

2012 Yacht Brokerage University: Ft Lauderdale, FL



Welcome

Courtney Chalmers
Director of Marketing,
YachtWorld.com

Keynote: State of the Industry

BoatWizard 2.0 Tour

Lunch Presentation: *Selling to the Generations*

Marketing in the Digital Age

Moderated Panel I: *Yacht Brokers & Brokerages
in 2011*

Moderated Panel II: *Putting Today's Best
Practices into Action*

State of the Industry

Ian Atkins
VP YachtWorld

Tim Claxton
Director of IT

The Network Effect on the Industry &
YachtWorld

New Social Sharing Platforms

Market & Industry Trends

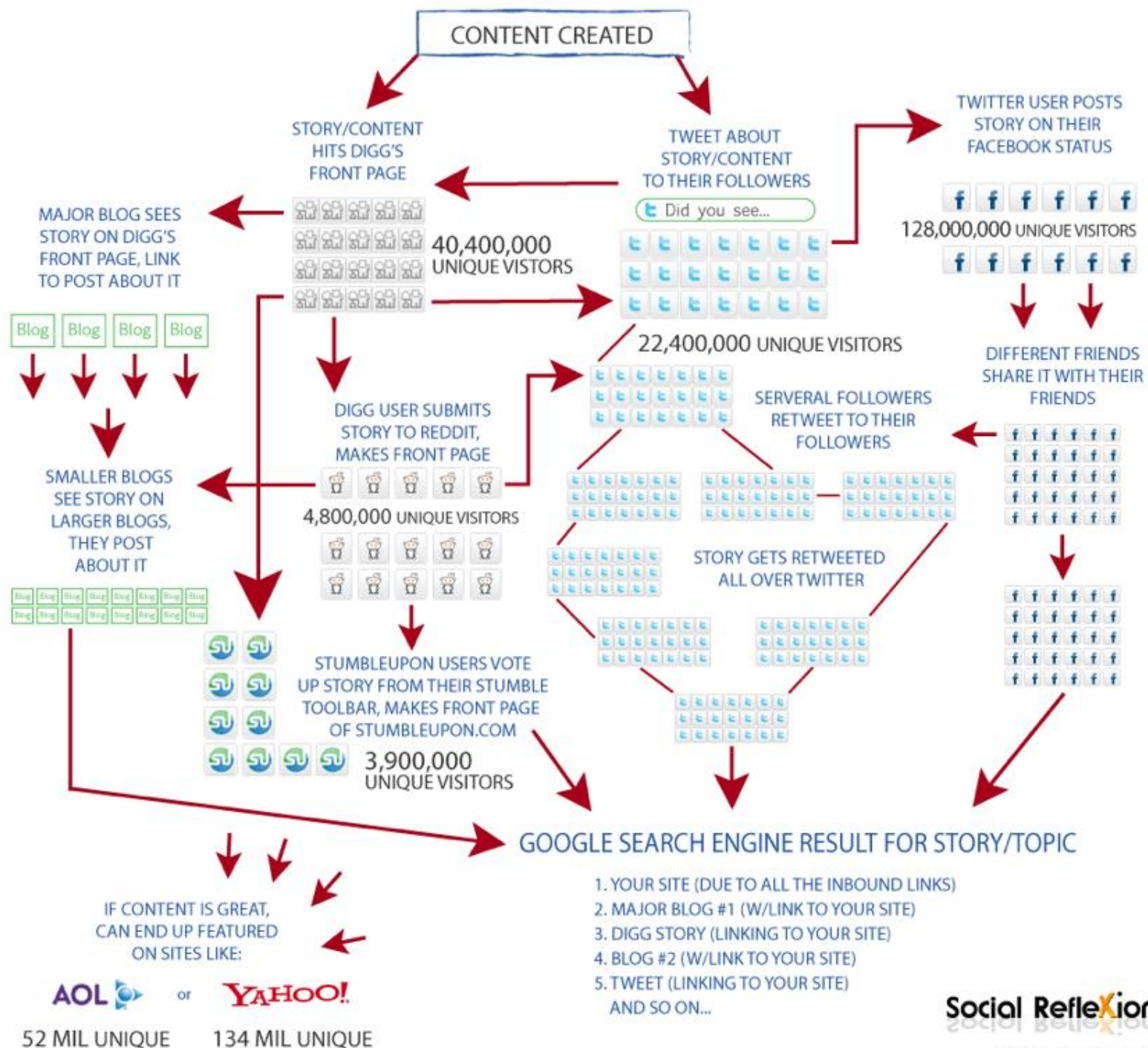
New Technology & Product Overview

Oracle Racing unwittingly posted a promotional video for “Ben Ainslie Racing” to their YouTube page for just a few minutes.

So what, right?



WRONG...



Your Network

Having a website is not enough





The New Luxury Buyers

How are they finding your inventory?

The Modern Sales Funnel

How are *they* finding your brokerage?



FIRST HEAR

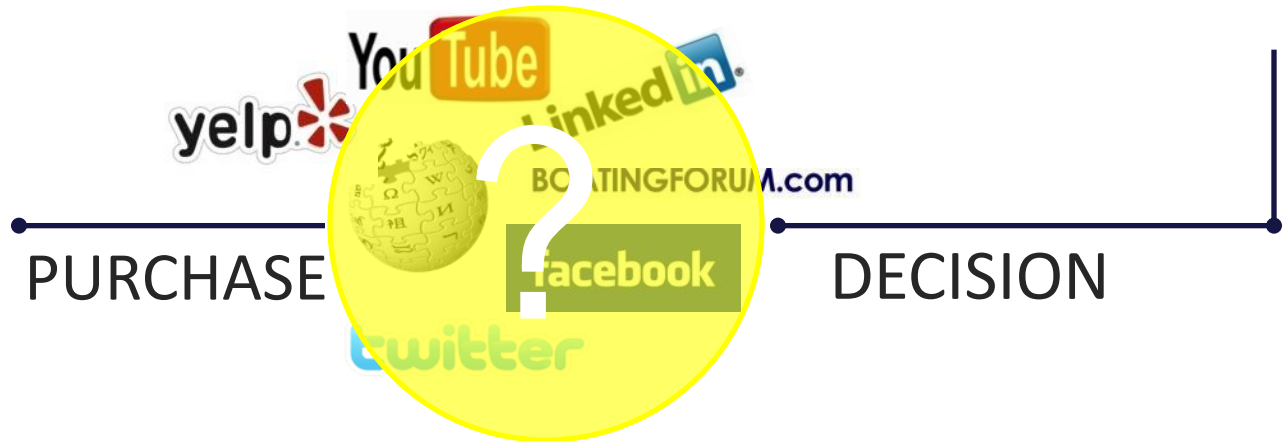


RESEARCH

Today's modern buyer has control over 75% of the sales cycle. Insert yourself strategically within the cycle.



