



BOATS GROUP



# BOATS GROUP ADVANTAGE

The Advantage to Maximize Exposure - **on Your Terms.**

# Boats Group Advantage

Our packages offer the optimal suite of online selling solutions to help you market your inventory, manage leads and close more boat sales. Your package choice determines the level of Audience Exposure - the higher your package, the harder Boats Group works for you.

Look for the following symbols, to determine which package has the exposure you need:



|                             | ADVANTAGE SELECT | ADVANTAGE PLUS | ADVANTAGE |
|-----------------------------|------------------|----------------|-----------|
| Audience Exposure           | ★BEST★           | BETTER         | GOOD      |
| LeadSmart                   | PLUS             | PLUS           | STANDARD  |
| LeadFlow                    | ✓                | ✓              | —         |
| Dedicated Financing Support | ✓                | ✓              | —         |
| Brand Amp (BDP & Email)     | ✓                | ✓              | —         |
| Sponsored Boats             | ✓                | ✓              | —         |
| Homepage Rotation           | ✓                | —              | —         |

All packages include: YachtCloser, boats.com, Parts Portal, Brand Boost (Enhancements)



## Audience Exposure

Our newly launched Smart Exposure is the key to your new Advantage membership. The Advantage Program's tier system allows you to access higher audience exposure levels based on which suits your needs best. Our Advantage packages allow for a higher share of voice as you upgrade, which means that more people will see your products across our sites.



# soldboats.com

The soldboats.com database provides the marine industry with the most reliable and robust source of sold boat data available. New data is added daily by contributing members across Boat Trader, YachtWorld and YachtCloser\*, making it the largest database of sold boat information. This product is exclusive to contributing Boats Group members and is not available to the public.

## What You Get with soldboats.com:

- Exclusive 24/7 access to more than one million sold boat records
- Updated and easy-to-use interface that allows you to search by a variety of criteria
- Printable brochures with customizable layouts, contact information and details
- Email- and export-friendly listings so you can share information with clients easily

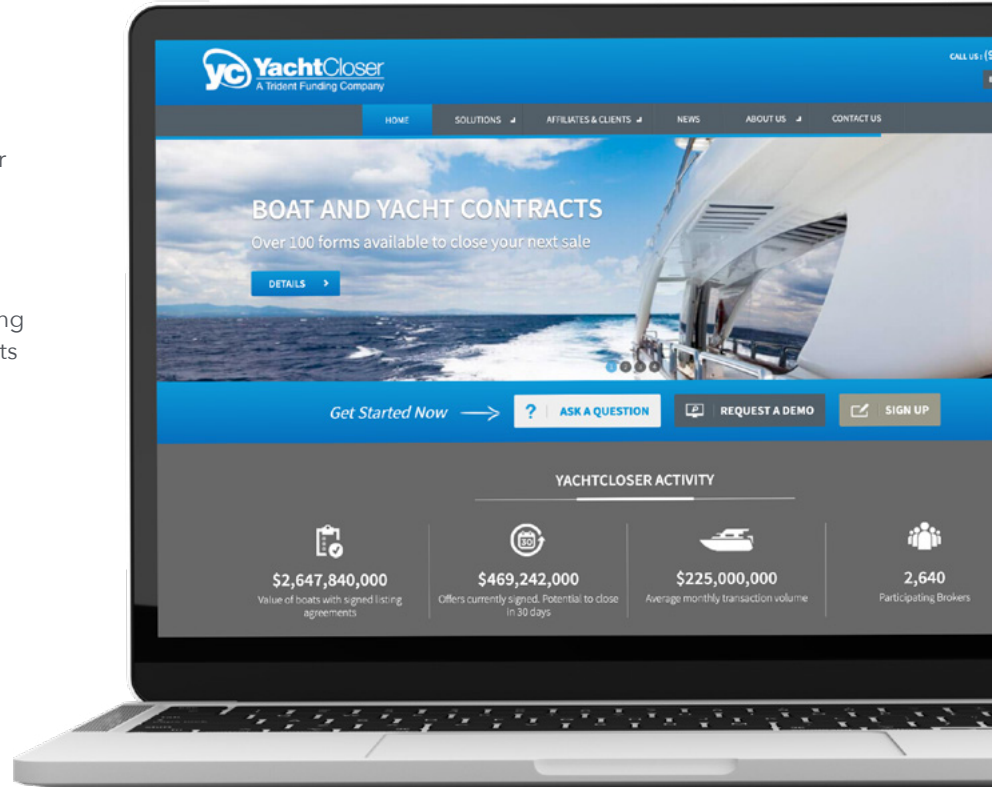


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# YachtCloser

YachtCloser is the yacht brokerage industry's leading web-based contract management solution. YachtCloser provides a simple, seamless connection between buyers, sellers, brokers and yacht services through a sophisticated, yet easy-to-use application engine. YachtCloser provides the most accessible and robust transaction and administrative tools available - managing more than **\$10 Billion** in active boat and yacht contracts nationwide.

