



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, Elevate 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.

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

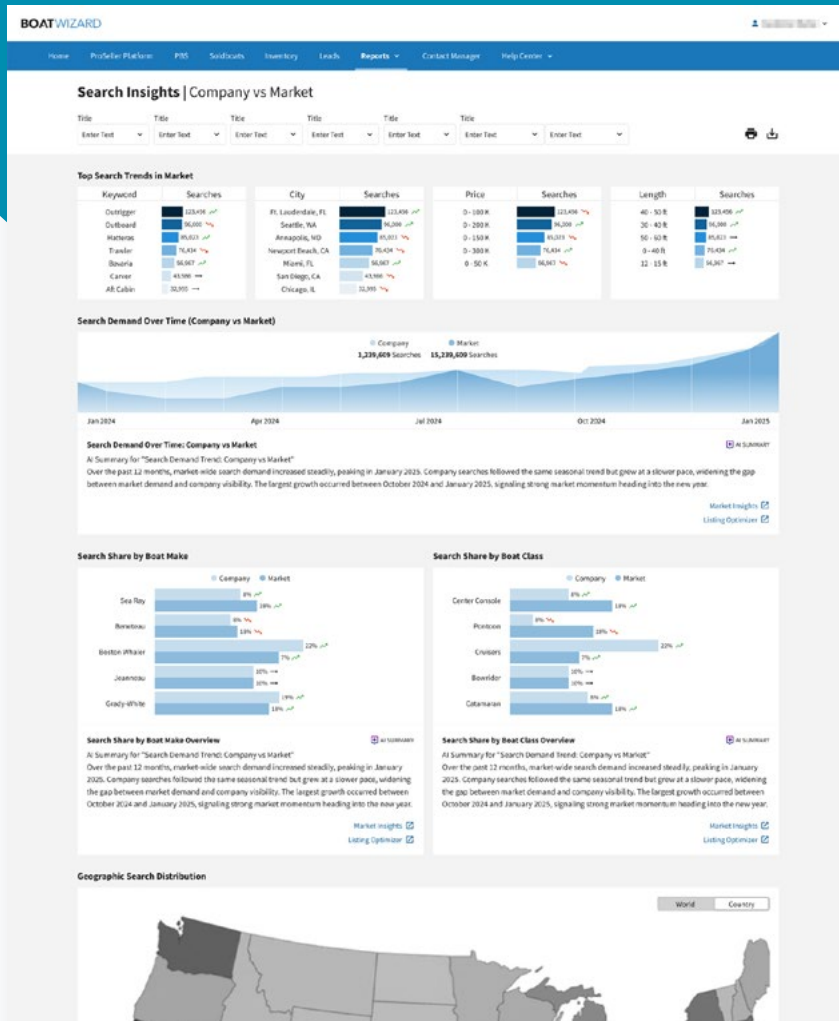


Search Demand

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)



AS AP A

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!

Listing Optimizer

Office: All | Sales Rep: All | Make: All | Condition: All | Issues: All

Overview

- Hidden Price: 119 Listings
- No Additional Classif: 24 Listings
- Description Length: 78 Listings
- Less than 10 Photos: 51 Listings
- No Videos: 10 Listings
- Invalid MH: 1 Listings
- Engine Hours: 10 Listings
- Verified Makes: 10 Listings

