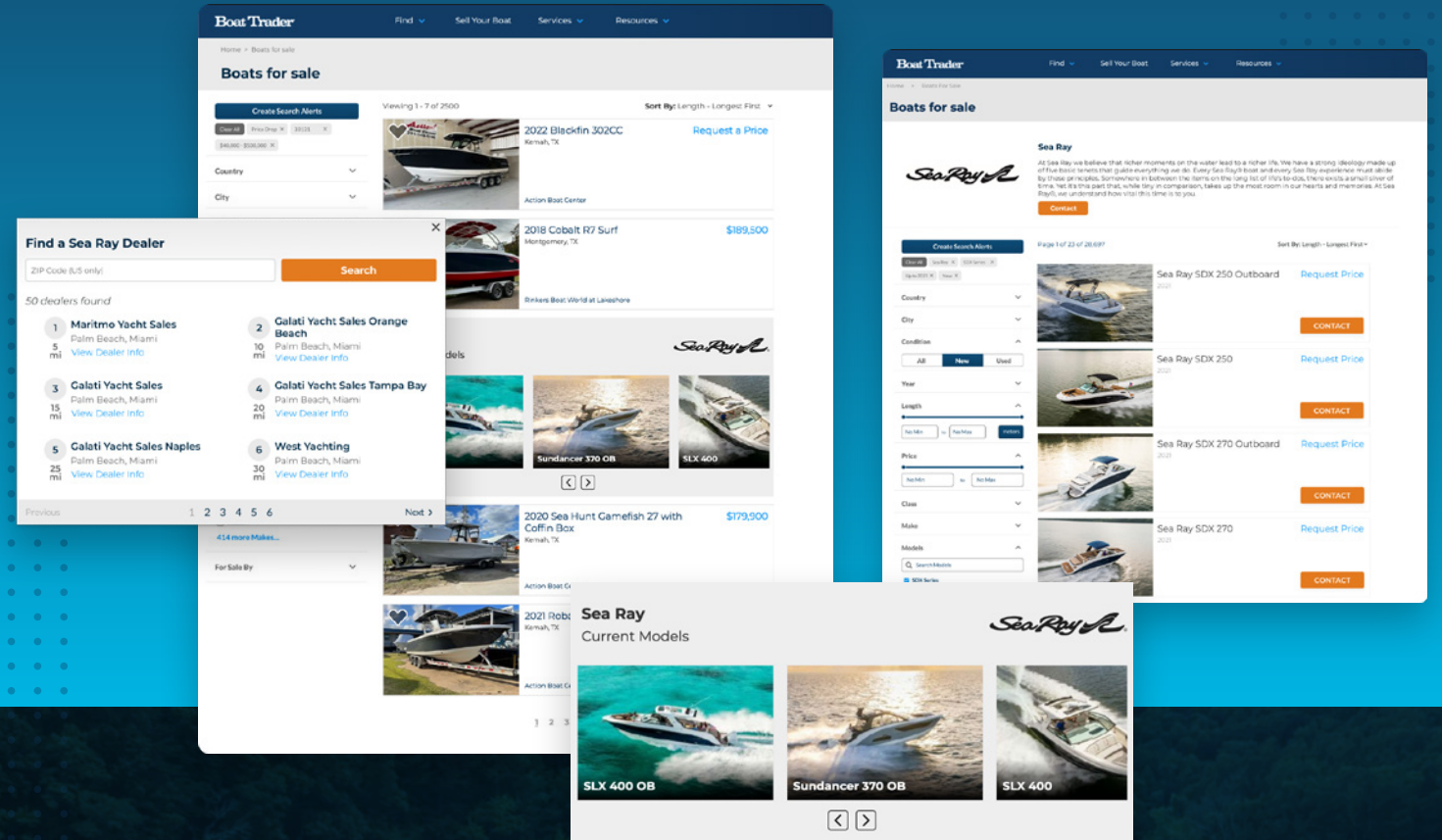


OEM Preferred Membership

Exclusive Builder Opportunity

Introducing the new Boat Trader OEM Membership, designed to deliver manufacturers and their dealer networks more exposure, leads, and new boat sales.



Why You Need It:

Ultimate Exposure to More New Boat Buyers

- Put your brand(s) in front of undecided prospects in the research phase
- Cover more untapped market share, especially in areas where inventory is scarce
- Access an audience that buys new boats; Boat Trader leads are more apt to purchase new boats - nearly double that of the overall industry
- **56%** of leads submitted on Boat Trader are from first-time boat buyers, which are more likely to purchase new boats
- Expand your reach to a new audience as **80%** of users on Boat Trader do not visit boats.com
- Get monthly reporting delivered to your inbox with traffic, leads and ROI performance

How It Works:

- Display your logo and boats in rotation on relevant search results pages
- Return all of your brand models in search results, regardless of zip code, search radius or dealership availability
- Ensure listing accuracy for all of your makes and models - because you manage them
- Deliver more exposure and leads to your dealers

New Value Add

LeadFlow: Lead Routing Made Easy

Purchase the OEM Preferred Membership and get LeadFlow FREE!
- Limited Time Only -

How LeadFlow Works:

- Lead routing, made easy! Automatically import Boats Group leads into your CRM
- Save time - No more manual entry
- Immediate lead delivery to your dealers for seamless and timely follow up

[Learn More and Contact Us](#)

Membership Ad Details: Carousel Ad (dynamic to boats in search parameters) populates in search results pages (desktop and mobile web). Buyer clicks on OEM listing > OEM Detail page > Leads sent to OEM or dealers based on proximity (or both).
Lead Routing: Based on your preference. Option to send direct to OEM, specific member dealers, and/or by dealer locator (by shortest geo-proximity). If no dealer present, leads route to OEM.