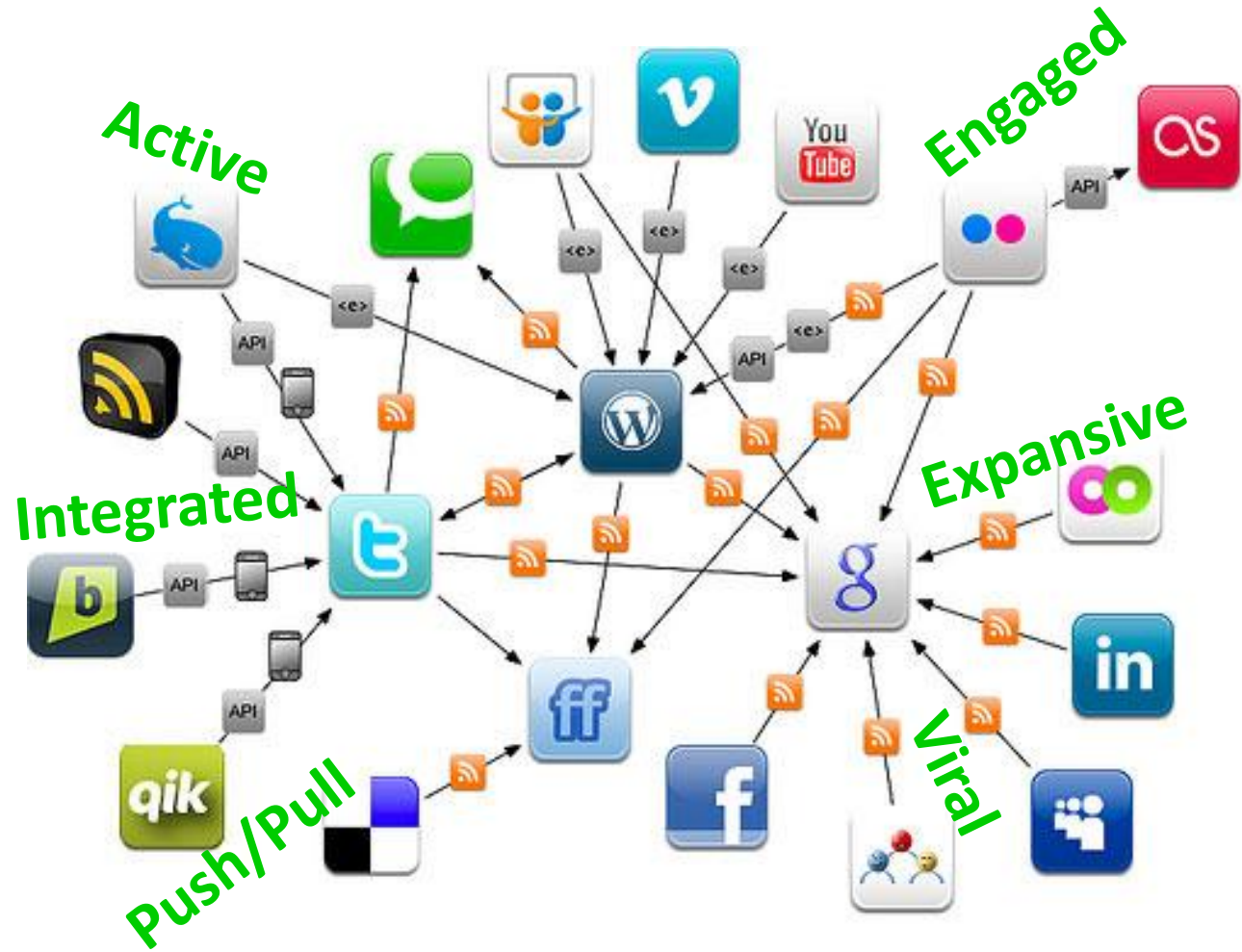
PURCHASE



DECISION

Expanding Your Network

Size *Does* Matter





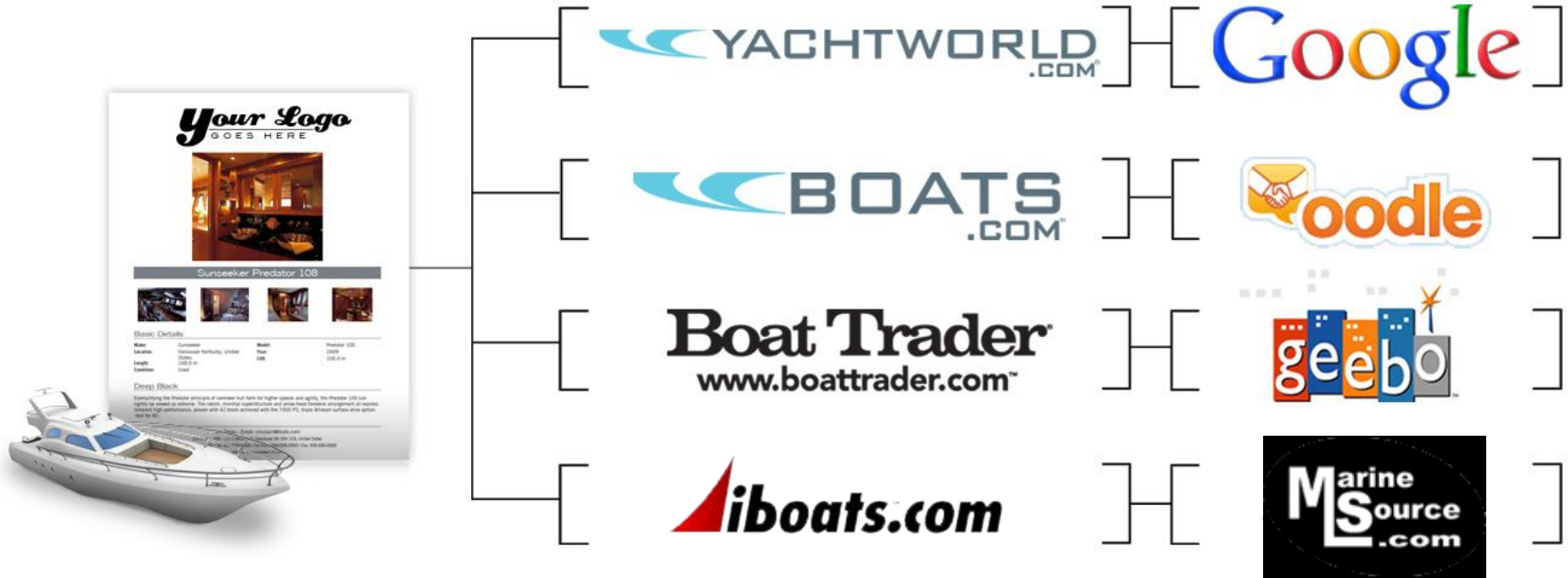
Path to the Buyers

Earned Media Marketing

Exposure

Segmentation

Engagement



Online consumers visit an average of seven sites before reaching their final destination. Data distribution places your inventory across multiple sites.

(Source: Jupiter Research)



Inbound Marketing: The Internet marketer's organic toolbox. The YW Facebook Inventory Feed accommodates major shifts in search engine ranking criteria.

23 Portal Powerhouse

YachtWorld's
International Reach



Danmark



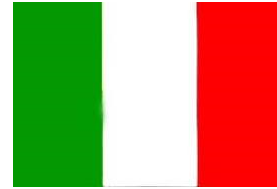
Deutschland



España



France



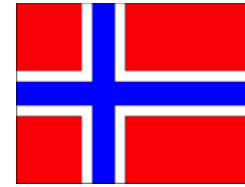
Italia



Россия



Nederland



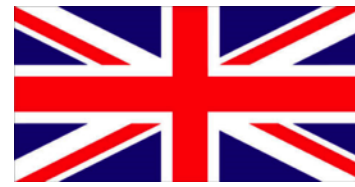
Norge



Suomi



Sverige



United Kingdom



Australia

Beyond Facebook, Twitter & Google+,
new sharing platforms include:

 cafemom

9 million moms
connect, share advice
on family finance,
vacation ideas,
lifestyle, etc.

*92% of women share
good finds with
friends*

 Pinterest

Online pin board
where users organize
& share what they're
passionate about.

*Users can follow &
"re-pin" information*

 qik

Share mobile videos
to everyone you
know.

*Share them live as
you record or later
with one person or
many.*

Beyond Facebook, Twitter & Google+,
new sharing platforms include:

 **fiverr**TM

Brings groups of people together that want to help each other, gain feedback and online exposure – all for \$5.

 **Quora**

Community of questions & answers.

*Fast-growing;
yachting topics are
active conversations*

 **Boater Rated**
★★★★☆
Where Boaters Speak

Community for users to review dealers, brokers, marine service providers and more.

*Reviews are indexed
& appear within
Google Places*



Flipboard

iPad 2:51 PM 50%

Flipboard Facebook

America's Cup I Do you know what will Chinese do during New Year?

Shared by America's Cup 6 hours ago

americascup.com • 21st January, 2012 is the cleaning day in China (Nian Re si ba年廿八), everyone will clean up their house and welcome 2012 during the new year. For Chinese, we will say 「年廿八, 洗邋邋」 (Nian Re si ba, si la ta). We will put on some pictures of good luck symbol before New Year comes. For this one, we will put it upside down, because the meaning in China is the luck

Shared by Sailing World

iPad 11:05 AM 68%

Facebook

WordPress for Photographers with Justin Seeley creativelive.com

Twitter

Tap to sign in to Twitter...

Inside Flipboard

Abut.com on Flipboard

More...

News

Tech

Lifestyle

Flipboard Picks

The Economist

The Colbert Report

Flipboard Account

Tap to create or sign in...

Flipboard

Page 1 of 2

Winter shows report some attendance gains

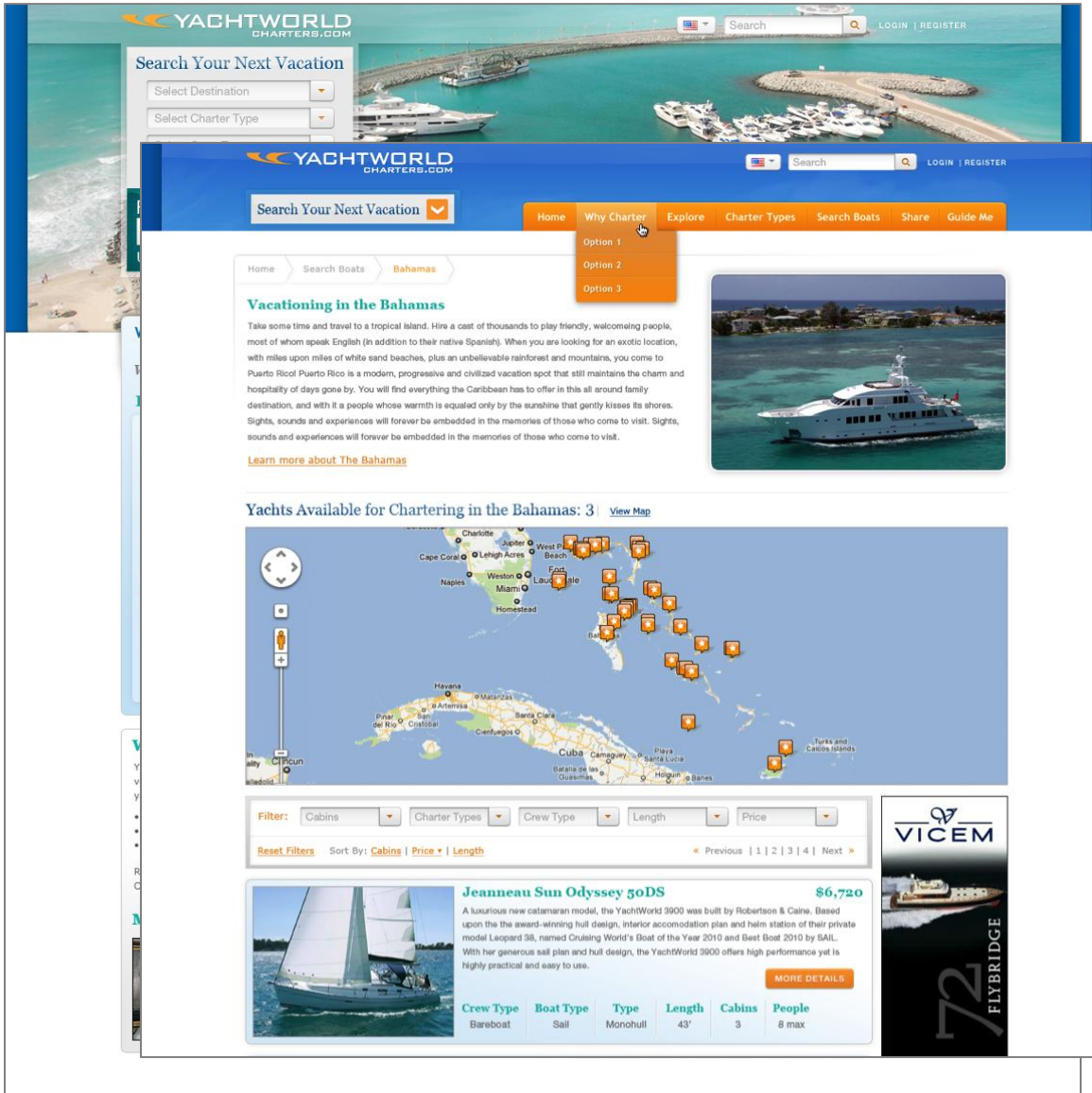
Shared by Soundings Trade Only 6 hours ago

tradeonlytoday.com • Posted on 17 January 2012
Some of the industry's early winter boat shows are reporting decent attendance figures



Despite snowstorms late last week in Nashville, Tenn., and a... the Atlanta show's indoor Wake Park pool on opening day, ...

Social publishers are relevant, personalized and allows users to customize their content.



Destination-focused;
not boat-focused

Research tools

Improved SEO

Editorial & destination
reviews

Request for Permission

VoxBloc is requesting permission to do the following:

-  **Access my basic information**
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've made public
-  **Access my profile information**
Birthday and Current City
-  **Send me email**
VoxBloc may email me directly at cameronchalmers@cox.net · [Change](#)
-  **Post to Facebook as me**
VoxBloc may post status messages, notes, photos, and videos on my behalf.
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VoxBloc may access my data when I'm not using the application.



By proceeding, you agree to VoxBloc's Terms of Service and Privacy Policy · [Report App](#)

Logged in as Cameron Chalmers · [Log Out](#)

Allow **Don't Allow**

Increase in web-based games that encourage people to participate and leave their info.



David Renair 10 Points 1 Badge

Skullcandy PRESENTS

**SHARE AND EARN POINTS TO REDEEM:
GENERAL ADMISSION TICKETS, VIP UPGRADES, SKULLCANDY
GEAR & MORE!**

Like IDentity Fest to unlock exclusive Skullcandy headphones, t-shirts, VIP tickets and more!!