Listings

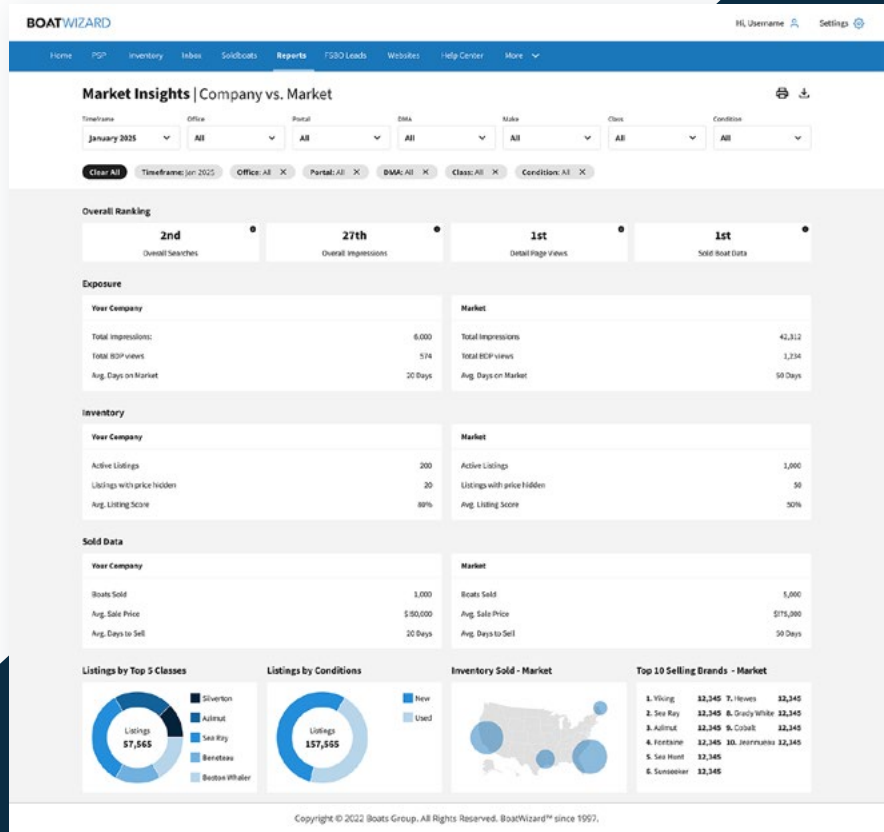
| Listing | Price | Boat Name | Location | Sales Rep | MH# | Stock # | MH ID | Listing Score | Issues |
|--------------------------|-----------|-----------|------------------------------|-----------|-----|---------|-------|---------------|---|
| 2025 Regal 2700 Bowrider | \$50,000 | | FL, Lauderdale Beach, FL USA | | | | | 70% | 1 Issue: Hidden Price, Description Length |
| 2025 Boston Whaler | \$70,000 | | FL, Lauderdale Beach, FL USA | | | | | 50% | 3 Issues: Hidden Price, Invalid MH, Engine Hours... |
| 2025 Regal 2700 Bowrider | \$500,000 | | FL, Lauderdale Beach, FL USA | | | | | 70% | 3 Issues: No Videos, Invalid MH, Engine Hours... |
| 2025 Sea Ray Sundancer | \$500,000 | | FL, Lauderdale Beach, FL USA | | | | | 50% | 1 Issue: Invalid MH |
| 2025 Boston Whaler | \$400,000 | | FL, Lauderdale Beach, FL USA | | | | | 60% | 4 Issues: Hidden Price, |

(Data for illustrative purposes only)

AS AP A

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.

Boat Trader

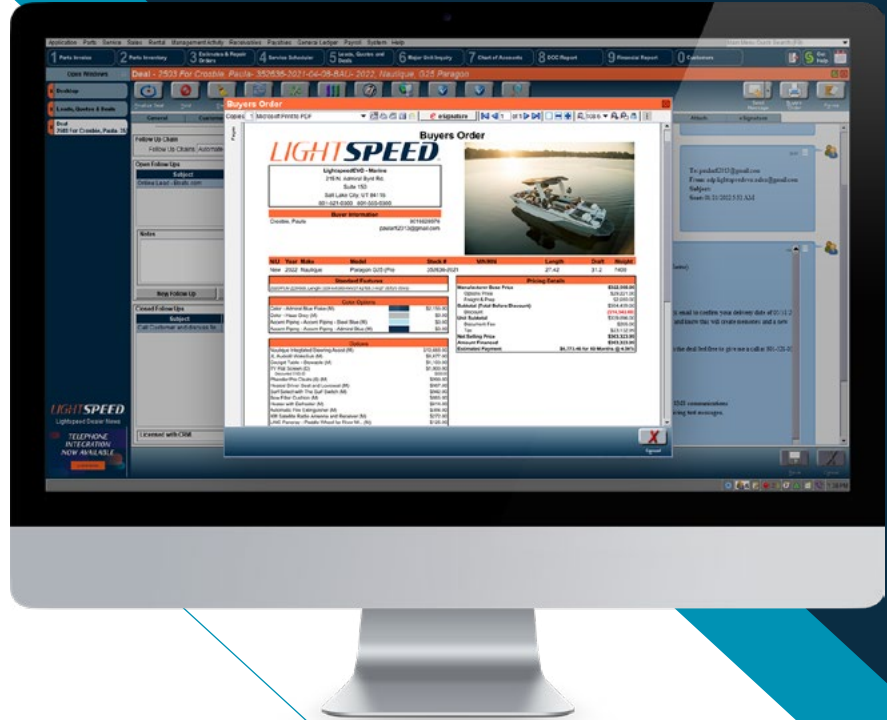
| | LeadSmart | LeadSmart Plus |
|----------------------------|---------------|----------------|
| PROSPECT'S NAME & LOCATION | ✓ | ✓ |
| LEAD HISTORY | 12 MONTHS | 12 MONTHS |
| INQUIRIES BY BOATS | 3 MOST RECENT | ✓ |
| PROSPECT DETAILS PAGE | ✗ | ✓ |
| LEAD INTENT | ✗ | ✓ |

