



 THE
YACHT
MARKET

Introduction to TheYachtMarket.com

More boats – More buyers – The best results

We have the best product, the best prices and the best results in the business. We've been doing this long enough to know that our success is based on listening to our business partners and continually developing our service to meet and exceed your expectations.

Contact TheYachtMarket.com today and find out how we can help you get the results you want.

- TheYachtMarket.com has the highest online profile on all the search engines.
- There is zero commission on your sale and no long term contracts.
- No limit on the amount of photos you can use.
- Our site is easy to use and there's always a friendly voice on the end of the phone to help.
- You can list your boats in multiple languages at no extra cost.
- We can import your listings from any Open Marine enabled site at no extra cost.
- We can also upload all your listings to any other Open Marine enabled site, free of charge.
- Our anti-spam system eliminates nuisance messages, generating higher quality leads.
- Relevant boats also appear on our corresponding niche web sites at no extra cost.
- Our network is the widest on the Web and includes these web sites
 - Classic Boats for Sale
 - Commercial Boats for Sale
 - Fishing Boat Market
 - Global Super Yachts
 - Power Boats for Sale
 - PWC Market
 - RIB Market
 - River & Canal Boats
 - Sailing Boats for Sale
 - Sports Boats for Sale
 - TheYachtMarket



Image courtesy of Hallberg-Rassy

Brokers

Brokers

Packages

No matter what the size of your company, we have the right package for you. If you have over 500 boats please contact us for a quote.

Package	Number of boats	Price per month*
Starter	Up to 15 boats	£24.99 per month
Bronze	Up to 30 boats	£49 per month
Silver	Up to 100 boats	£69 per month
Gold	Up to 200 boats	£99 per month
Gold Plus	Up to 350 boats	£150 per month
Platinum	Up to 500 boats	£199 per month

*Prices exclude VAT

Can I sell and charter my boats with TheYachtMarket.com if they are located outside the UK, or if I'm not resident in the UK?

Yes – We market our web sites on a global basis and have visitors from all over the world; you can even upload boat details in multiple languages. So, wherever you and your boats are located, we'll have customers that are interested.

Do you charge commission on my boat sales or charters?

No – There is no commission to pay. We only charge a monthly membership fee.

Will I be tied-in to a long-term contract?

No – Should you wish to stop advertising you simply give us one calendar month's notice.

Brokers

Delivering exceptional value for your brokerage business

Great Value

Let's start with your bottom line. With our multi-office Broker Business Package starting at just £24.99 per month, you won't find anyone who can beat us on price.

TheYachtMarket.com also has an unrivalled selection of great value marketing features that nobody else can offer. We put you in control of your advertising budget and ensure that you get an exceptionally hard working online presence without paying over the odds.

Easy to Use

Simplicity is the key to our success. With our user-friendly online design wizard you can create tailor made window cards for any boat you are selling. Once your template is complete, simply select the boat you want and the system automatically fills-in all the details and generates a full-colour PDF that you can download, print and put in the brokerage window.

Your business can also benefit from our **iframe** service. This takes all the boats that you upload to TheYachtMarket.com and automatically displays them on your own web site too. Again, you simply customise the iframe to match your site and it's all done for you. You don't even need to be a computer-whizz to get great looking results.

Our LiveFeedback service takes this two-way listing concept to the next level. It's a fully fledged XML system with an incredible degree of customisation. You will need some technical know-how to set it up, but if you don't have an in-house web developer you can always choose to have us assist you.

The Best Results

Not only is TheYachtMarket.com the best value and the easiest web site to use, we also have the most comprehensive set of analytical tools to help you hone your sales performance and get real, measurable results.

Is TheYachtMarket.com right for selling & chartering my boats?

Yes – On TheYachtMarket.com, we sell all kinds of boats, from RIBs to Super Yachts and anything in between.

Brokers

Yacht Broker Template Web sites

The perfect 'starter' Yacht Broker Business web site. This innovative web site can be enhanced with a host of new features as and when you and your business develop. This four page web site consists of a Homepage, About Us, Contact us and most importantly your Brokerage page. You upload your boats to TheYachtMarket and then your boats are automatically displayed on the new web site effortlessly.

How does it work?

From a little as £299 you get a professional looking and upgradable web site that will help you sell more boats. Our web site developers customise the template to your company's unique colour scheme. We then add your logo, text about your company and contact details and any other useful links that you may require. We then add your brokerage listings and any other extras you may require. We take the hard work away from you so that you can concentrate on selling your boats!

The web site is built using HTML code that is search engine friendly and provides a great base platform for further Search Engine Optimisation (SEO). The new web site also adheres to latest web standards improving usability/accessibility and is cross platform/browser compliant.

We can even link the web site to your Social Media Twitter account!

