



BOATS GROUP



BOATS GROUP ADVANTAGE

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

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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, Parts Portal, Finance Advantage, ProSeller Platform access, Launchpad Website, Dedicated Seller Number to Call & Text, and Unlimited BoatWizard users.

	ADVANTAGE SELECT	ADVANTAGE PLUS	ADVANTAGE
Audience Exposure	★BEST★	BETTER	GOOD
Performance Insights	ENHANCED	STANDARD	STANDARD
Lead Management	PREMIUM	PREMIUM	STANDARD
Dedicated Financing Support	✓	✓	✓
Full Platform Access	✓	✓	✓
Sponsored Boats	✓	✓	—
Market Evaluation	✓	—	—
Featured Placement	✓	—	—
Verified	✓	—	—
Optional Upgrade to Premium Placements <small>(Spotlight Listing and Homepage Hero Ad)</small>	✓	—	—

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.

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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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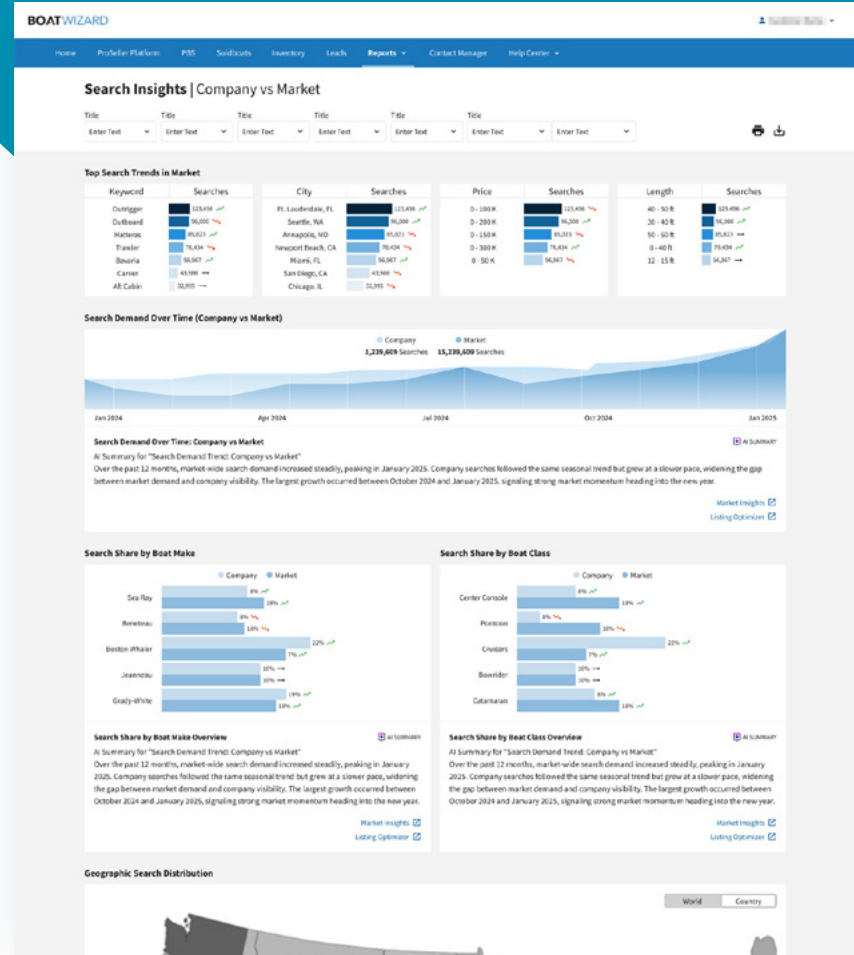


Search Demand

With our Search Demand, you gain a clear view of buyer demand; what they're searching for, how trends shift over time, and how your makes and classes compare to the broader market. This visibility shows you where buyers are focused, where you may be underrepresented, and where to invest your marketing for the greatest impact.

- **Demand Visibility:** Understand what buyers are actively searching for by keyword, price, class, make, and region.
- **Actionable Guidance:** Spot trends, align with buyer intent, and optimize your listings and marketing to capture more leads.
- **Competitive Edge:** Identify gaps, double down on strengths, and grow your share of buyer demand.