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:** No more wasted time on importing leads.



Sponsored Boats

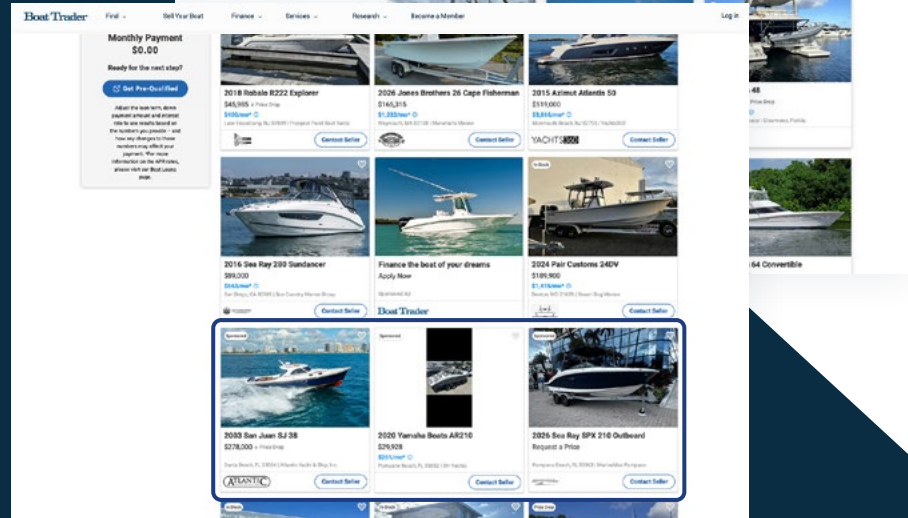
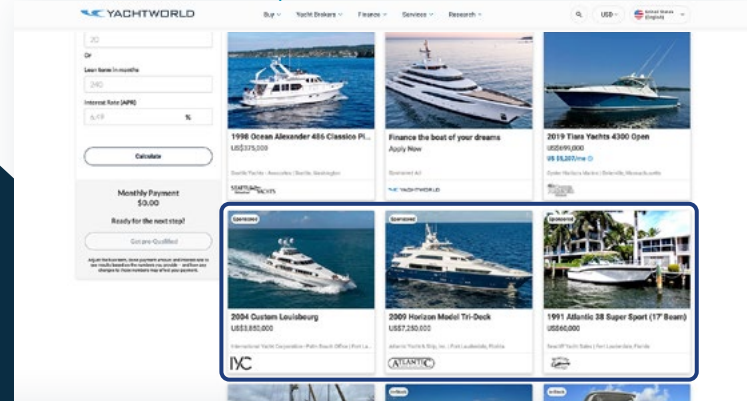
Boost your visibility with **Sponsored Boats**, a prime placement on our search results page that ensures your listings appear prominently while shoppers are actively browsing.

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.