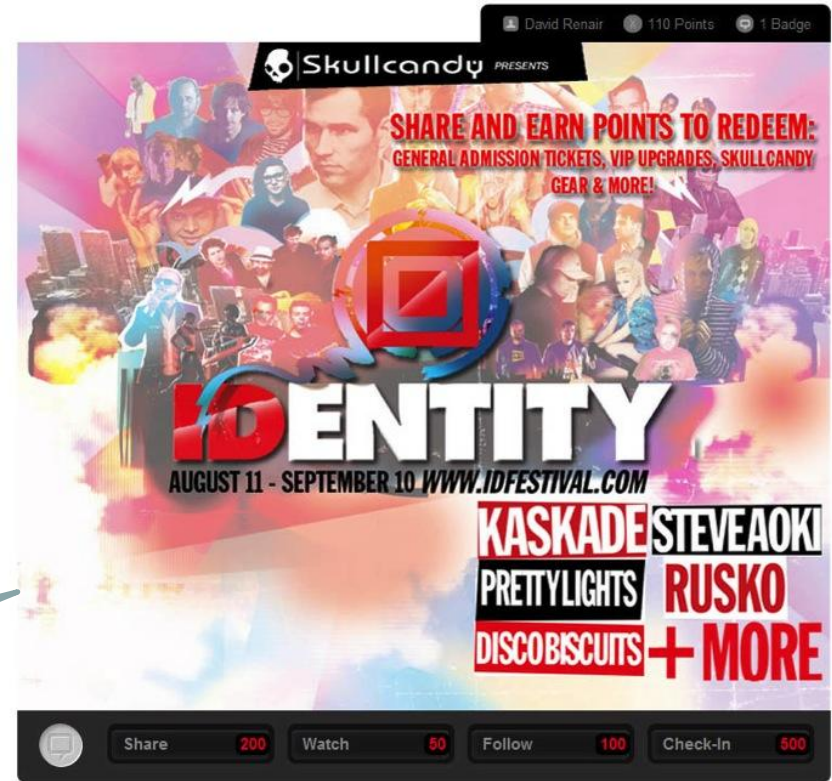
Like 101,242 people like this. Be the first of your friends.

Users will more likely provide their email address & profile for points acquisition

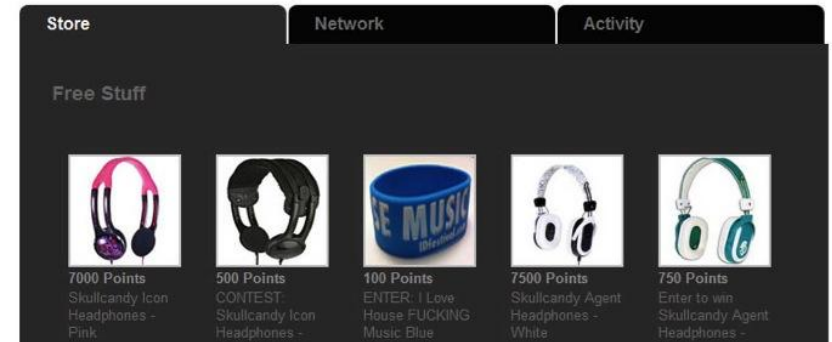
IDENTITY
SEPTEMBER 10 WWW.IDFESTIVAL.COM

KASKADE STEVE AOKI
PRETTYLIGHTS RUSKO
DISCOBISCUITS + MORE

Expect an increase in web-based and social platform-based games that consumers want to play.



Users have access to prizes and other peoples' activity, encouraging more sharing