(Data for illustrative purposes only)

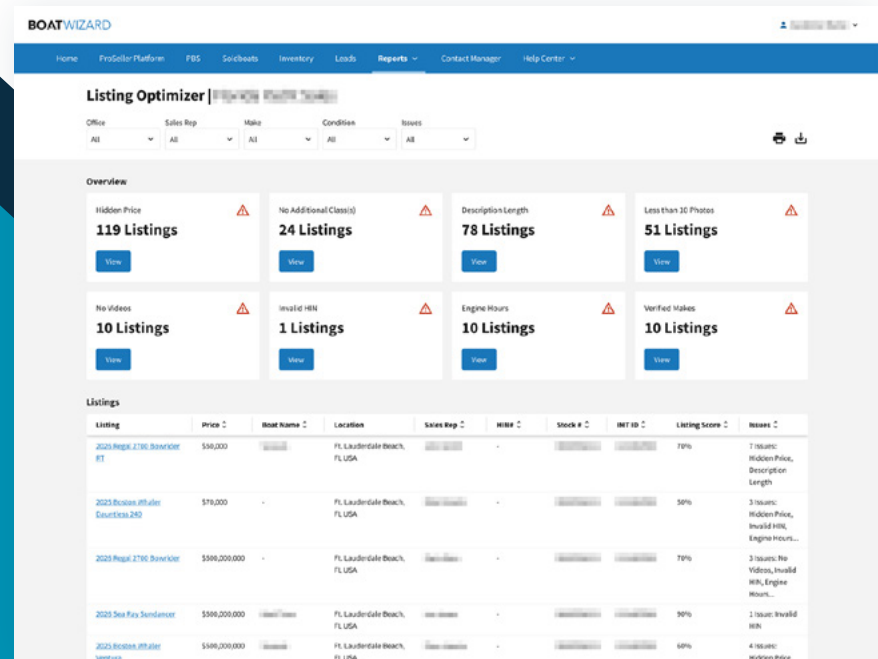




Listing Optimizer

Listing Optimizer is built into BoatWizard reports to help you maximize the performance of your marketplace listings. It provides clear, actionable guidance like adding more photos or enriching details, so you can quickly make improvements that boost your listing score and exposure.

With simple, direct feedback that's easy to apply, this feature ensures your listings stand out and attract more qualified buyers!



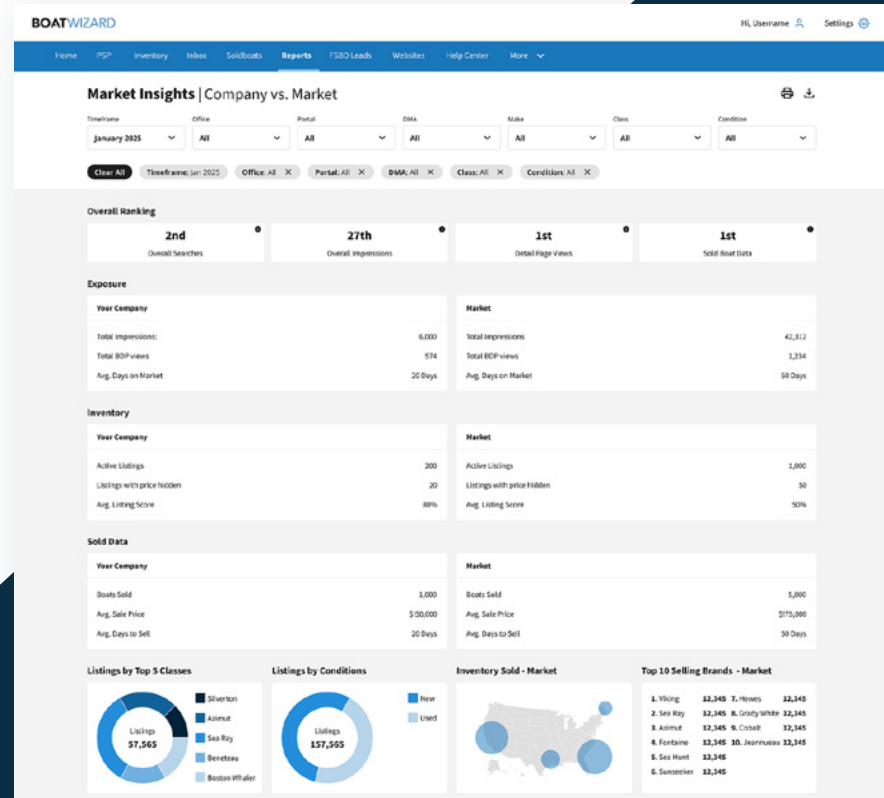
(Data for illustrative purposes only)

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Market Insights

Our Market Insights helps you track your performance compared to the market (your DMA). It shows how your listings stack up against others in your area, giving you clear visibility into strengths, gaps, and opportunities to stay ahead.