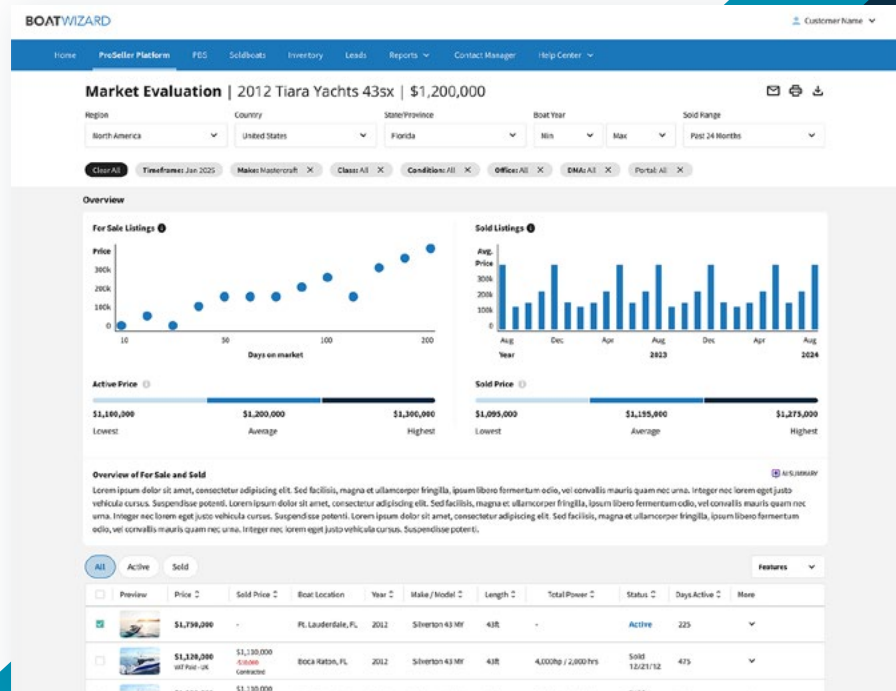


Market Evaluation

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

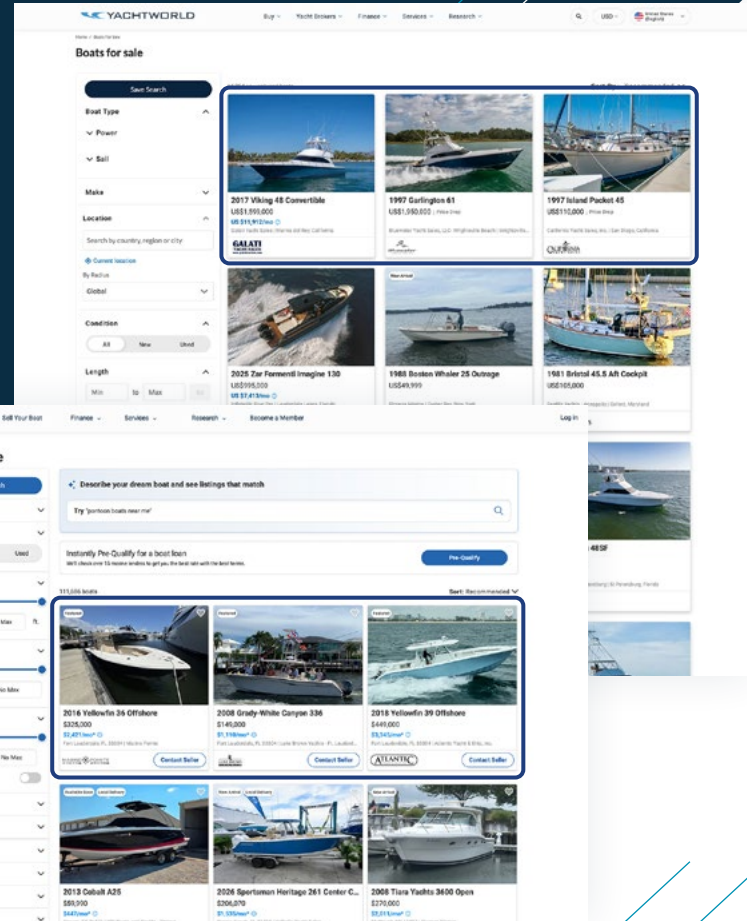
Secure top placement on YachtWorld's and Boat Trader's Search Results Page with **Featured Listings**, ensuring your listings appear at the very top. This premium position boosts visibility and relevance, making your listings the first buyers see.