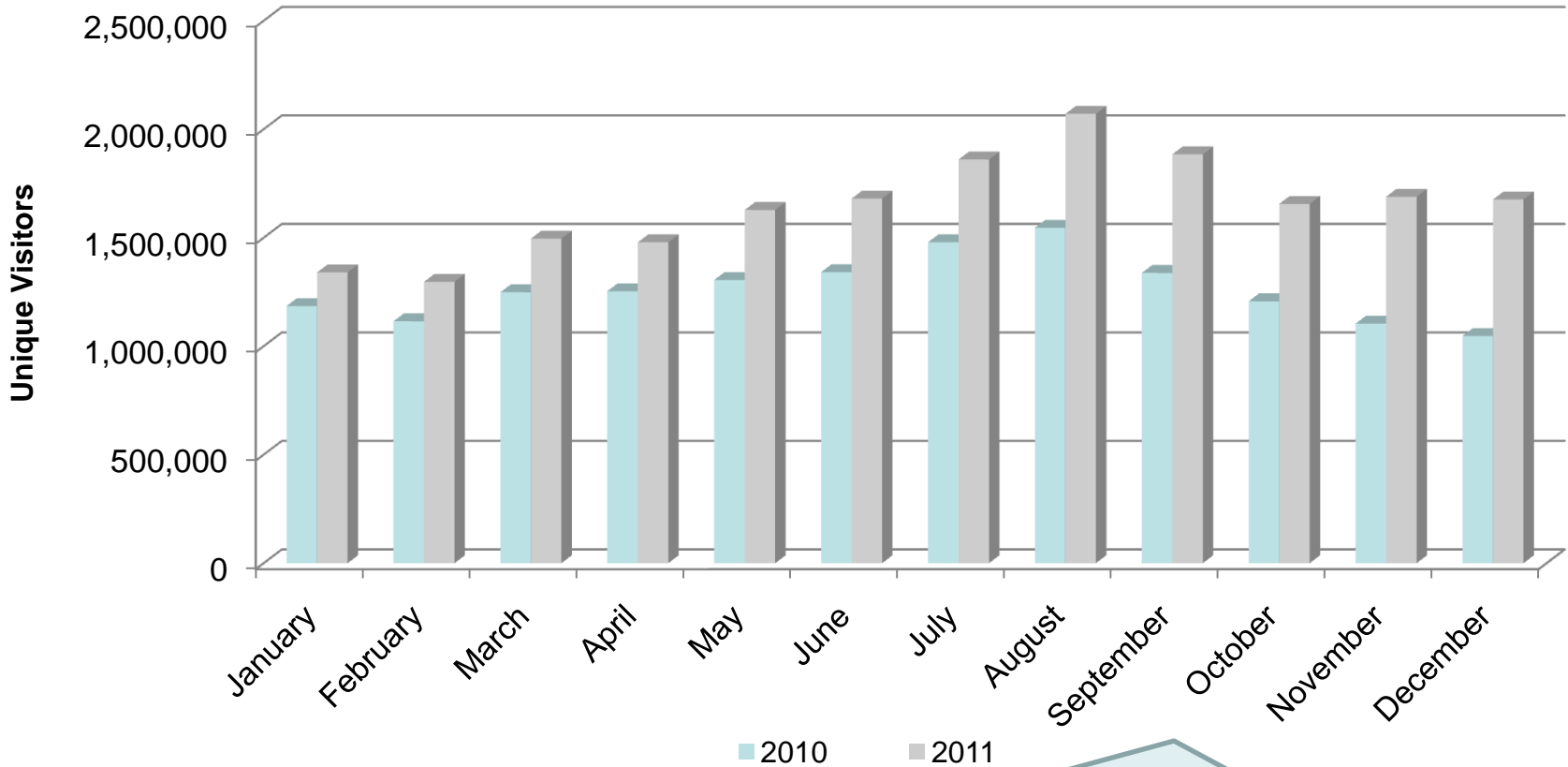
YachtWorld Impact

How a targeted network drives activity

Increased traffic

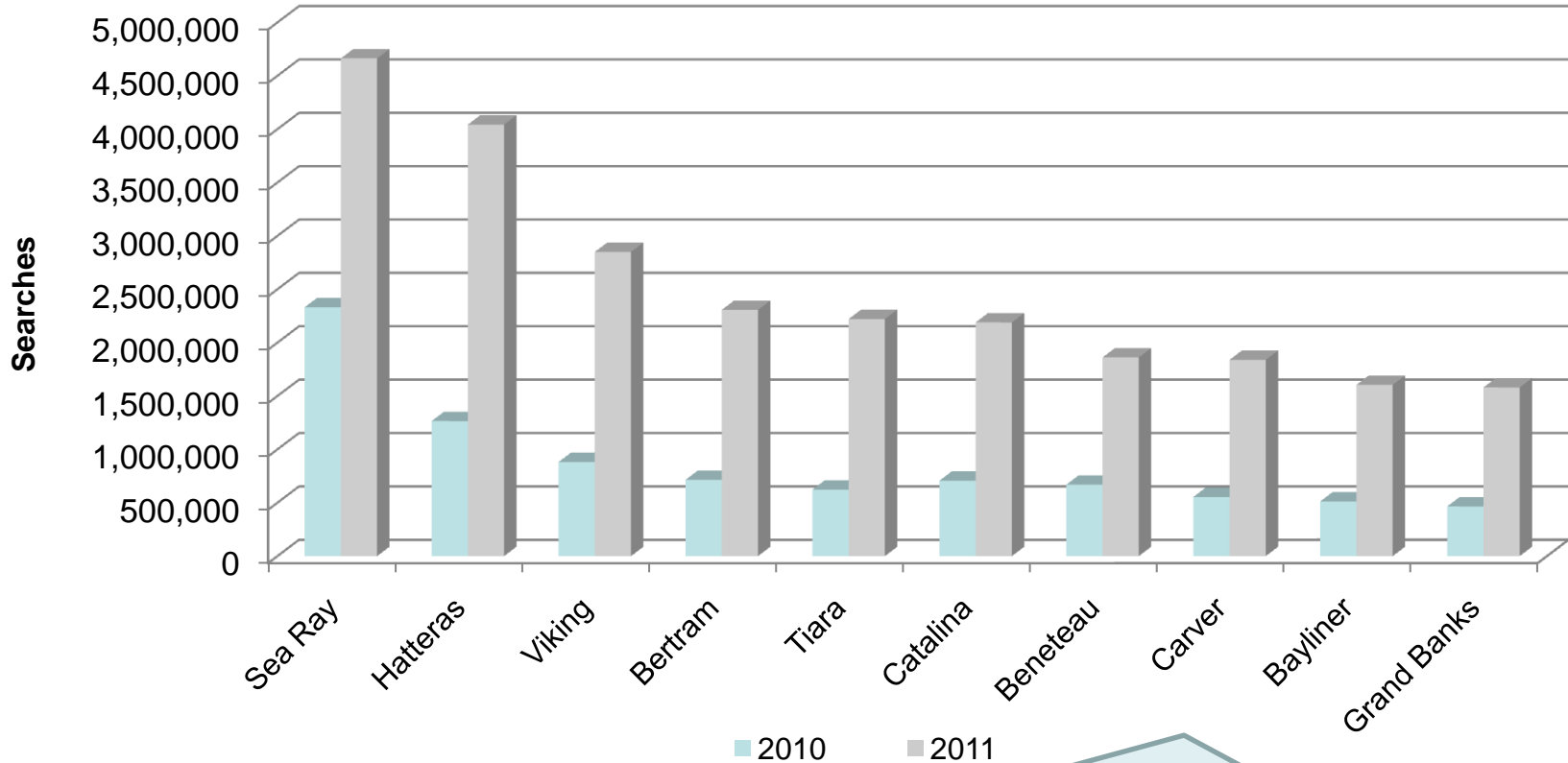
Increased search activity

More targeted leads



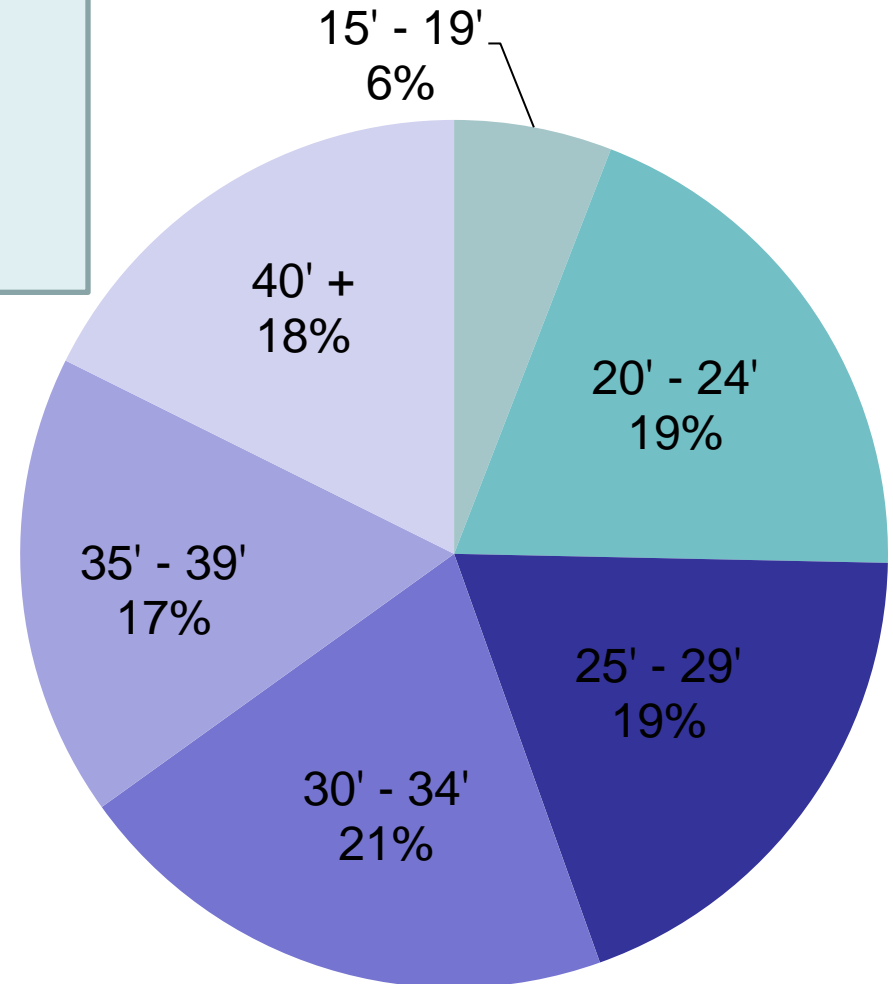
31% more unique visitors per month to YachtWorld.com