(Data for illustrative purposes only)



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. You'll also gain access to our new Lead Intent feature (post-lead questionnaires), which capture buyer insights like intent, location, and trade-in details to give you richer context for faster, more informed follow-up.

LEAD MANAGEMENT

Boat Trader YACHTWORLD boats

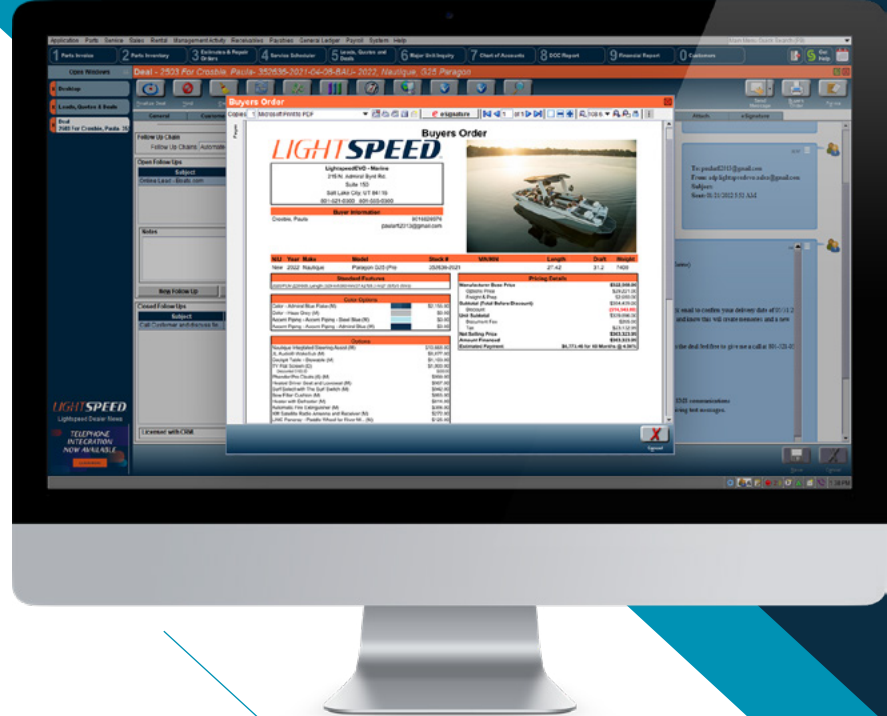
	LeadSmart	LeadSmart Plus
PROSPECT'S NAME & LOCATION	✓	✓
LEAD HISTORY	12 MONTHS	12 MONTHS
INQUIRIES BY BOATS	3 MOST RECENT	✓
PROSPECT DETAILS PAGE	✓	✓
LEAD INTENT	✗	✓

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:** v



Sponsored Boats

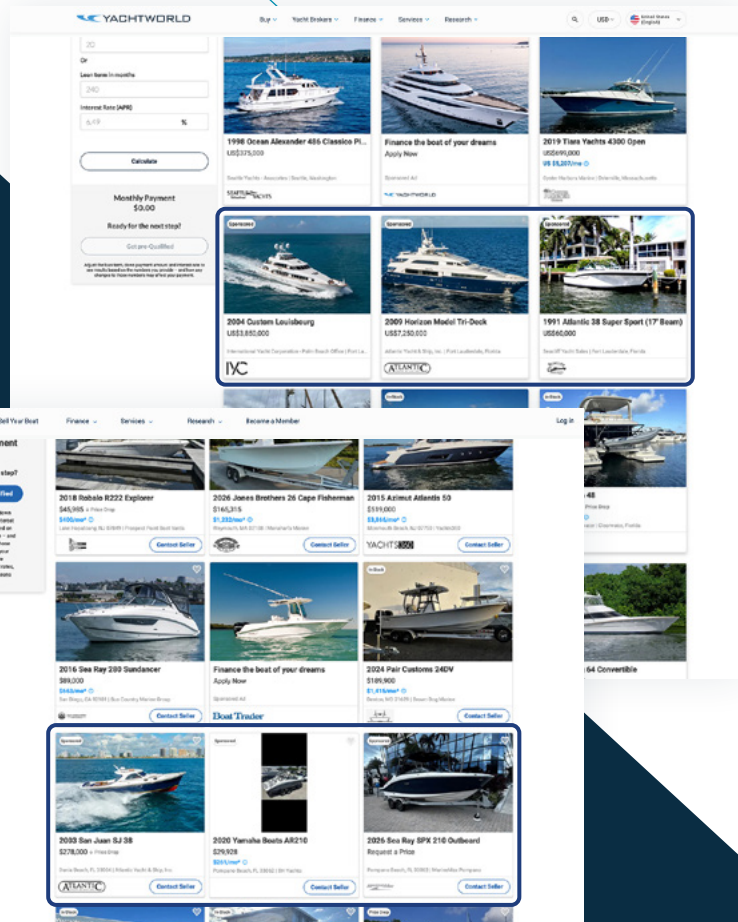
Boost your visibility with **Sponsored Boats**, a prime placement on our search results page that ensures your listings appear prominently while shoppers are actively browsing.

