



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:



All Packages Include: YachtCloser, boats.com, Parts Portal, Finance Advantage, ProSeller Platform access, and unlimited BoatWizard users.

	ADVANTAGE	ADVANTAGE PLUS	ADVANTAGE SELECT
Audience Exposure	GOOD	BETTER	★BEST★
Listing Boost	GOOD	BETTER	BEST
Business Reporting	STANDARD	STANDARD	ENHANCED
LeadSmart	STANDARD	PLUS	PLUS
Dedicated Financing Support	✓	✓	✓
LeadFlow	—	✓	✓
Brand Amp (BDP Takeover)	—	✓	✓
Sponsored Boats	—	✓	✓
Market Evaluation Insights	—	—	✓
Featured Placement	—	—	✓
Homepage Rotation	—	—	✓

# Which Package is Right for You?

Boats Group offers three packages—Advantage, AdvantagePlus, and AdvantageSelect—each designed to provide exposure and tools that help dealers and brokers competitively price, market, and sell more boats. At the core of the Advantage membership is our Smart Exposure technology, which optimizes your boat listings' visibility, ensuring they receive the appropriate level of exposure based on your selected package.

Each package provides the tools, insights, and exposure best suited to your business, ensuring your boats are seen by the right buyers.

**A**

## Advantage

The perfect choice for smaller dealers, brokers, or businesses in less competitive markets. It's also a great fit for sellers with unique or specialized inventory that doesn't need maximum exposure to attract buyers. This package provides just the right level of visibility to help these sellers succeed without overextending their resources.

**AP**

## AdvantagePlus

Our most popular package, designed for the majority of professional sellers in more competitive markets. It offers increased exposure and access to critical market insights, helping your listings get in front of more qualified buyers. On average, AdvantagePlus customers receive 68% more impressions per listing than those on the Advantage package.

**AS**

## AdvantageSelect

Built for larger, multi-location dealers and brokers who want to invest in broader branding efforts across multiple markets and boat types. This premium package includes powerful tools like LeadSmart Plus and advanced data insights, combined with targeted exposure to maximize your reach and attract qualified buyers. AdvantageSelect customers see 65% more impressions per listing than AdvantagePlus, making it ideal for those looking to dominate competitive markets.

## Audience Exposure

More than 90% of the boat-buying journey takes place online, often spanning six to nine months. Throughout this process, potential buyers interact with various touch points—whether it's searching, comparing, or researching. The more your brand and boat listings appear in these moments, the more exposure you're generating.

### Why is Exposure Important?

Exposure is key to staying top of mind with buyers. It ensures that your listings are seen by the right audience at the right time, increasing the chances of engagement and, ultimately, sales.

### Boats Group: Your Partner in Exposure

At Boats Group, exposure is what we do best. Our sites reach more than 15 million visitors each month, but that's just the beginning. We go beyond with strategic investments in search engines and social media platforms, delivering even more visibility for your boats. This commitment translates to over 30 million listing views monthly, making us the most effective advertising source in the industry.

By partnering with us, you're getting the best exposure possible—helping your boats sell faster.