Top 10 Searched Manufacturers



More active visitors conducting nearly 200% more searches for the top builders

**YachtWorld sends you highly targeted leads as 8.1% of them purchase a boat.
What are they buying?**





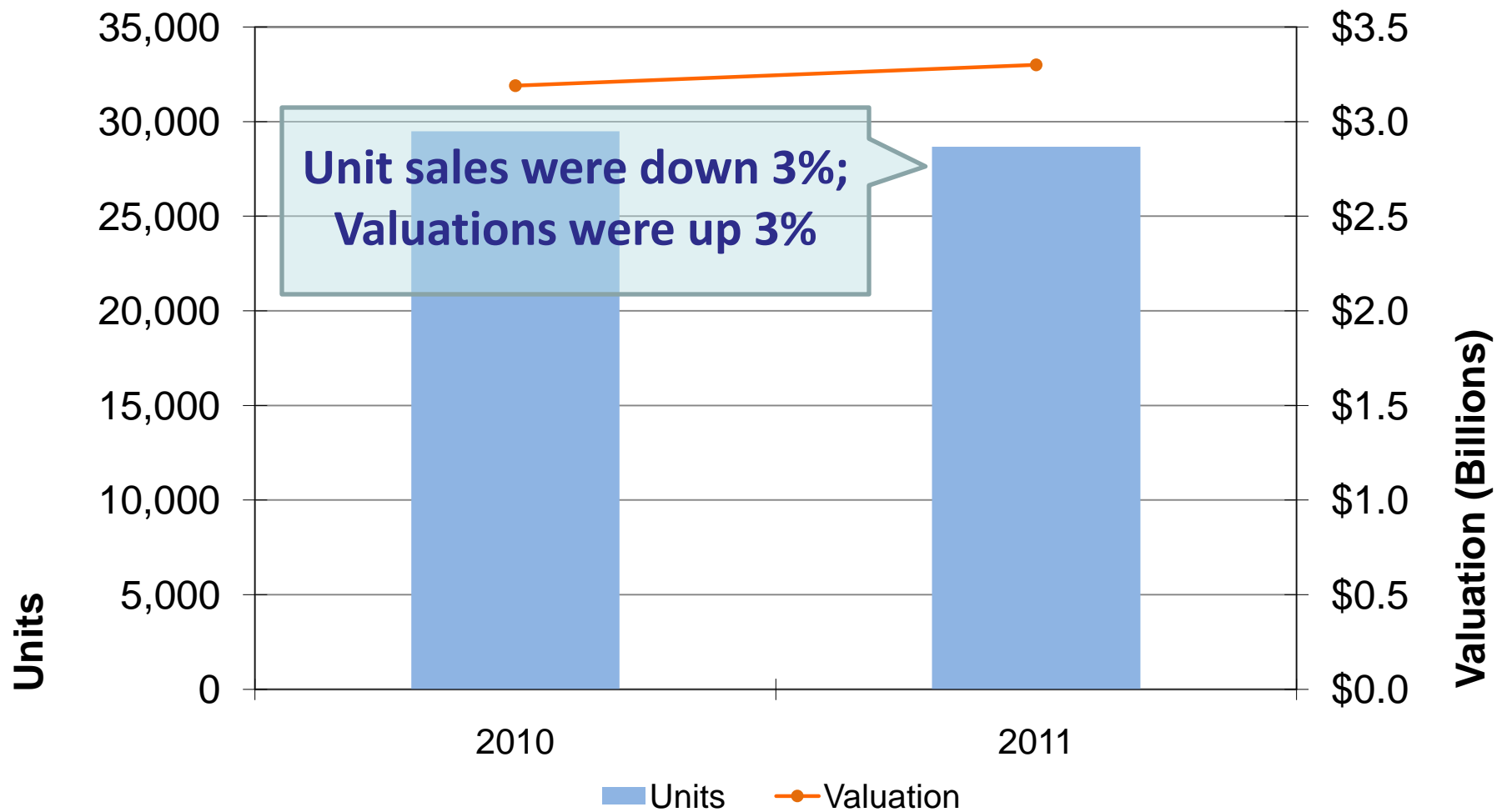
Market Impact

Expansive networks
drive sales