For a live demonstration please visit: <http://www.theyachtmarket.com/demo-site/>



Advertising | Web Sites

Advertising | Web Sites

TheYachtMarket.com has one of the highest search engine rankings of any boating web site in the world, which makes it a perfect place to advertise products and services to a very particular group of prospective customers.

Our broad network of specialist sites allows advertisers to get even more focussed on particular market segments. For instance tube repairers can target customers on RIBMarket.com and sail makers can target customers on Sailing-Boats-for-Sale.com.

Visits and Pageviews for TheYachtMarket.com

Source: Google Analytics

	June 2010	July 2010	August 2010
Visits	270,739	319,668	339,980
Pageviews	2,589,666	3,234,150	4,072,886

TheYachtMarket.com has a team of very experienced web designers who can develop and build a web site specifically for you. Whatever your business, Roberts White (the ingenious creative arm of TheYachtMarket.com) can develop a perfect site for you. We can even register your domain name, host your site or optimise your existing web site for improved search engine results.

Our creative team can also deliver a full complement of bespoke digital marketing services. From newsletter creation to fully customised HTML e-mail marketing campaigns to thousands of opted-in users of TheYachtMarket.com.

We also have our own print design team for all your printing needs. From logos to new brochures, letterheads to boat vinyls; whatever you need, we can design and print it.

Testimonial from MDL Marinas:

“MDL Marinas have been working with Roberts White since 2008 and each project that we have undertaken together has been an absolute joy. Nothing is ever too much, deadlines are always met and the technical knowhow that they have is incredible. The enthusiasm that they bring also makes for a hugely enjoyable collaboration. We are developing numerous new plans with the guys at Roberts White and look forward to continuing our relationship throughout 2010 and beyond”.

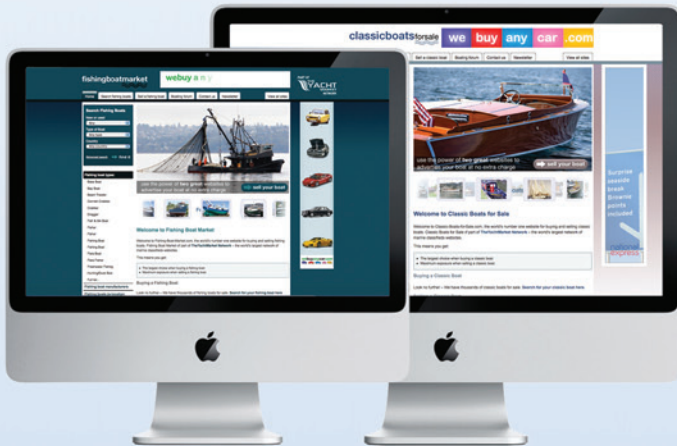
TheYachtMarket.com - online boat advertising **made easy**



TheYachtMarket
www.theyachtmarket.com



RIB Market
www.ribmarket.com
Sports Boats for Sale
www.sportsboatsforsale.com



Fishing Boat Market
www.fishing-boat-market.com
Classic Boats for Sale
www.classic-boats-for-sale.com



Global Super Yachts
www.globalsuperyachts.com
River and Canal Boats
www.riverandcanalboats.com



PWC Market
www.pwcmarket.com
Commercial Boats for Sale
www.commercial-boats-for-sale.com



Sailing Boats for Sale
www.sailing-boats-for-sale.com
Power Boats for Sale
www.power-boats-for-sale.com

Broker Testimonials

“... a great resource for anyone looking to buy a boat. As a brokerage we want to advertise on professional looking web sites, offering visitors full boat specs and a direct contact with the listing office. TheYachtMarket ticks all these boxes and we have been encouraged by the number of overseas enquiries we’ve had. We will certainly be featuring TheYachtMarket within our web marketing campaigns in future.”

- **Ancasta International Boat Sales**

“I have found all the team at TheYachtMarket extremely helpful, efficient and responsive. My listings have been managed with care and attention to detail and most importantly I am very pleased with the amount of enquiries generated from the site.”

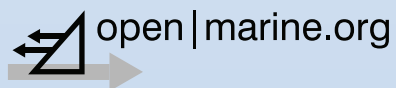
- **Carine Yachts**

“Bates Wharf has been using TheYachtMarket for a while now and they offer an excellent service; the team are always on hand to help and nothing is ever a problem! From a customer point of view TheYachtMarket web pages are easy to browse and, due to this, we receive an excellent response from our advertising and we get results!”

- **Bates Wharf**

Open Marine Initiative

- TheYachtMarket.com is a founding member of the Open Marine Initiative
www.openmarine.org
- The Open Marine Initiative allows data transfer of brokers' boats from one portal to another so they don't have to upload boats over and over again to lots of different web sites
- The transfer of data is free – brokers only pay each portal a membership fee
- This solution is only possible between portals that are members of Open Marine



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