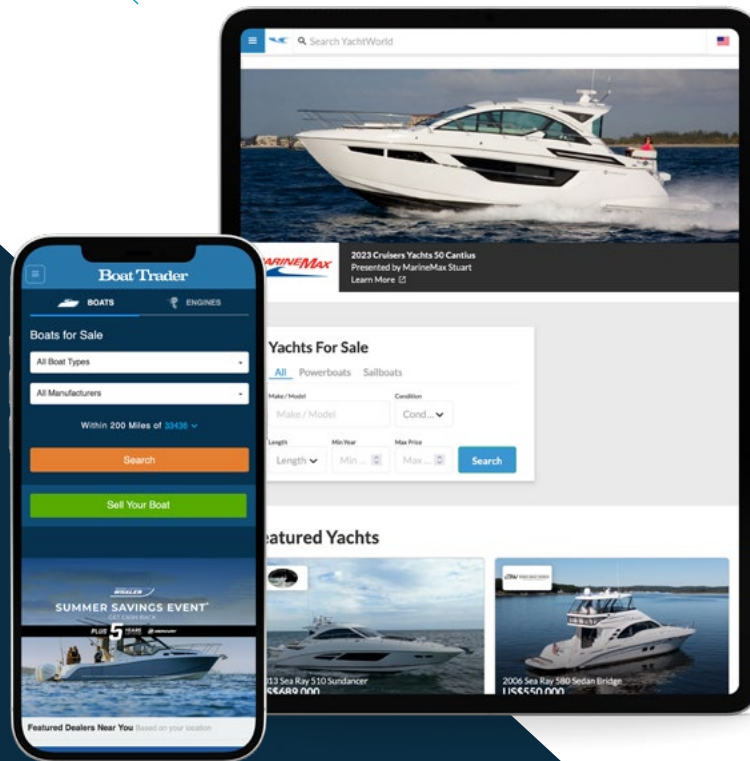
## BOAT BUYING PROCESS



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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

# Featured Placement

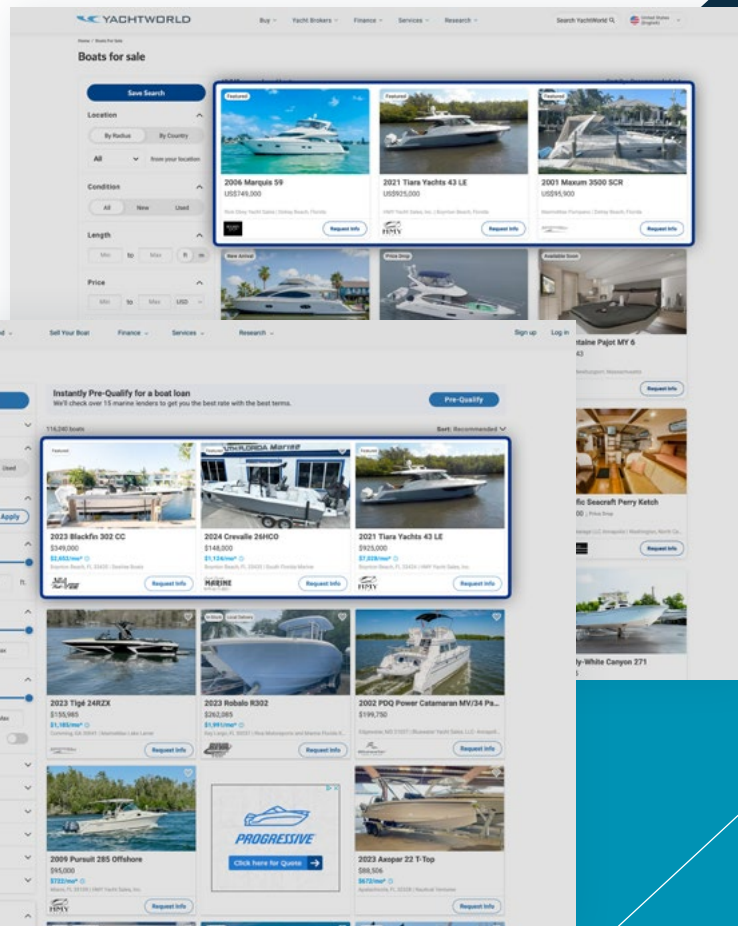
Secure top placement on YachtWorld's and Boat Trader's Search Results Page with **Featured Listings**, ensuring your listings appear at the very top. This premium position boosts visibility and relevance, making your listings the first buyers see.

This relevant and engaging placement leads to significantly higher click-through rates, driving more traffic to your listings.

## How it works

By focusing on precise matches, Featured Boats meet the user's needs, driving even more qualified engagement with your listings.