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.

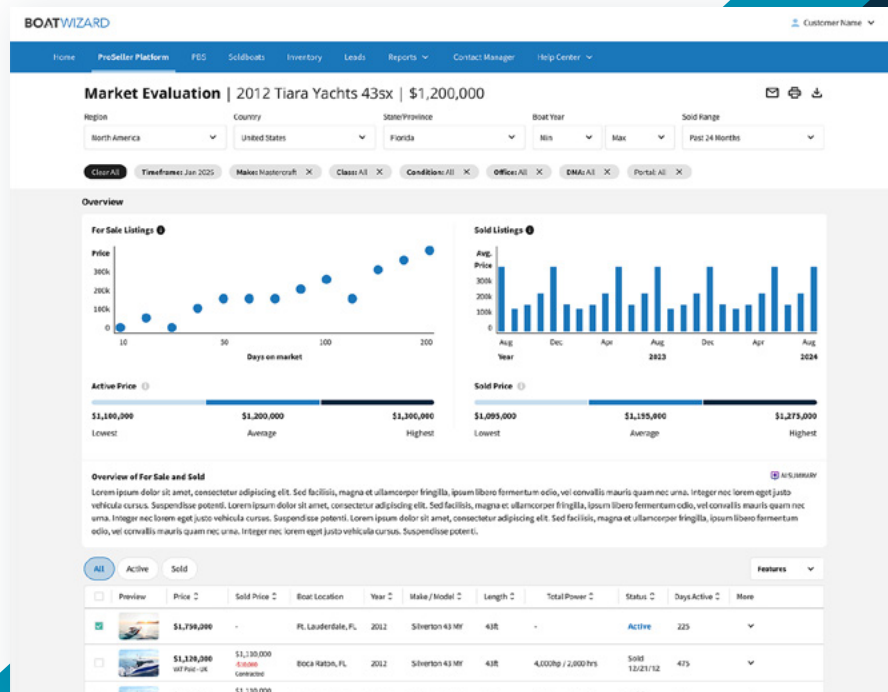


Market Evaluation

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.

Designed to help you price competitively and view the market at a glance, the tool lets you compare multiple Makes & Models in a single report. Interactive charts display average price trends over your selected sold date range (1-36 months), along with a scatter plot showing active listings by price and days on market.

All features are available on mobile, and you can easily share results with your clients by exporting reports with your company branding. Whether by email, text, or print, sharing valuable insights has never been easier!



(Data for illustrative purposes only)