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.



AS

Homepage Listing 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

The screenshot displays the Boat Trader website homepage. At the top, there is a navigation bar with the Boat Trader logo and links for 'Find', 'Sell Your Boat', 'Finance', 'Services', 'Research', and 'Become a Member'. A 'Log In' link is also present in the top right corner.

Below the navigation bar is a search section titled 'Find your perfect boat'. It includes a search input field with the placeholder text 'Try "Johnson boats near me"', a search button, and dropdown menus for 'All Boat Types' and 'All Manufacturers'. A 'Search' button is located below these dropdowns. To the right of the search bar is a large banner for an Aviaara boat with the text 'Your escape without the wait.' and a 'SEE WHAT'S IN STOCK' button.

The main content area is titled 'Boats Near You' and features a grid of 12 boat listings. Each listing includes a photo of the boat, its model name, price, location, and a 'Contact Seller' button. The listings are as follows:

| Model | Price | Location | Seller |
|------------------------------------|-----------------|---------------------|---------------------------------|
| 2024 Pursuit 05 445 Offshore | \$1,249,000 | Deals Beach, FL | Private Seller |
| 2015 Cobalt 301 Center Console | \$34,000 | Fort Lauderdale, FL | Private Seller |
| 2023 Hurricane 305 | \$39,000 | Fort Lauderdale, FL | Hurricane Yachts |
| 2023 Scout 213 Corsair | \$41,990 | Fort Lauderdale, FL | Atlanta Pro |
| 2024 DuFort 27 | \$185,000 | Fort Lauderdale, FL | ACI Yachts Fort Lauderdale |
| 2003 Malibu SS | \$30,000 | Fort Lauderdale, FL | Rich Day Yacht Sales |
| 2021 Blackwater 34 SP | \$37,000 | Fort Lauderdale, FL | Rich Day Yacht Sales |
| 2022 Alpha 130 Squalo Co Ownership | \$649,941 | Fort Lauderdale, FL | Sealife Yachts |
| 2022 Duneshipper Center Console | \$129,999 | Fort Lauderdale, FL | Atlanta Yacht & Ship, Inc. |
| 2015 Sea Hunt EX 22 BR | \$24,000 | Fort Lauderdale, FL | Private Seller |
| 2017 Scout 309 LXF | \$76,000 | Fort Lauderdale, FL | HAZY Yacht Sales, Inc. |
| 2024 Sunless Oceanis 45.1 | Request a Price | Fort Lauderdale, FL | Nautical Yachts-Fort Lauderdale |

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 shows a boat listing on the YachtWorld website. The main heading is "DOMANI" 148' BENETTI 2016 with a price of \$133,850,00, marked as a 10% increase. The listing includes a table of specifications, a description, and a 'Verified Broker' profile for Nick Galati. The broker's profile is highlighted with a blue border and includes a 'Send a Message' button and a 'Trusted YachtWorld Partner | 10+ Years' badge.

| CONDITION | TYPE | LENGTH | MODEL |
|-----------|-------------|--------|-------|
| New | Motor Yacht | 140ft | 43 |

| TOTAL POWER | ENGINE | ENGINE HOURS | FUEL TYPE |
|-------------|---------------|--------------|-----------|
| 400hp | Volvo IPS 650 | 300 | Diesel |

DESCRIPTION

DOMANI is a 45metre/147.31ft custom motor yacht built by Benetti in Italy, 2016. Spreading across five expansive decks she can accommodate up to 12 guests in 6 luxurious cabins with quarters for up to 8 crew members. The yacht's interior has been designed by Carlo Galazzi with a sky lounge on the upper deck.