- Highlights boats that exactly match a user's search criteria, ensuring relevance
- Prioritized by proximity to the user and are randomized to provide a fresh experience with each search.



# Sponsored Boats

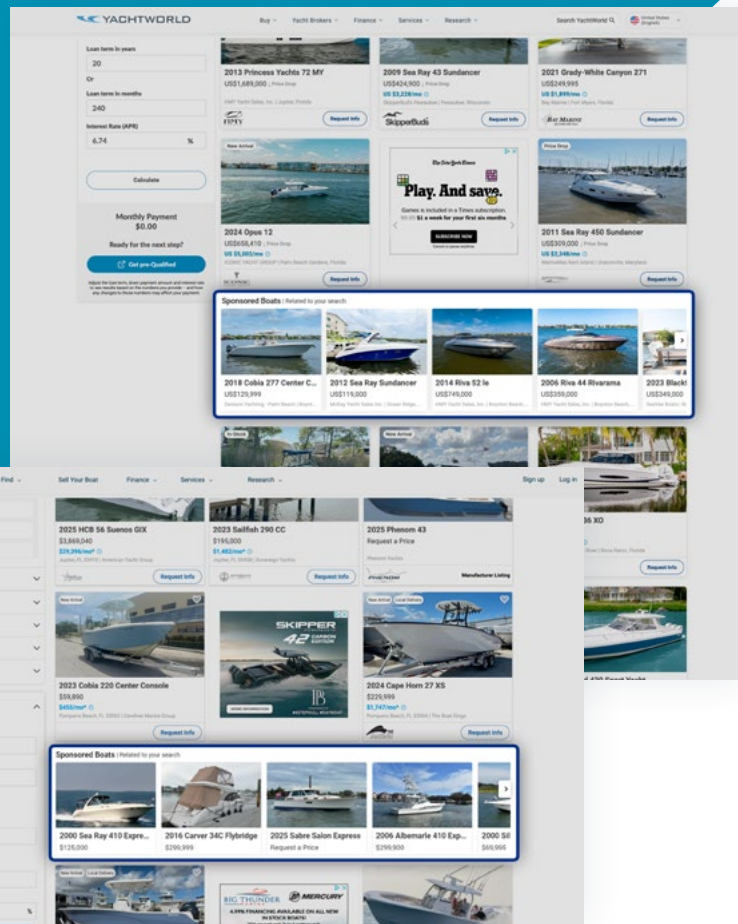
Boost your visibility with **Sponsored Boats**, a prime placement on our search results page that ensures your listings appear prominently while shoppers are actively browsing.

With more flexible matching, your listings attract buyers with diverse search preferences, expanding your potential audience. This placement guarantees consistent exposure and drives more traffic to your listings.

## How it works

**Sponsored Boats** use broader matching criteria, ensuring your listings reach a wider audience.

- Matched by class, type, length, and price to allow for a variety of makes and models to appear under the selected class. This flexibility increases visibility while still maintaining relevance.
- Prioritized by location and randomized, providing users with a fresh, diverse selection each time they search.