Featured Placement

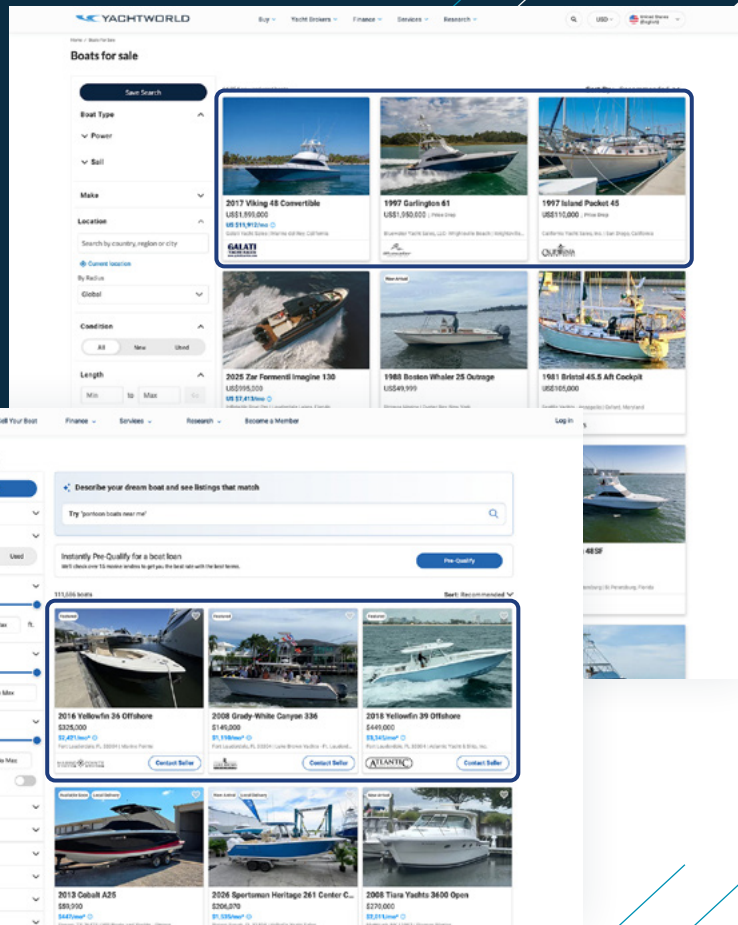
Secure top placement on YachtWorld's and Boat Trader's Search Results Page with **Featured Listings**, ensuring your listings appear at the very top. This premium position boosts visibility and relevance, making your listings the first buyers see.

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.



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Verified

Verified gives AdvantageSelect members a trusted, branded profile that elevates credibility and builds buyer confidence across our platforms. With verified badges, trust logos, company branding, broker bios, and key seller details, the profile is seamlessly embedded into Boat Detail Pages. By expanding seller profiles with richer data and company visibility, Verified helps you create stronger connections and greater confidence throughout the buyer journey. Your profile is easily managed and updated through your BoatWizard account, ensuring accuracy and consistency everywhere buyers see you.

How It Works

- Sticky right-rail card that stays with buyers as they scroll
- Inline profile cards highlighting "Meet Your Broker" and "Listed By" sections
- Trusted Partner tiers, showcasing the length of your partnership with us
- Dedicated phone number display on the Boat Detail Page

The screenshot displays a boat listing for "DOMANI" 148' BENETTI 2016. The main image shows the yacht on the water. To the right, there are smaller images including a video player labeled "EXPLORE VIDEO" and a photo of the yacht's interior. Below the main image, the text reads: "DOMANI" 148' BENETTI 2016, \$133,850,00 (+10%), MIAMI, FLORIDA, BUSINESS NAME. A table provides specifications: CONDITION: New, TYPE: Motor Yacht, LENGTH: 140ft, MODEL: 43, TOTAL POWER: 400hp, ENGINE: Volvo IPS 650, ENGINE HOURS: 300, FUEL TYPE: Diesel. A DESCRIPTION section follows, stating the yacht is a 45metre/147.31ft custom motor yacht built by Benetti in Italy, 2016, with details on guest capacity and interior design. A "SHOW MORE" link is present. On the right side, a "MEET YOUR BROKER" card for Nick Galati is shown, including his photo, name, title "Verified Broker", phone number (941) 720-1321, location La Jolla, CA 92037, a "SEND A MESSAGE" button, and a "GALATI YACHT SALES" logo. Below this, a "TRUSTED PARTNER" badge for Galati Yacht Sales is displayed, noting "Trusted YachtWorld Partner | 10+ Years", "100 ACTIVE LISTINGS", and "500+ SOLD LISTINGS", with a "VISIT WEBSITE" link.