- Includes one user. New customers are required to activate YachtCloser.





## LeadSmart

LeadSmart helps you uncover new insights into a potential boat buyer's interests and intent. LeadSmart provides you basic information (year, make and model) of the last three listings that the prospect has inquired about on Boat Trader.



## LeadSmart Plus

Along with the features in our standard LeadSmart offering, AdvantagePlus customers can see additional information on an unlimited amount of the prospect's boat inquiries. This expanded information is available via the new Leads interface within BoatWizard.

|                            | LeadSmart     | LeadSmart Plus |
|----------------------------|---------------|----------------|
| PROSPECT'S NAME & LOCATION | ✓             | ✓              |
| LEAD HISTORY               | 90 DAYS       | 12 MONTHS      |
| INQUIRIES BY BOATS         | 3 MOST RECENT | ✓              |
| PROSPECT DETAILS PAGE      | ✗             | ✓              |

Boat Trader

 YACHTWORLD

 boats.com



# LeadFlow

Increasing productivity, saving time, and improving lead response time are all imperative in driving more revenue to your business. LeadFlow gives you the ability to pass lead form information along with listing information to a customer through a feed vs a traditional email.

This product allows you to receive clean, accurate, and consistent lead data all within your CRM.

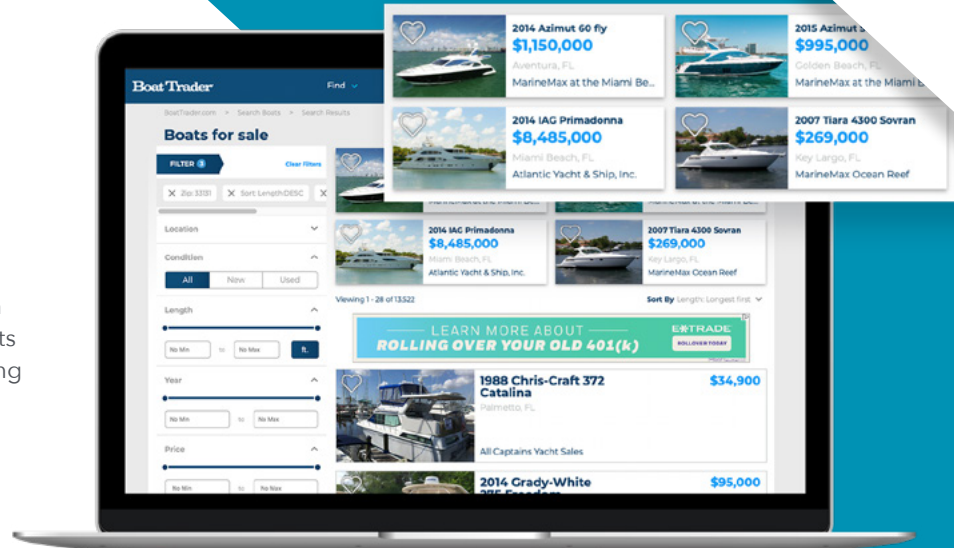
- **Easy Implementation** - Turnkey Solution that seamlessly imports your Boats Group leads into your CRM. Get set up within a few days.
- **No Service Interruption** - Manage leads in your CRM as you normally would. Minimal integration or maintenance down time.
- **Save Time and Money** - No more wasted time on importing leads.



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## Sponsored Boats

Get the top placement on BoatTrader's most popular pages with sponsored boats. Your ad will be served to shoppers who are searching for the class your boat is listed in, in your designated market area on the search result and browse pages. On average, sponsored boats receive 22,000 monthly impressions and 86 more listing views per month.