## Listing Boost

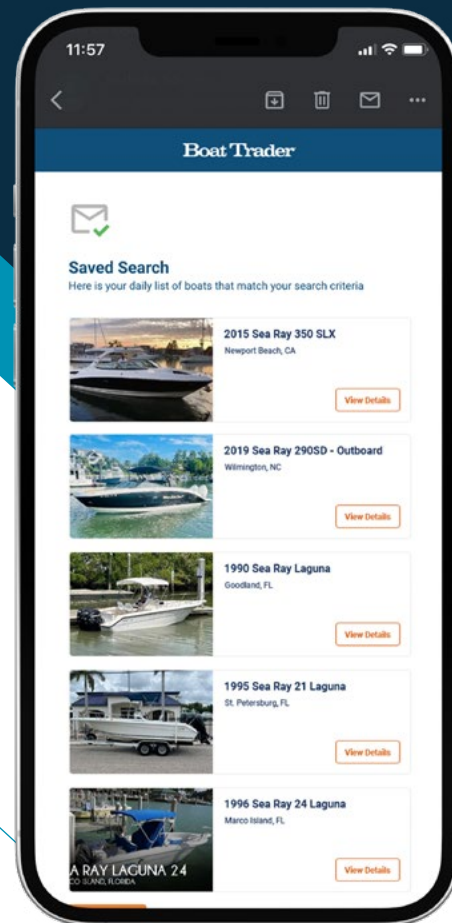
With Listing Boost, we take your marketing to the next level by strategically putting your advertising dollars to work. We leverage a combination of push and pull tactics to drive incremental traffic back to your listings—ensuring maximum exposure.

Through multi-marketing channels, we engage potential buyers at key moments of their shopping journey, driving them back to your listings.

### How it works

For our Select and Plus customers, Listing Boost drives more exposure through paid promotion. Your listings will be featured on social media and search engines, targeting audiences actively in the market for your boats. This strategic promotion ensures your boats reach the right people, increasing visibility and engagement.

EmailAdvantage ensures your boats are included in our Saved Search emails, which reach over 2.5 million active boat shoppers each month, increasing your chances of connecting with highly interested buyers by showcasing boats aligned with their preferences.







# Brand Amp

## Boat Detail Page Takeover

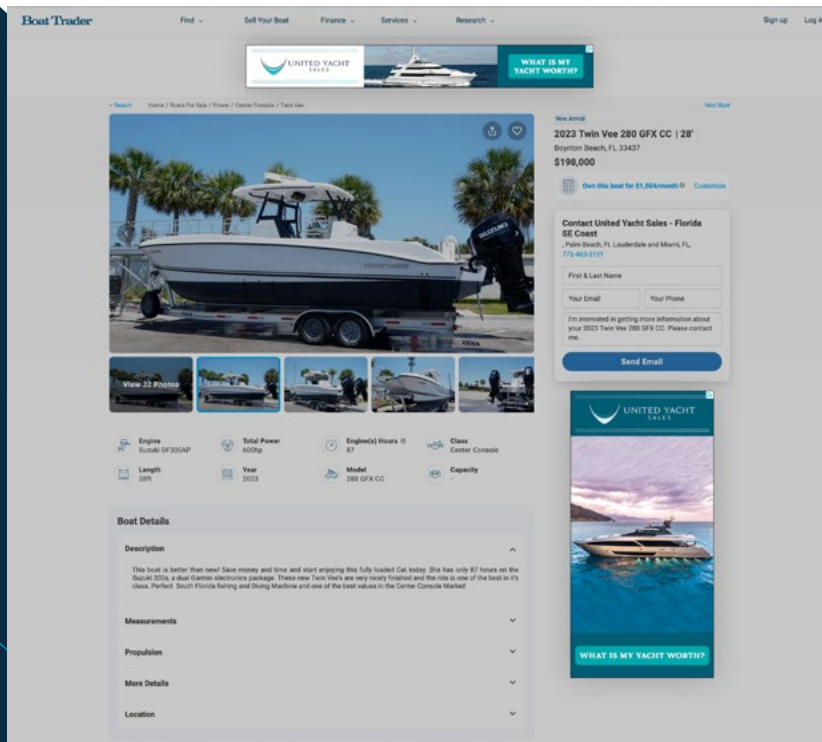
The Boat Detail Page Takeover gives you the opportunity to reinforce your brand alongside your inventory, giving you complete control of your boat detail pages. This immersive advertising experience allows you to capture 100% of the page's exposure while building your brand awareness.

