
Thread Work	Full custom wraps in their colors — included
Personalization	Their name, a date, or a short message on the blank — included
Guides	American Tackle TiForged Air double-foot with metallic rings — won't crack or chip
Reel Seat	Fuji graphite, ergonomic
Grip	Custom EVA — matched to the color scheme
Delivery	Gift-ready with a build card describing the rod and who it was made for
Line Rating	10–17 lb

Tribute build: \$399 — colors, personalization, and gift presentation included

Short on time? Gift certificates are available for any amount. Hand over the certificate, and we'll work directly with the recipient on colors, action, and fit — so the rod ends up exactly right. Custom builds take time; certificates don't.

Every rod above is a starting point, not a limit. Component upgrades, custom lengths, and full ground-up custom designs are always available — tell us what you fish, and we'll build the rod for it.