OTHER DETAILS

Verified Broker Profile:
 NICK GALATI
 Verified Broker
 (941) 720-1321
 La Graciosa, Cabo San Lucas
 SEND A MESSAGE
 GALATI YACHT SALES
 Trusted YachtWorld Partner | 10+ Years
 100 ACTIVE LISTINGS | 800+ SOLD LISTINGS
 VISIT WEBSITE

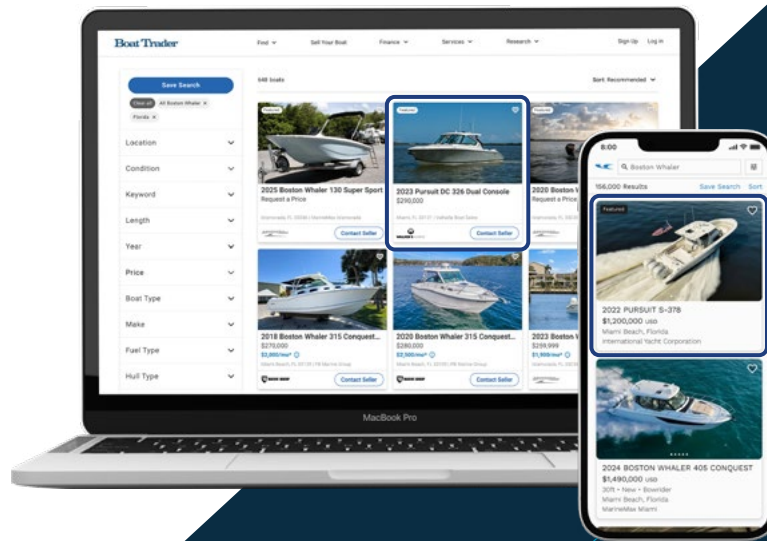
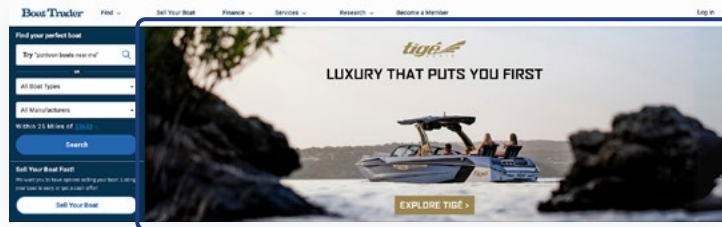
Optional Upgrade to Premium Placements

(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.