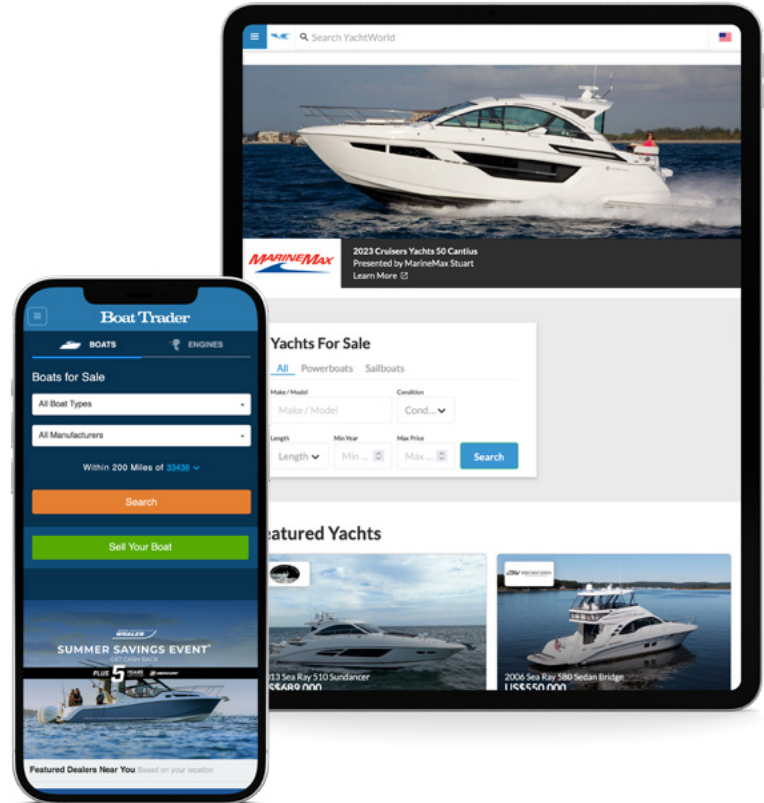




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## Homepage Rotation

Take center stage on the homepage of Boat Trader and/or YachtWorld and amplify your brand exposure with Homepage Rotation. With more than 400K\* monthly visitors to the homepage, your brand earns prestige and receives maximum exposure.



\*Based on average monthly visits. Results may vary by market, Google Analytics



## Brand Boost

Increase clicks and engagement with Brand Boost, which prominently displays your listings and propels your inventory to higher visibility to capture more prospects.

With the inclusion of your dealership's logo in these enhanced listings, the presence of your brand becomes even more pronounced. This logo-driven approach significantly contributes to 25% increase in listing views and leads\*, as potential buyers are more influenced by your brand and more likely to view your listings in more depth.

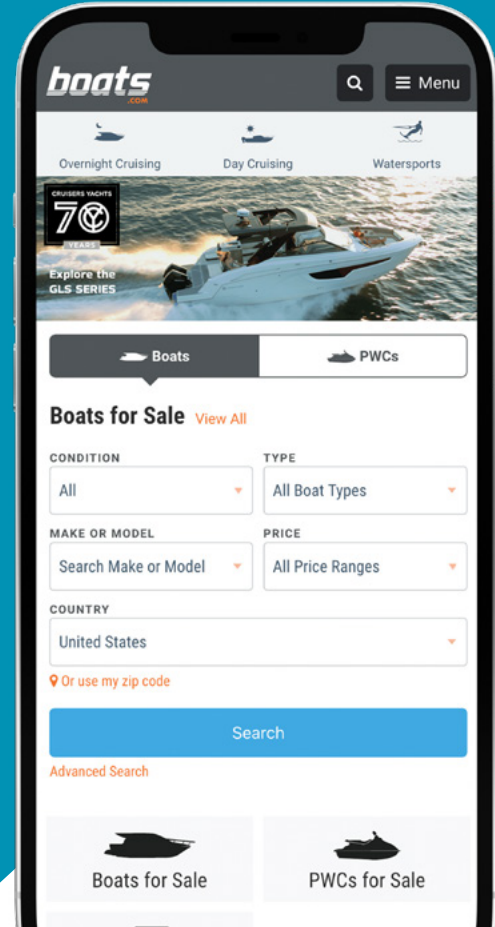


\*Based on average monthly impressions and performance, Google Analytics

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## boats.com Portal

boats.com is the largest global search engine in the leisure marine market with more than 120,000 boats from 146 countries. For OEMs and their dealer networks, boats.com offers effective marketing tools to promote and sell new and used boats for sale across the globe.



A large outboard motor is mounted on a silver metal trailer. The motor is black and white, with a prominent black cowling. The trailer has a single axle with a black tire and a hitch with a yellow ball. The background is a dark blue gradient with white diagonal lines.

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## Parts Portal

Put your engines and trailers in front of the largest audience of boaters. With over 150,000 page views for boat engines and trailers every month, your inventory will generate unmatched exposure and opportunities for sales success. Your inventory will capture the attention of the ever-growing community of boaters seeking reliable and high-performing equipment.



# Brand Amp

## Boat Detail Page Takeover & EmailAdvantage

The Boat Detail Page Takeover gives you the opportunity to reinforce your brand alongside your inventory, giving you complete control of your boat detail pages. This immersive advertising experience allows you to capture 100% of the page's exposure while building your brand awareness.

EmailAdvantage puts your boats in the pool for our Saved Search emails, which are sent over 2.5 million times per month. These emails are sent to prospective buyers that are looking for and saving searches for boats that match the criteria similar to your listings.