### How it works

With Brand Amp, you have full control over your brand's visibility. We require four key ad sizes:

- Two exclusive to desktop (300x600 & 728x90)
- One that works across desktop and mobile (300x250)
- One dedicated to mobile (320x50)

Multiple creative sets can be used, rotating different ads to maximize engagement. Ads can be in JPG, GIF, or even HTML5 format, providing flexibility and impact across all devices.





## 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 and AdvantageSelect 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



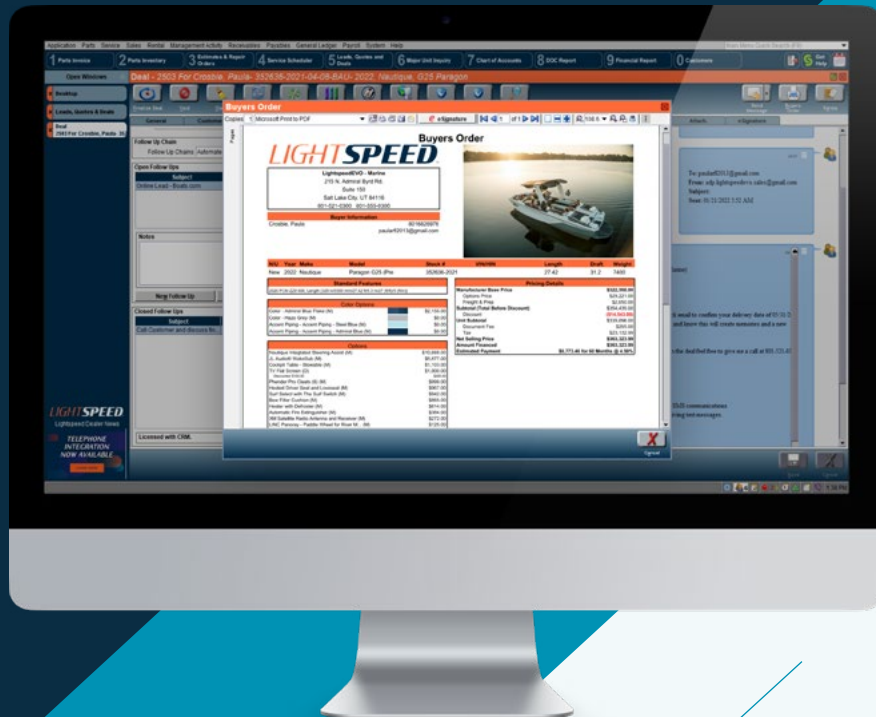
# LeadFlow

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.

Boat Trader YACHTWORLD boats.com



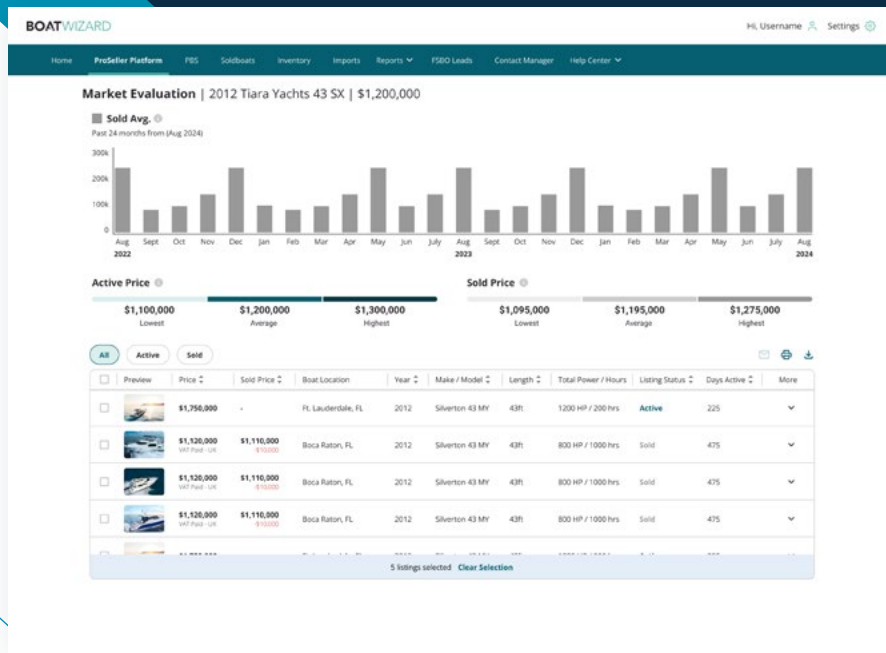
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# Market Evaluation Insights