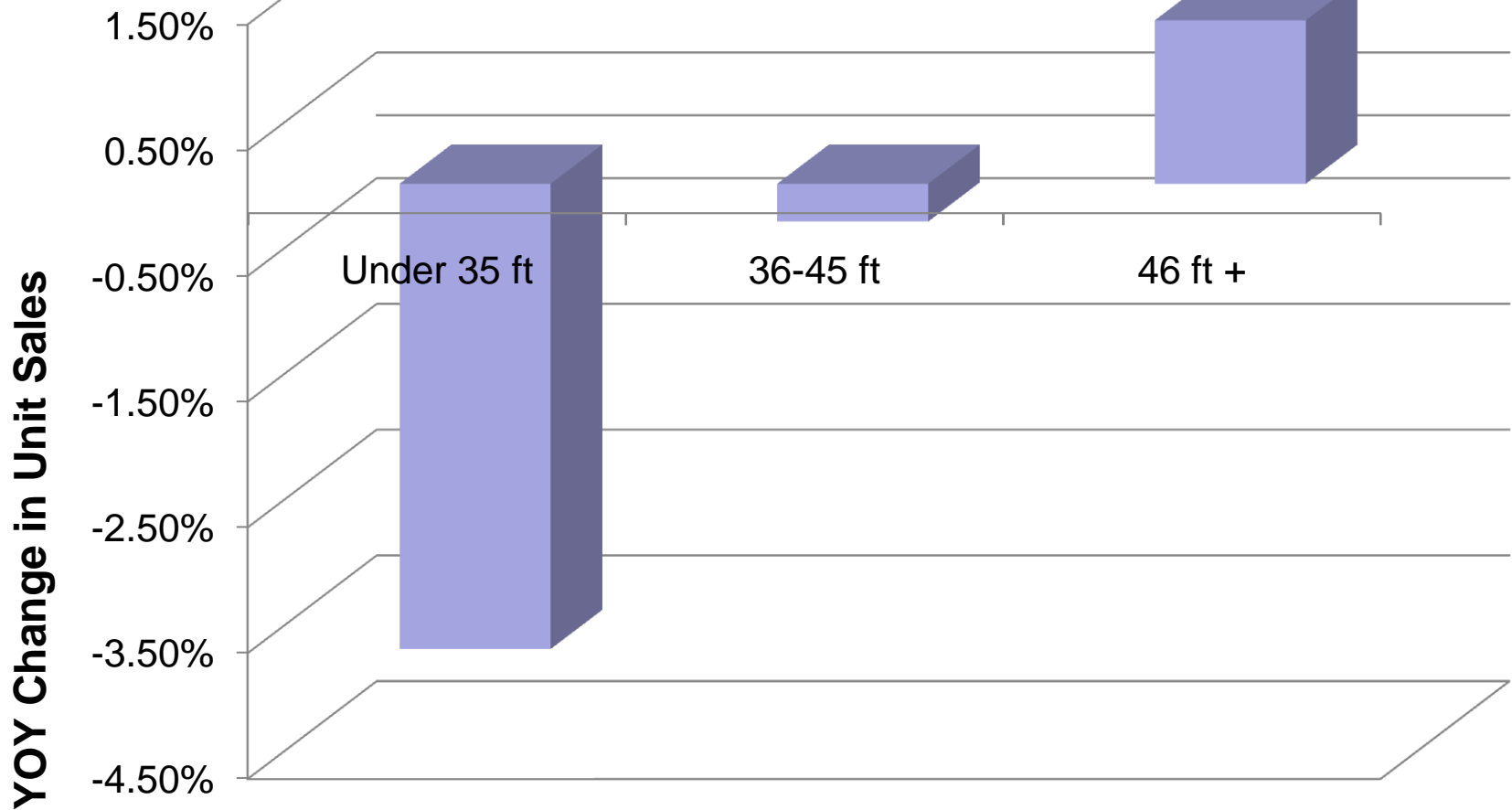
U.S. SoldBoats.com Data

Florida SoldBoats.com Data

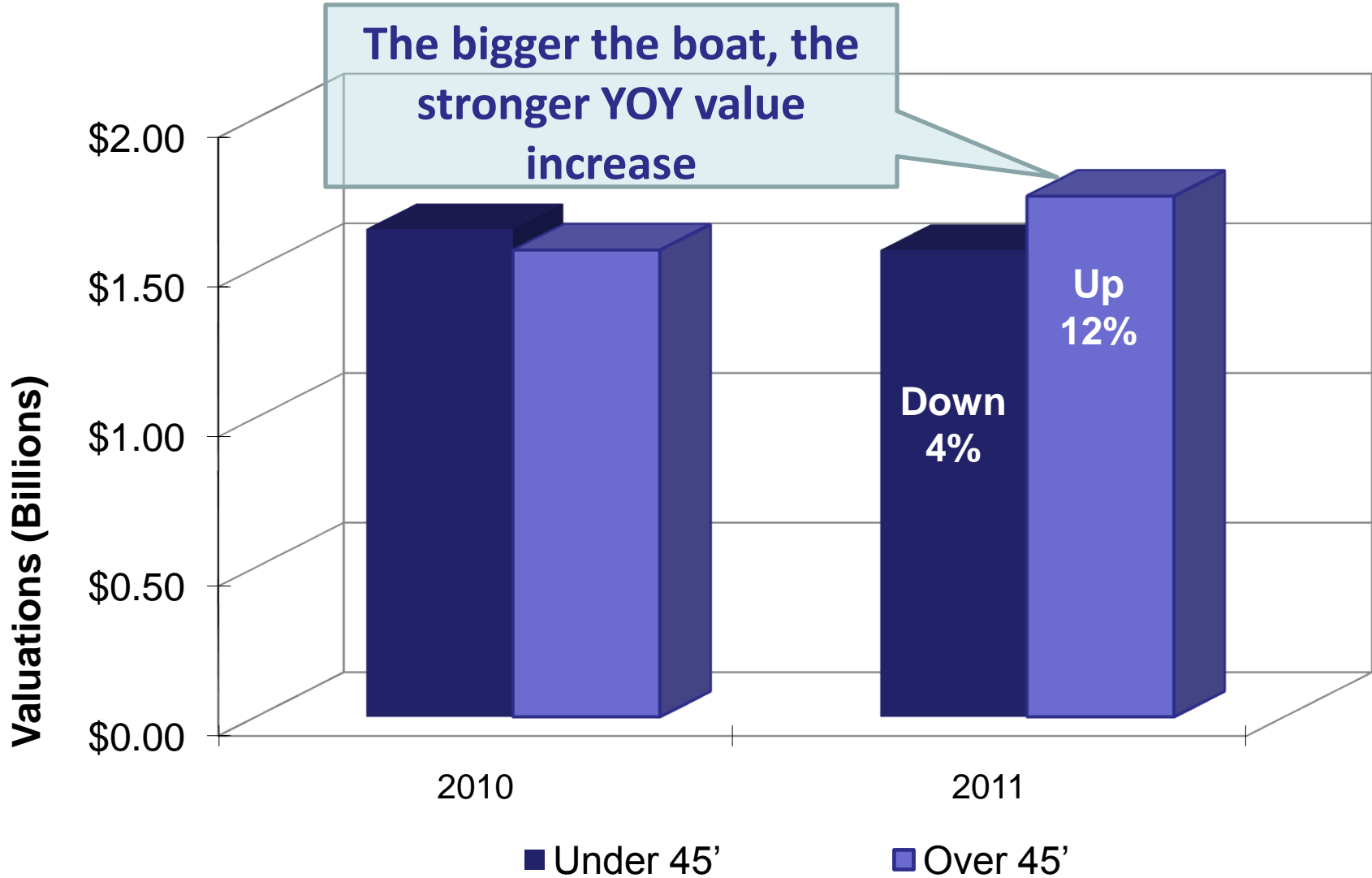
SoldBoats.com – Power vs. Sail

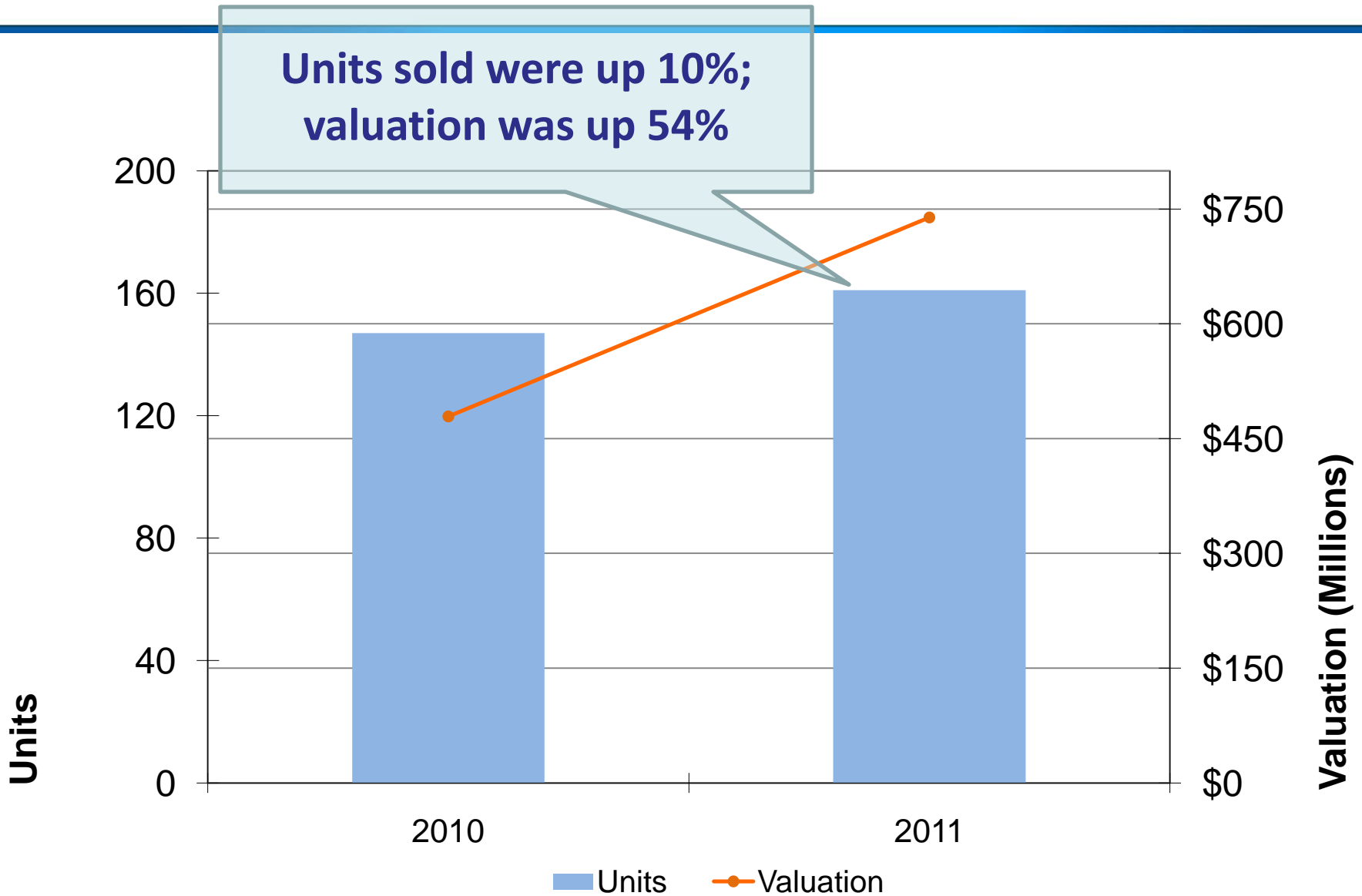


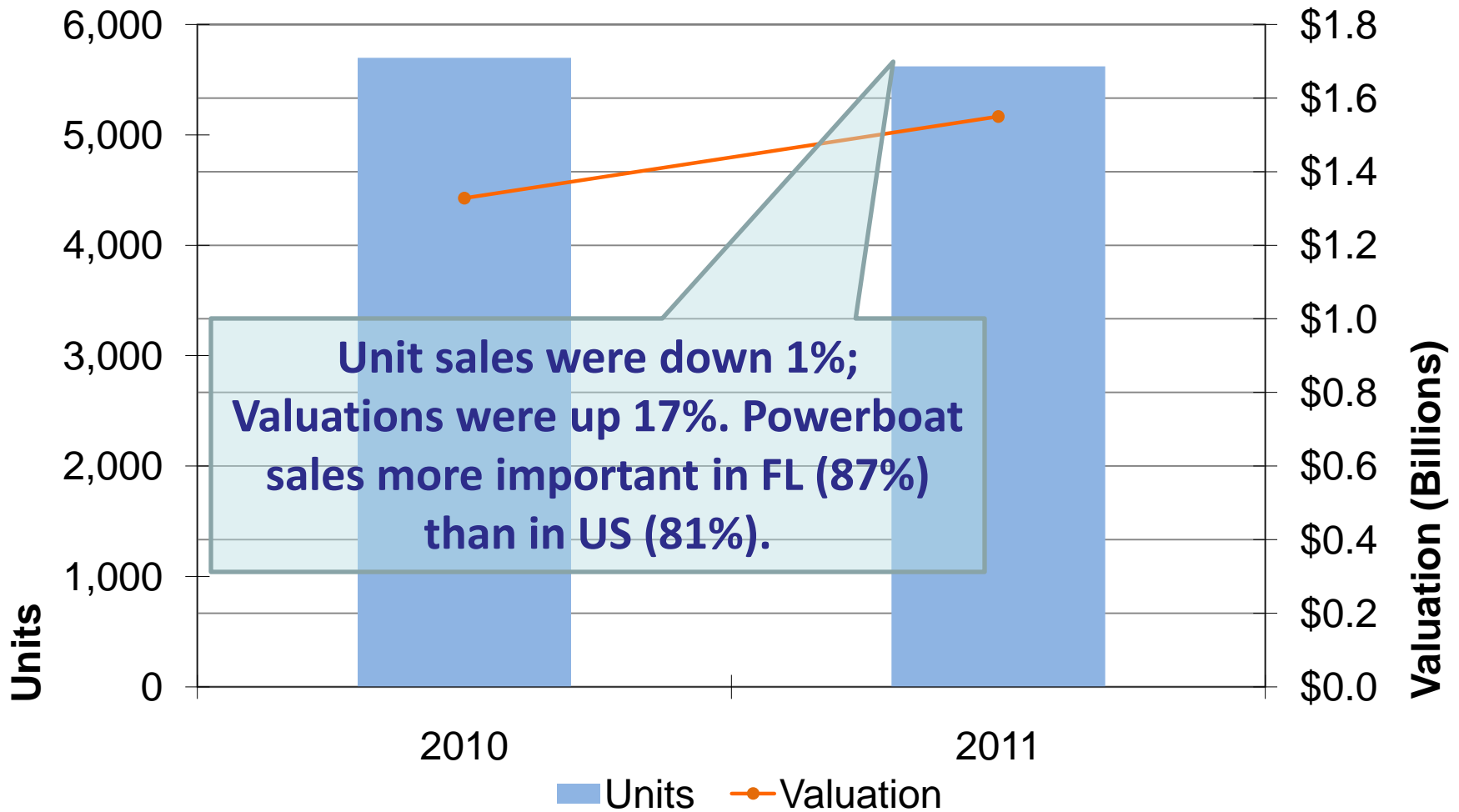
The bigger the boat, the stronger the sales increase