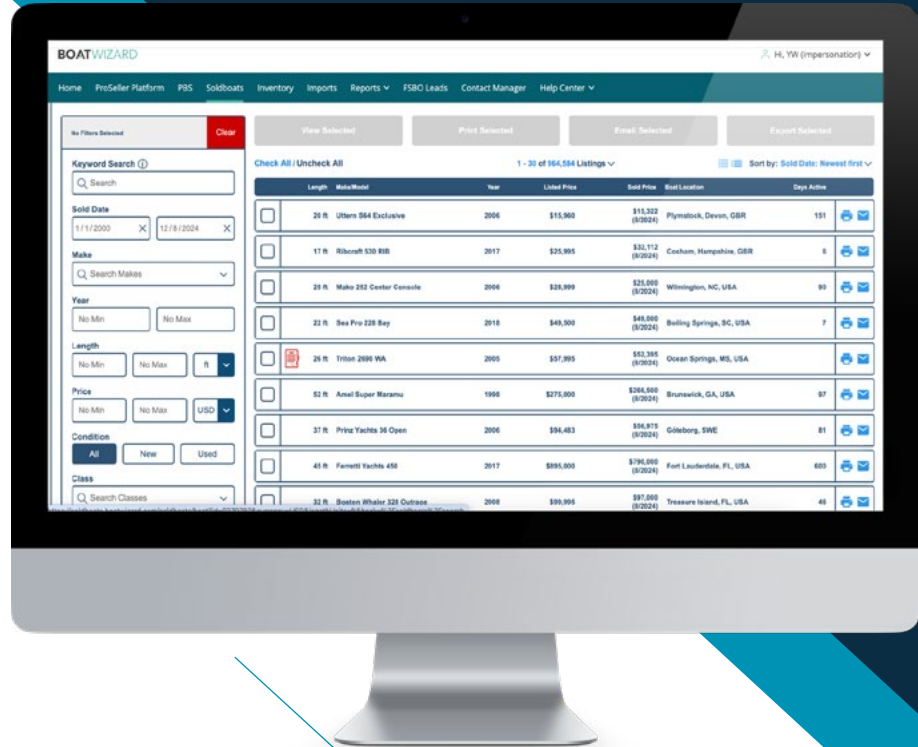
soldboats

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

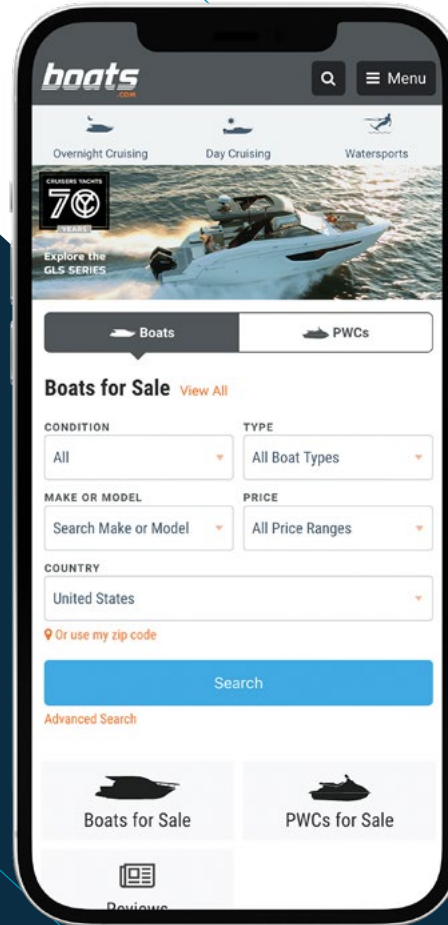
*Must be a contributing member of the data source to view data.





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.



AS AP A

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 shows the Galati Yacht Sales website interface. At the top, there is a navigation bar with 'BUY', 'SELL', 'TEAM', and 'LOCATIONS' menus. The Galati Yacht Sales logo is prominently displayed. A search bar is located below the navigation, with the text 'Find exactly what you're looking for...' and a 'SEARCH' button. The main content area features a listing for a '2022 BENETTI BNOW 50' yacht. The listing includes two images: one of the yacht on the water and another of the interior deck area. The price is listed as '\$37,184,000'. Below the price, there is a 'KEY FEATURES' section with a list of bullet points. A 'DISCLAIMER' section is also present, followed by a 'HIGHLIGHTS' section with a list of key features. The bottom of the page shows the beginning of a 'SPECIFICATIONS' section.

Home > Yachts For Sale > Benetti > IRYNA II

2022 BENETTI BNOW 50
IRYNA II
\$37,184,000

Genoa, IT
5 Staterooms - Heads - 2 Engines

IRYNA II was built under the meticulous oversight of a strict management team, ensuring the highest standards throughout the construction process. She features a custom, timeless interior that exudes elegance and sophistication. The owner, a devoted admirer of the Benetti brand, has recently taken delivery of his new 67M Benetti. As a result, IRYNA II is now available for sale. With only 1,400 hours and maintained in pristine condition, this exceptional yacht presents an outstanding opportunity for discerning buyers.

KEY FEATURES

- 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 388 ft² (36 m²) beach club
- Glass-fronted pool
- Transatlantic capable with a cruising range of 4,500 nm at 10 knots

OWNER HAS TAKEN DELIVERY OF HIS NEW YACHT! IRYNA II MUST SELL!

DISCLAIMER
Galati Yacht Sales is pleased to assist you in the purchase of this vessel. This boat is currently listed by Galati Yacht Sales & Associates. It is offered as a convenience by this franchisee for its clients and is not intended to constitute any representation of a particular vessel.

HIGHLIGHTS

- Like new, private use only
- Most desirable "Traditional" deck model with a 388 ft² (36 m²) beach club
- Transatlantic capable with a cruising range of 4,500 nm at 10 knots.
- Equipped with an elevator that services the lower, main, and upper deck.
- Glass-fronted pool

SPECIFICATIONS

Quick Specs
Builder: Benetti

Accommodations
Crew: 5

>>> Interested?

First Name:

Last Name:

Work E-mail:

Home Address:

Phone Number:

Phone Area:

IS THIS YOUR BEST BOAT?