With our **Market Evaluation** tool, you can perform a comprehensive market evaluation in just minutes, all in one place within the ProSeller Platform. This tool, exclusive to AdvantageSelect members, pulls data from active and sold listings to give you a clear view of the market.

By clicking on the new **Market Evaluation** button you'll see a table of similar boats, sorted by price, with options to customize how it's displayed. At the top, interactive charts will show average price trends from the past 24 months, comparing active and sold listings. You'll also get a clear view of low, medium, and high prices to help understand the range of comparable boats.

Easily share this information with your clients by exporting it with your company branding. Whether by email, text, or print, sharing valuable insights has never been easier!



(Data for illustrative purposes only)



# Business Reporting

Track the performance of all your listings through BoatWizard—whether you want to view individual listings or assess your entire inventory. Manage your connections and stay informed about your performance with real-time insights. BoatWizard also allows you to export and generate detailed reports for further analysis.

The **AdvantageSelect** package will feature enhanced analytics, including a Market Insights Report that helps you track your performance compared to the market (your DMA). This report shows how you stack up against others in your area, giving you valuable insights to stay ahead.

BOATWIZARD

Hi, Username

[Home](#) [PSP](#) [Inventory](#) [Inbox](#) [Soldboats](#) [Reports](#) [FSBO Leads](#) [Websites](#) [Help Center](#) [More](#)

Market Insights | (Company Name)

Timeframe: January 2025 Office: All Portal: All DMA: All Class: All Condition: All

Clear All Timeframe: Jan 2025 Office: All Portal: All DMA: All Class: All Condition: All

Inventory

Your Company

For Sale Listings	99
Listings with Price Hidden	99
Average Listing Score	99%

Market

For Sale Listings	99
Listings with Price Hidden	99
Average Listing Score	99%

Sold Data

Your Company

Boats Sold	99
Average Sale Price	\$99,999
Average Days to Sell	9 Days

Market

Boats Sold	99
Average Sale Price	\$99,999
Average Days to Sell	9 Days

Exposure

Your Company

Total Impressions	9,999
Total BDP Views	9,999
Average Days on Market	9 Days

Market

Total Impressions	9,999
Total BDP Views	9,999
Average Days on Market	9 Days

What is the "Market"?

The Market\* represents the portals you advertise on, the DMAs you advertise in, and the Class and Condition of the boats you list.

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(Data for illustrative purposes only)

# soldboats

The soldboats 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:

- 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

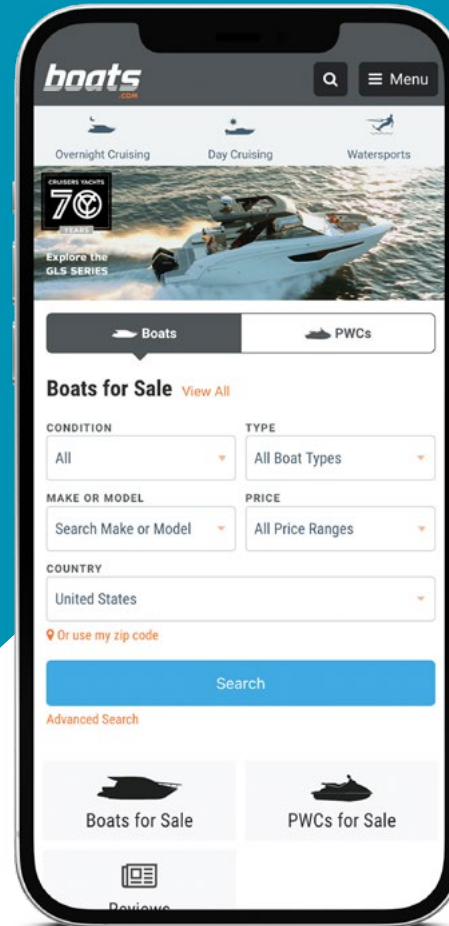
\*Must be a contributing member of the data source to view data



