

Corporate Fact Sheet

About Boats Group

Boats Group is the leading online marketplace and technology provider for the boating industry, connecting millions of boat buyers and sellers worldwide. Our industry-leading platforms, data-driven solutions, and financial services help marine businesses thrive in the digital age.



Proven Results

The industry's most trusted partner for digital success.



Unmatched Reach

Connecting sellers with the world's largest audience of boat buyers.



Data-Driven Growth

Insights and tools that power smarter selling strategies.



End-to-End Solutions

From marketing to financing and deal closings, we streamline the boat-buying journey.

Fast Facts



**Founded
in 1996**



**Headquartered
in Miami, FL**



**Serving the US,
EU, and beyond**



**Marketing, insights, and
financing options**

65M+

annual visitors across
our marketplaces.

300M+

page views per year.

\$30B+

in boats listed for sale.

1,000s

of dealers, brokers, and OEMs
leveraging our platforms.

Our Marketplaces

We own and operate the most powerful online marketplaces in boating, providing unmatched exposure and lead generation for OEMs, brokers, dealers, and private sellers:

Boat Trader

The largest boating marketplace in the U.S.

YACHTWORLD

The leading global marketplace for yachts and luxury vessels.

boats.com

A premier resource for boat shoppers featuring listings, reviews, and expert content.

EUROPEAN MARKETPLACES

Leading the European boating market with top-performing classified sites.

Our Solutions

Marketing & Exposure

Reaching the largest boating audience through:

- Targeted advertising to reach the right buyers
- Search optimization to drive organic traffic
- Social media and content marketing strategies

Data & Insights

- Market intelligence to inform pricing and strategy
- Consumer behavior insights for better targeting
- Real-time lead tracking and performance analytics

Closing & Financial Services

- Electronic closing services
- Boat financing solutions for buyers
- Pre-approved leads for sellers
- Seamless integration with dealers and brokers

Why Boats Group?

- **Proven Results:** The industry's most trusted partner for digital success
- **Unmatched Reach:** Connecting sellers with the world's largest audience of boat buyers
- **Data-Driven Growth:** Insights and tools that power smarter selling strategies
- **End-to-End Solutions:** From marketing to financing and deal closings, we streamline the boat-buying journey