YES NO

SEND



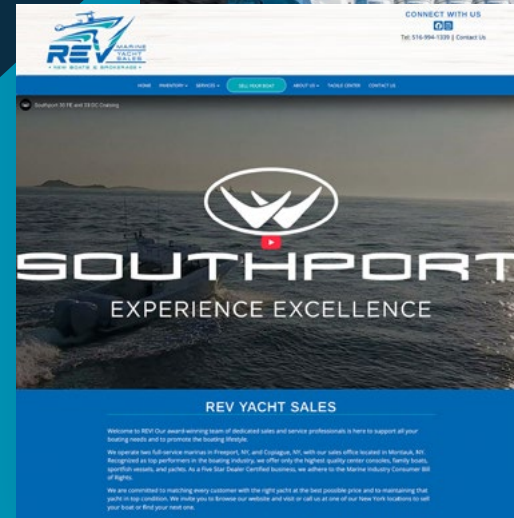
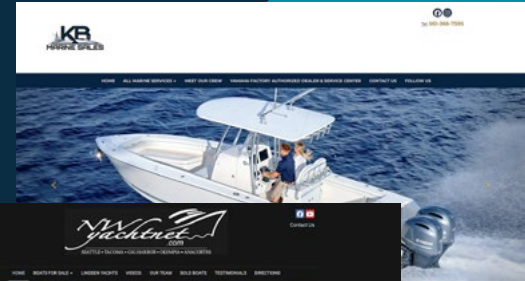
Elevate Website

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
- 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 **TF**FUNDING

Specialists in Marine, RV, & Aircraft Finance

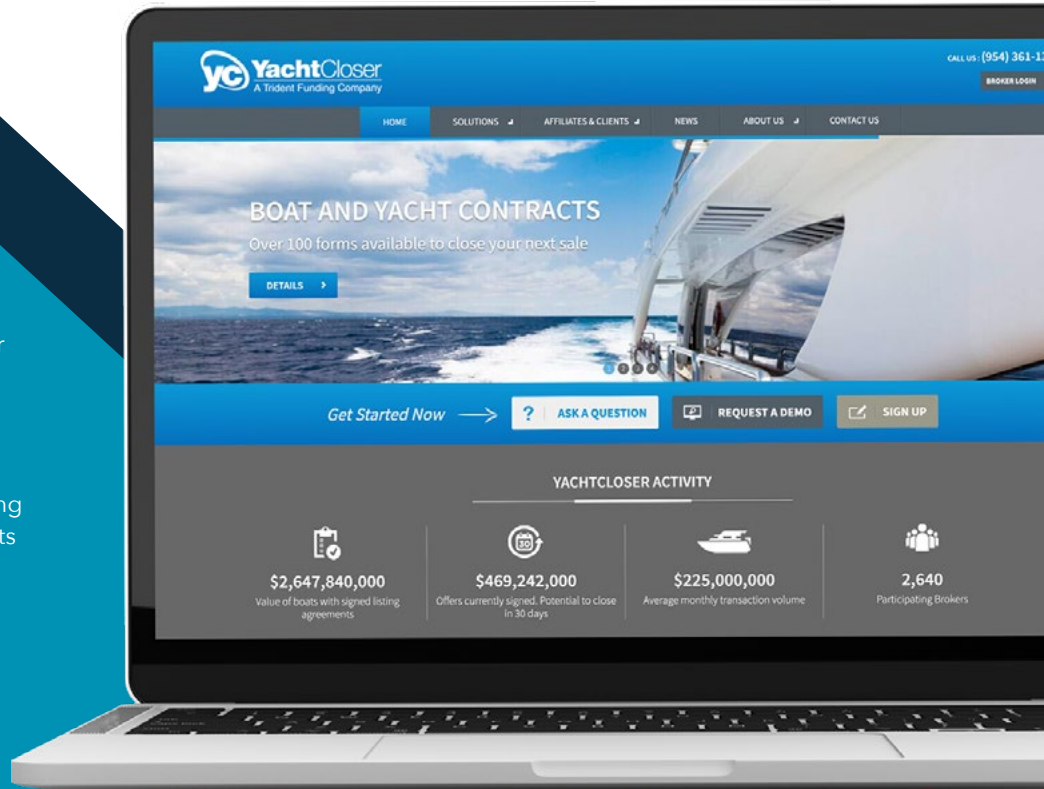


AS AP A

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.



AS AP A

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.