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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 across the globe.







Dedicated

# Financing Support

## Fast and Easy Financing For Your Buyers:

- Expansive network of lending partners to get the best solutions for your deals.
- Fully-managed loan process with your dedicated representative.
- Premier customer experience with full closing solution, including title, registration, and other documentation services.
- Competitive tiered referral program for Advantage members.

Powered by

TRIDENT **TF** FUNDING

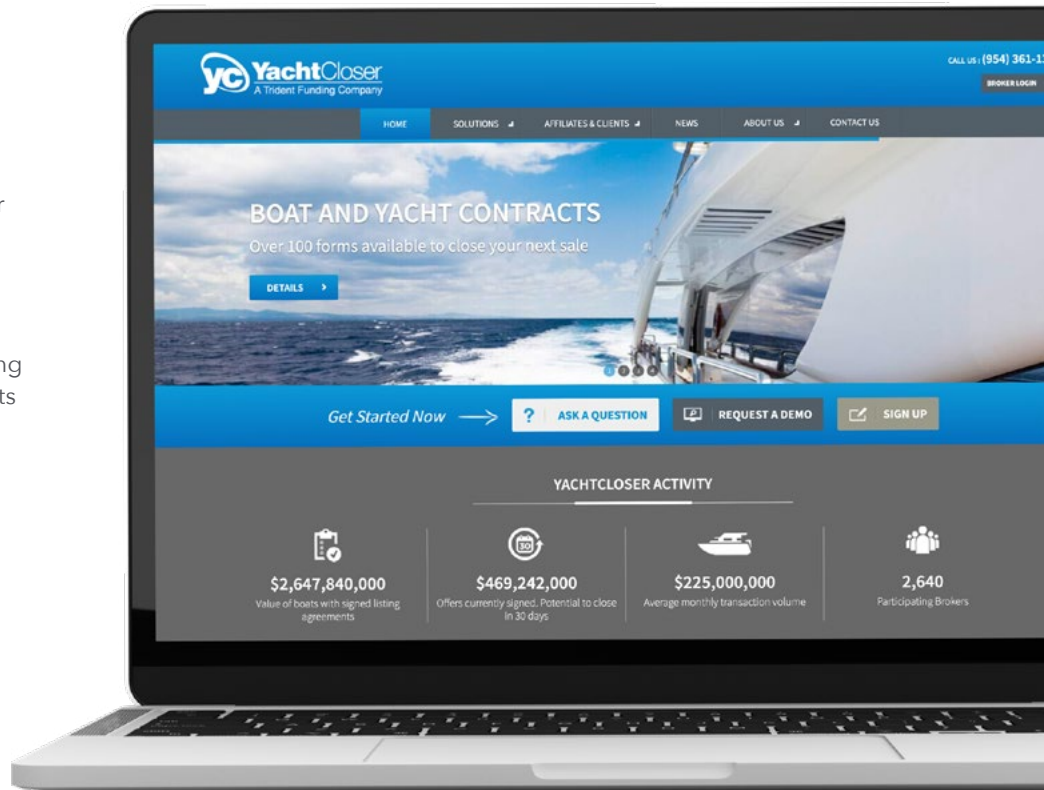
*Specialists in Marine, RV, & Aircraft Finance*



# 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.





## 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.