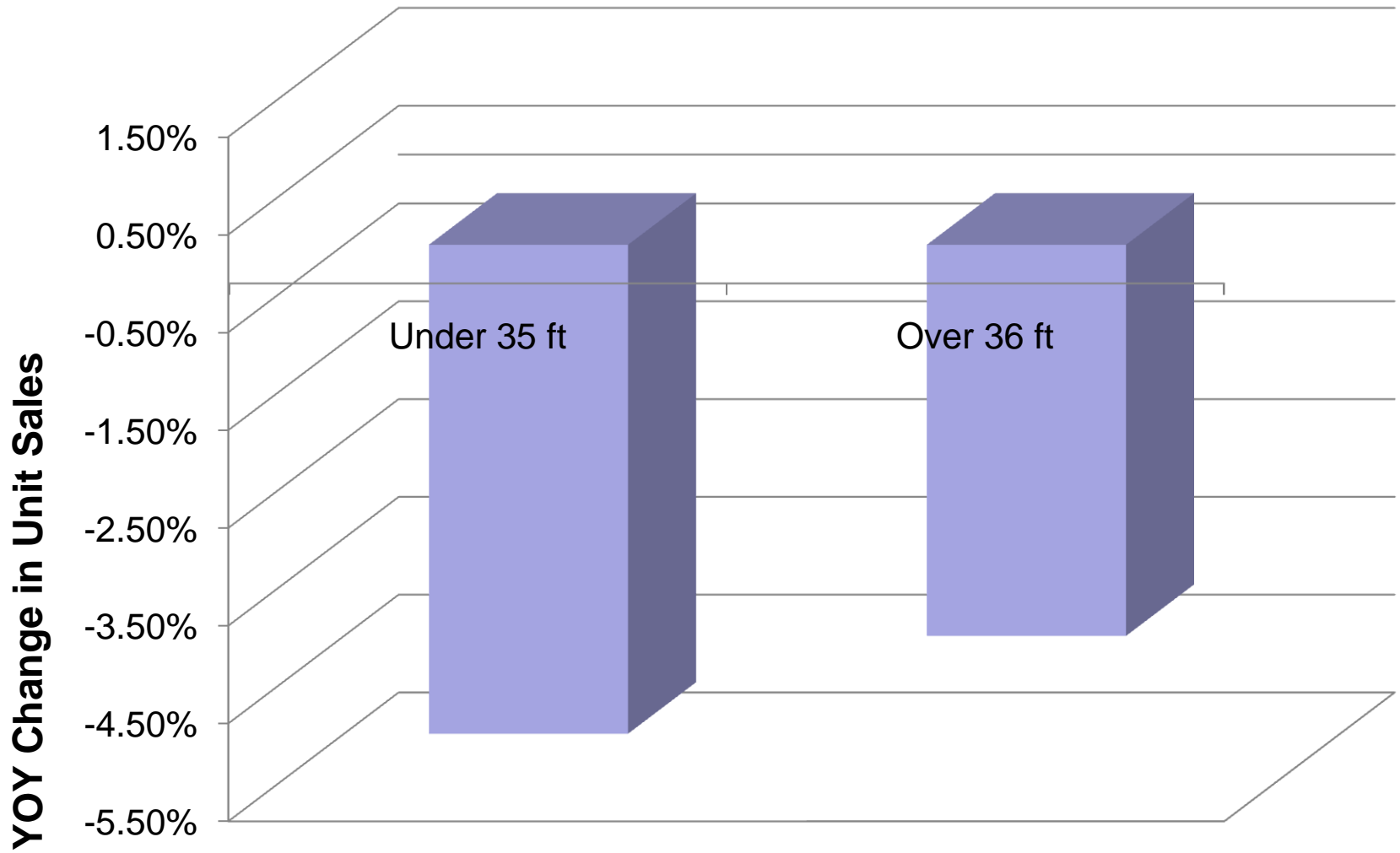
Units Sold & Valuations by Length



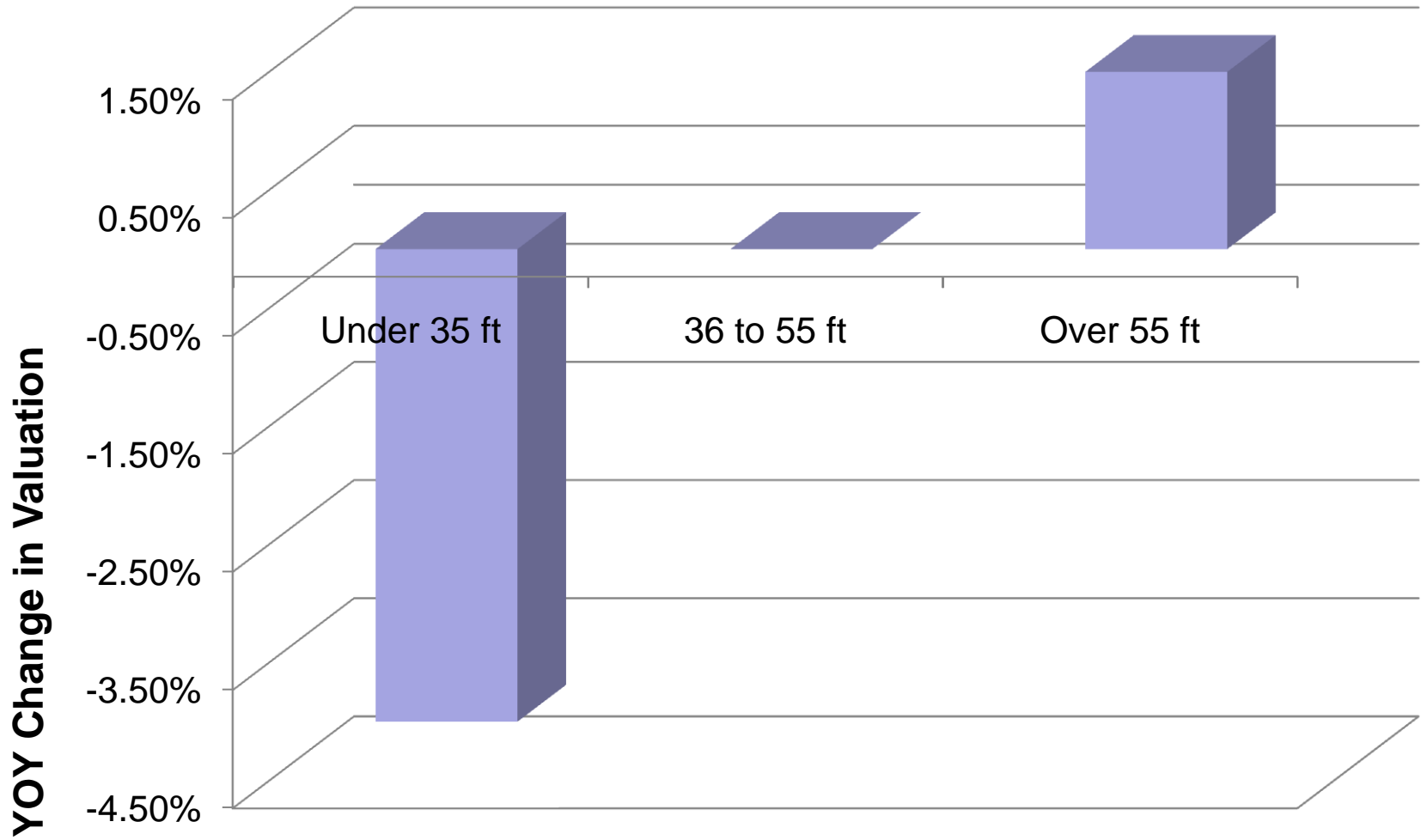


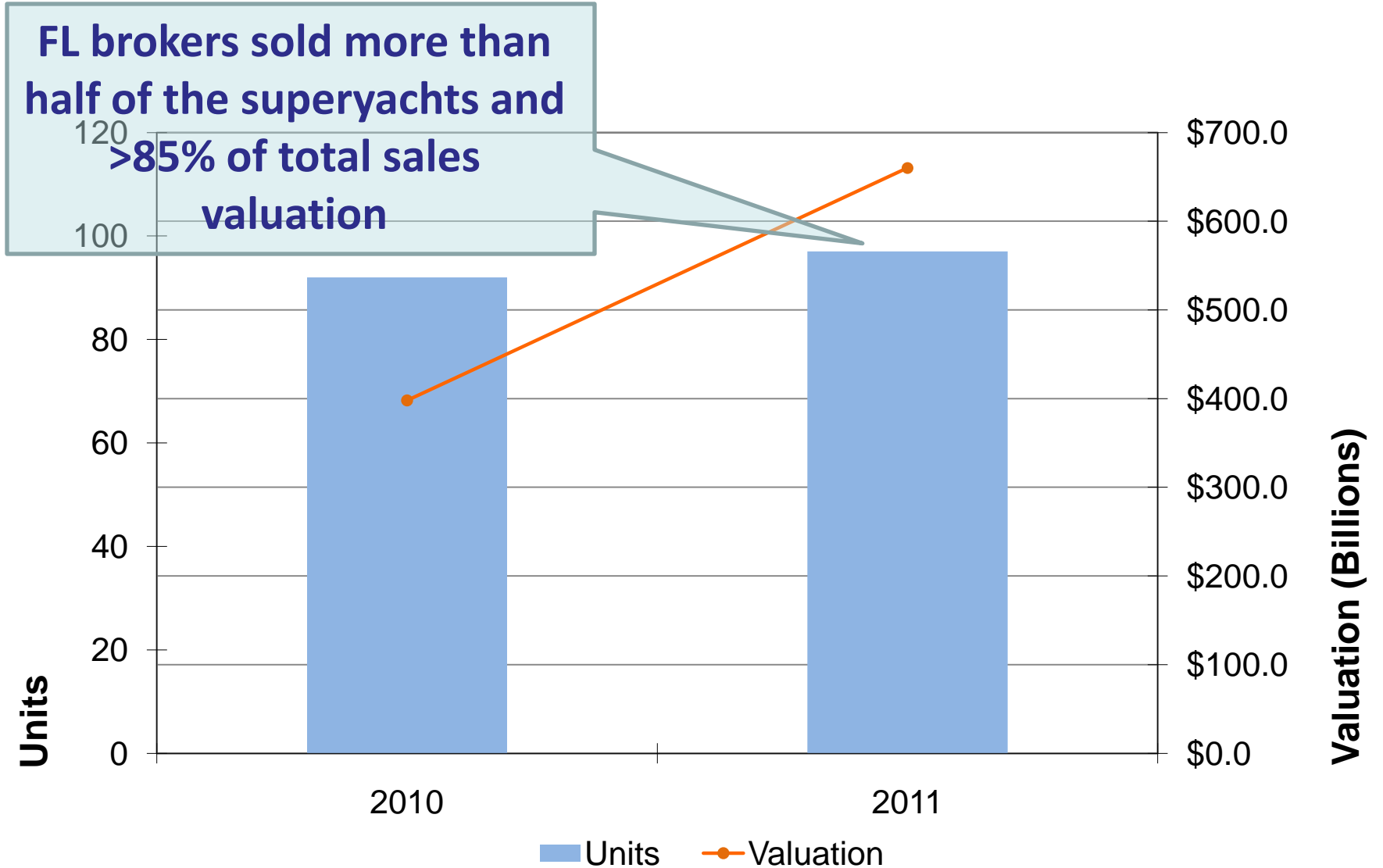


FL YOY Unit Sales Change by Length



FL YOY Valuation Change by Length







Market Outlook

2012 Consumer & Industry
Expectations

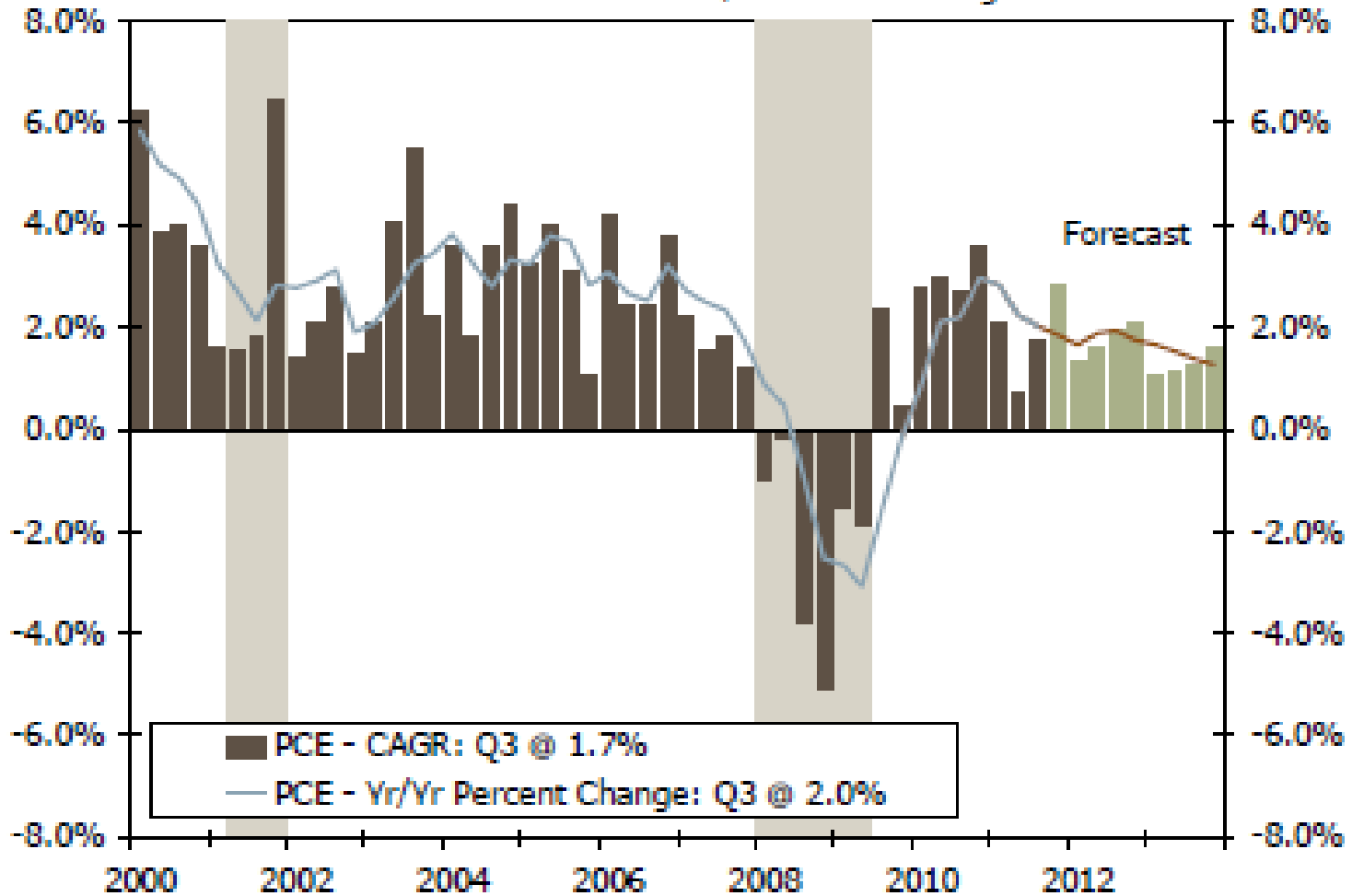
Consumer spend expectations

Interest rate forecast

Impact of Euro on U.S.