Optional Upgrade to

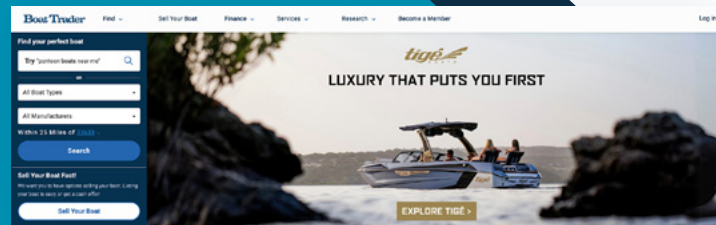
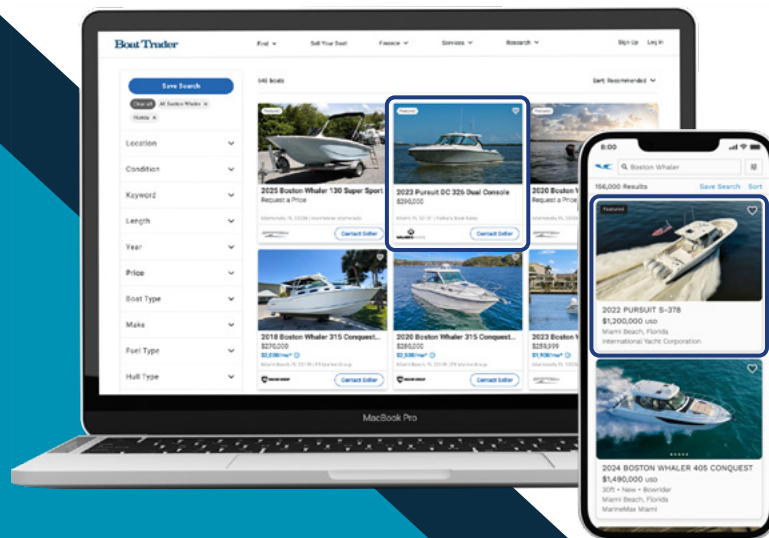
Premium Placements

(Spotlight Listing and Homepage Hero Ad)

As an AdvantageSelect member, you can unlock access to exclusive add-on premium placements that deliver additional audience exposure at key moments of the buying journey.

Spotlight Listing gives you the opportunity to own 100% share of voice in your market and class container. This upgrade provides exclusive, high-impact placement to capture buyers actively searching within your market and boat class. Seamlessly integrated into the Boat Trader and YachtWorld Search Results Pages, these native-style ads appear within Featured Listings to deliver premium visibility, a consistent buyer experience, and higher click-through and engagement rates.

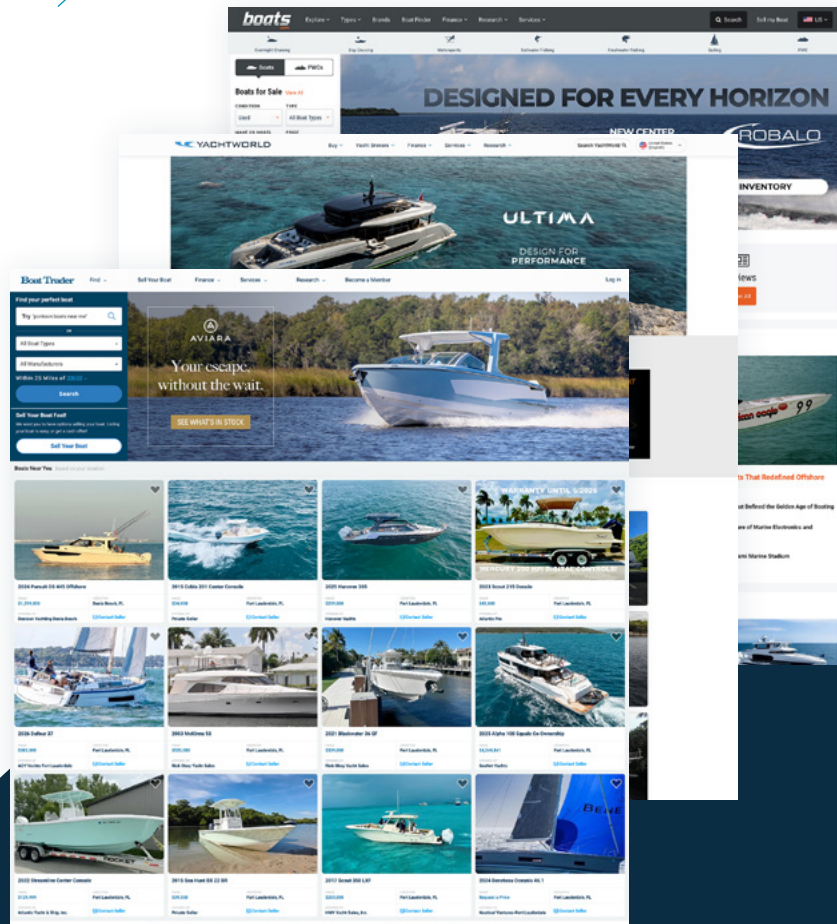
Homepage Hero Ad captures buyer attention the moment they arrive on Boat Trader, YachtWorld, or boats.com. Positioned prominently on the homepage, this high-impact ad delivers maximum nationwide exposure to millions of visitors each month. Ideal for brand awareness campaigns, it features your branding and a compelling call-to-action to drive greater engagement.





Full Platform Access

With over 92% of the boat buying process starting online, it's essential to put the right boat on the right site. Full Platform Access gives you the flexibility to list on Boat Trader, YachtWorld, or boats.com, without needing multiple memberships. With a combined audience of over 16.1 million monthly visitors, our platforms deliver unmatched reach, letting you target the right buyers for every boat and maximize exposure where it matters most.



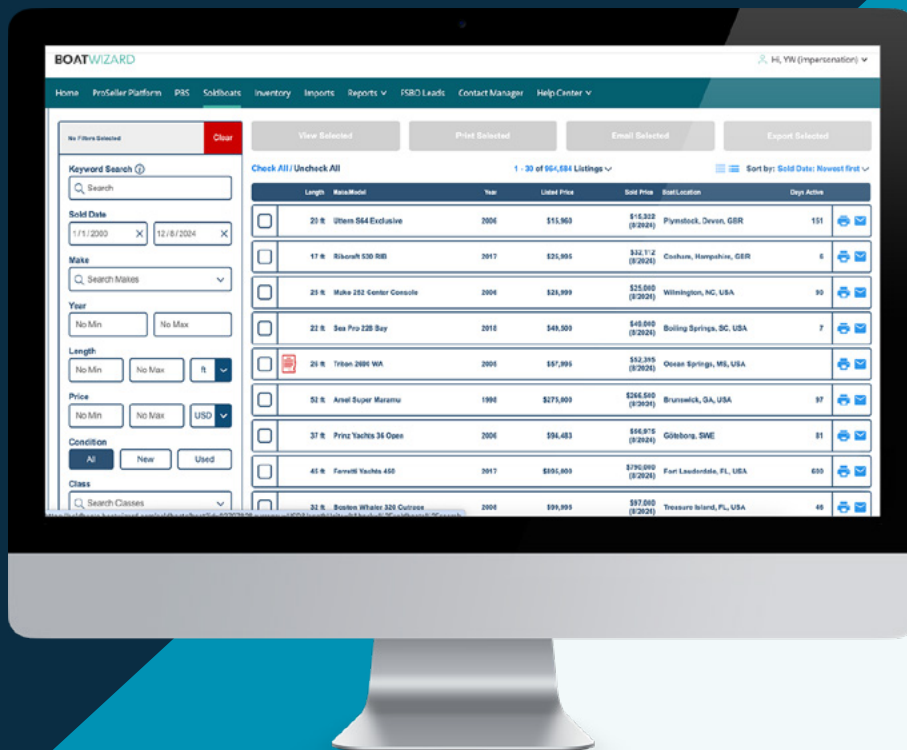
soldboats

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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Co-brokerage API

Our Co-Brokerage add-on gives you the ability to display listings from our listing inventory directly on your own website, appearing seamlessly as if they were yours. You set the parameters, choosing the boat types you want to feature, focusing on the inventory you know best. By expanding your on-site listings, you'll capture more buyer engagement in your area of expertise, boost website traffic, and solve common challenges brokers face such as not having enough inventory in the market and struggling to generate organic traffic to their website. With Co-Brokerage, you gain the flexibility to grow your presence, strengthen your brand, and attract more qualified buyers.

Ask your sales rep about our new pricing and offering.

The screenshot displays the Galati Yacht Sales website interface. At the top, there's a navigation bar with links for BUY, SELL, TEAM, and LOCATIONS. A search bar is prominently featured with the text "Find exactly what you're looking for..." and a "SEARCH" button. Below the navigation, a breadcrumb trail reads "Home > Yachts For Sale > Benetti > RYNA II". The main content area features two large images: a side view of the yacht on the water and an interior view of the deck with lounge furniture. To the right of these images is a "VIEW GALLERY" button. Below the images, the listing details are provided: "2022 BENETTI BNOW 50", "RYNA II", and a price of "\$37,184,000". A "Details" link is also present. The description states that the yacht was built under the oversight of a strict management team, ensuring the highest standards throughout the construction process. It features a custom, timeless interior that exudes elegance and sophistication. The yacht is now available for sale, with only 1,400 hours and maintained in pristine condition. A "KEY FEATURES" section lists several attributes: like new, private use only; built and overseen by a technical management team; accommodations for 10 guests in 5 staterooms with a full beam master suite and private balcony; upper deck lounge converts to a media room; equipped with an elevator that services the lower, main, and upper deck; most desirable "Traditional" deck model with a 308 ft² (26 m²) beach club; glass-fronted pool; and transatlantic capable with a cruising range of 4,500 nm at 10 knots. A "DISCLAIMER" section states that the yacht was taken to sea to assist in the purchase of this vessel. A "HIGHLIGHTS" section summarizes the key features. On the right side of the listing, there is a "Interested?" form with fields for First Name, Last Name, Email ID, Email Address, and Phone Number. A "SEND" button is at the bottom of the form.



Launchpad Website

The only marine website solution that seamlessly integrates with BoatWizard, the industry's leading inventory management tool. Our custom websites streamline inventory updates, simplifies website maintenance, and gives dealers a professional online presence with built-in lead generation.

Key Features Include:

- Customizable templates
- SEO optimization
- Lead generation tools
- Image & video galleries
- Mobile-responsive design
- Easy content management

*Delivery time is subject to the customer queue and the timely provision of required assets.





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 FUNDING
Specialists in Marine, RV, & Aircraft Finance

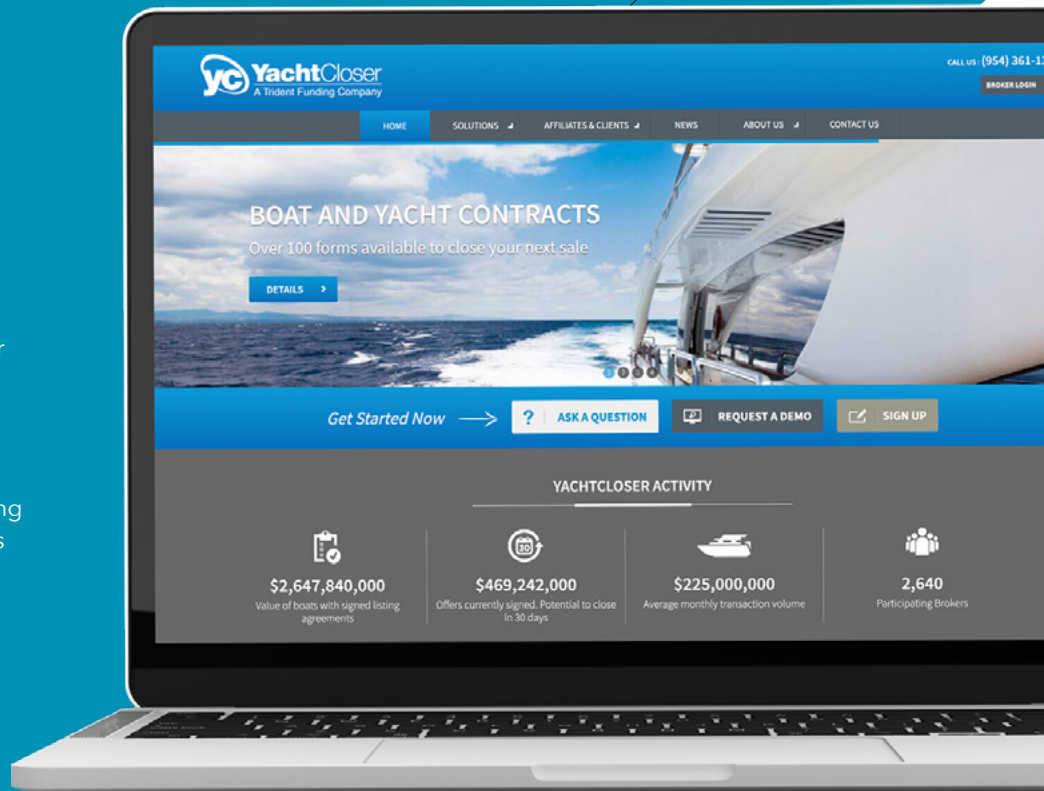


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YachtCloser

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.



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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.