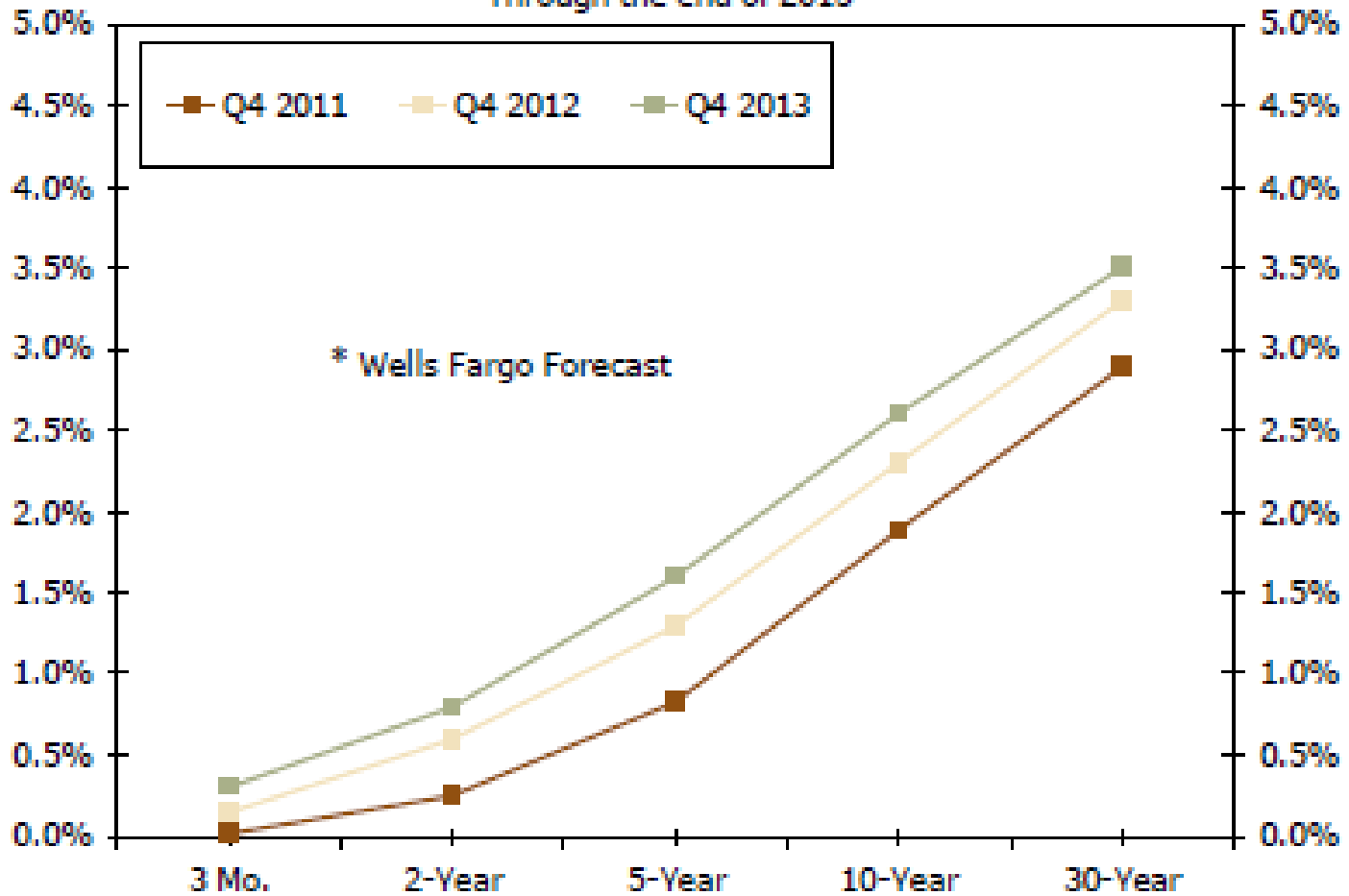
Real Personal Consumption Expenditures

Bars = CAGR Line = Yr/Yr Percent Change



Rates Forecast

Through the end of 2013





Industry-Leading Technology

Supporting Network
Expansion

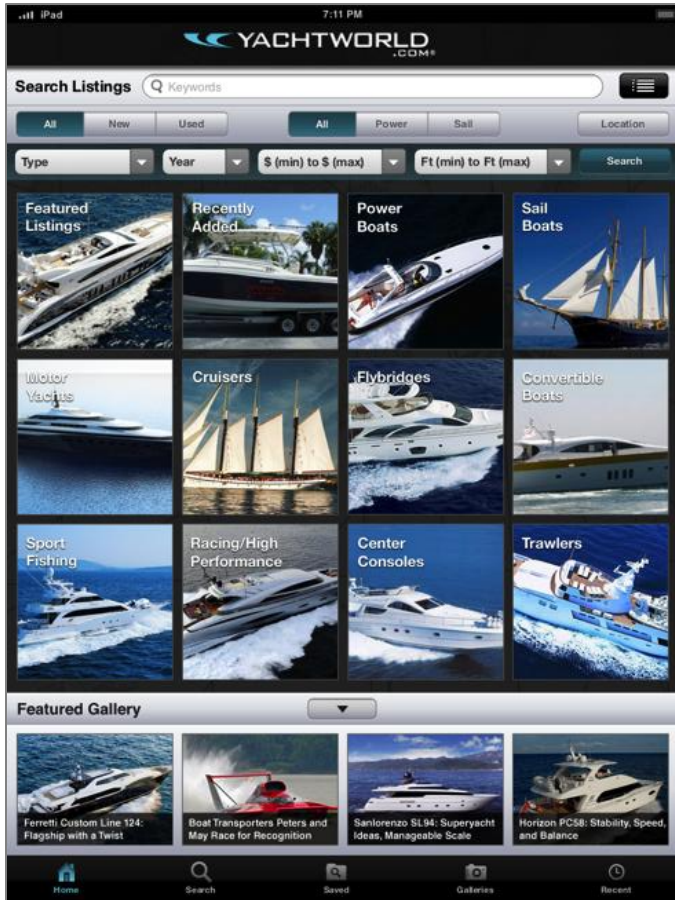
Mobile/Tablet Focus

Boat Wizard Enhancements

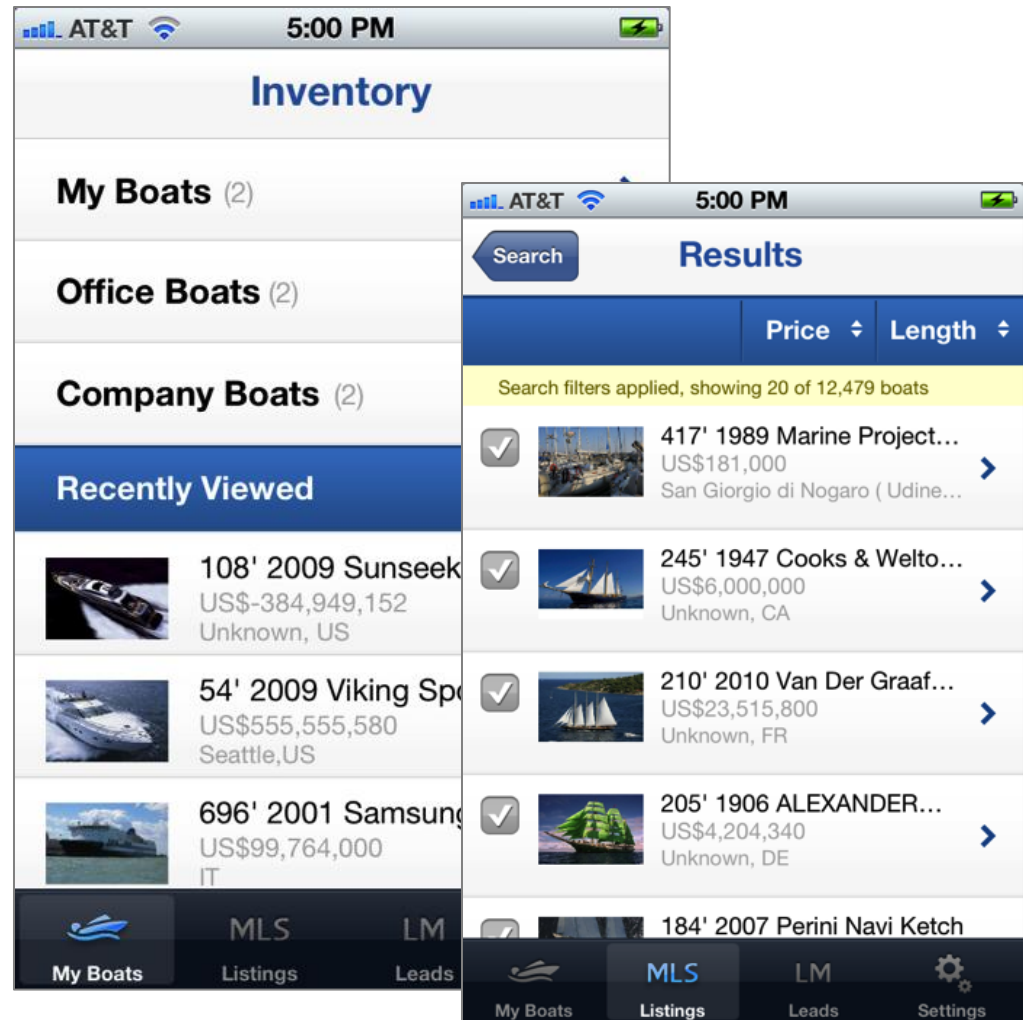
YachtWorld Enhancements

Custom Sites & Facebook Pages

YachtWorld iPad App





BoatWizard iPhone App



BoatWizard
Welcome John Broker (CM Broker) (impersonation) [Account | Help | Logout]

Home
MLS
Inventory
Charters
Soldboats
Reports
Websites
More





News

Happy Thanksgiving from YachtWorld.com
November 23, 2010

Due to inclement weather in Seattle, YachtWorld.com Customer Service will have limited staffing today, Tuesday November 23rd and Wednesday November 24th. Calls and emails will be returned in the order in which they were received. YachtWorld.com Customer Support will be closed Thursday November 25th and Friday November 26th for the Thanksgiving holiday. We apologize for any inconvenience. Happy Holidays! YachtWorld.com Customer ...

Server Maintenance and Upgrades
November 19, 2010

Please be aware that we will be performing scheduled maintenance and upgrades to the BoatWizard servers on Monday, November 22nd from 7:00-8:00 pm PDT. Access to the Inventory page will be restricted during that time. We apologize for any inconvenience that this may cause. If you have any questions, please email Customer Service or call 877.336.9527. YachtWorld.com ...

Yacht Brokerage University – Ft. Lauderdale
November 08, 2010

All YachtWorld.com members are cordially invited to attend the Florida Yacht Brokerage University, December 9th at the Hyatt Pier 66, in Ft. Lauderdale Florida. Be sure to join your fellow brokers and


Support

Toll Free: (877)-336-9527 ext. 2
Monday - Friday 9am to 8pm EST 6am to 5pm PST
Email: cs@yachtworld.com

Name:

Email:

Questions:



Recently Updated Inventory


- 2010 Sea Ray 350 Sundancer
- 2010 Bayliner 335
- 2009 Sunseeker Predator 108
- 1999 Sunseeker Portofino 400
- 2004 Sunsail Test Model

YW Traffic Stats

Past 30 Days

Email Leads: 3

Listing Views: 4455



Soundings Trade Only Today

Well-known Florida real estate mogul dies in boat crash
November 30, 2010

Steven Posner, a Florida real estate tycoon and the son of Victor Posner, a millionaire businessman who The Economist magazine called a "pioneer of the hostile takeover," died Monday in a go-fast boat crash on Miami's Biscayne Bay.

Links To Resources

- Creating a Listing Help Video
- BoatWizard 2.0 Help Guide
- YachtWorld Finance Center

[NYTimes.com Boating News](#)

BoatWizard | Welcome Singlee Murray (Dominion Enterprises) | Account | Help | Logout

Home | MLS | Inventory | Charters | Leads & Contacts | Soldboats | Reports | Websites | More | Admin

Reports

06/1/2011 | 07/31/2011 | Summary | View Report | Quick View: Yesterday, Week, Month

Leads Report: 06/01/2011 - 07/31/2011

Ad Activity	142,963
Ad Detail Page	133,248
Print Listing	98
Send to Friend	473
Video Views	6
Map to Dealership	72
View Large Photos	9066
Activity	3,421,207
Impressions	3,411,013
Gallery Views	9,579
Click-throughs	615

Total Leads: 930 | Phone Calls: 499

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BoatWizard | Welcome Singlee Murray (Dominion Enterprises) | Account | Help | Logout

Home | MLS | Inventory | Charters | Leads & Contacts | Soldboats | Reports | Websites | More | Admin

Reports

12/18/2011 | 01/17/2012 | Inventory Views by MSA | View Report | Quick View: Yesterday, Week, Month

What is this? This chart illustrates the views your specific inventory is receiving compared to the total views for that inventory within your MSA. An MSA is defined as a city of at least 50,000 people or urbanized area of at least 100,000 people and the counties that include these areas. Use this data to identify trouble-spots including pricing, description and photos.

Listing Views By Model

Model	MSA Views	Dealer Views
ABLE EXPRESS	~20	~10
BACK COVE 29 HARDTOP	~10	~5
BACK COVE 33 HARD TOP EXPRESS	~60	~30
CENTURY 2301 CC	~180	~90
CRUISEES 3375 ESPRIT	~100	~50
FORMULA 242 LS	~60	~30
HERITAGE SUNDECK	~100	~50
MAXUM 3500 SCR	~10	~5
SABRE FAST TRAWLER MY	~20	~10
SABRE SALON EXPRESS	~60	~30
SEA RAY 225 SRV	~50	~25
SEA RAY 440 SUNDANCER	~240	~120
STAMAS 270 TARPON CENTER CO	~20	~10
SABRE OTHER	~60	~30

Legend: MSA Views (light blue), Dealer Views (dark blue)

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All sources
 Omniture-based
 Drill down
 Trending

- Bulk lead import
- Multi-channel import
- Management reports
- Enhanced lead assignment
- Lead notification and routing



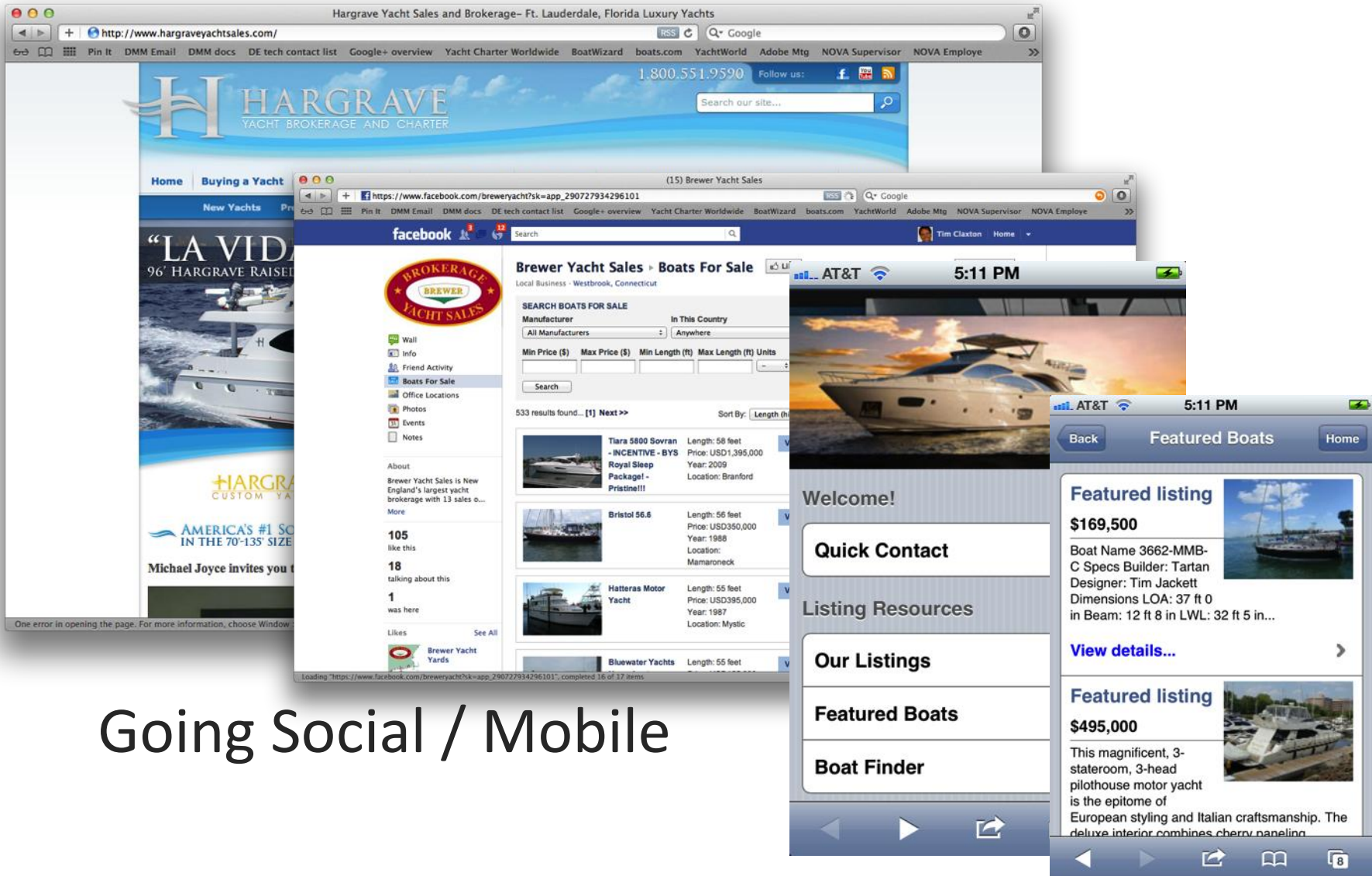
Darryl Torckler/The Image Bank/[Getty Images](https://www.gettyimages.com)

- Search Engine Optimization (SEO)
- Social Media Links
- Improved make/model browsing
- User profiles

The screenshot displays the YachtWorld.com website interface. At the top, there is a navigation bar with links for HOME, BOATS, CHARTERS, FEATURES, and SERVICES. A search bar is located on the left, and a 'Donate Today' banner is on the right. The main content area features a listing for a '2007 - 44' 2007 Hunter 44 Deck Salon' yacht, priced at US\$239,500. The listing includes a large image of the yacht, a 'Call Today' button, and a 'DE VALK' broker profile. Below the main image are smaller thumbnails and a 'DETAILS' section with specifications such as Year (1990), Length (300 feet), Current Price (US\$ 8,000,000), and Hull Material (Steel). A 'show description' link is also present. At the bottom, there is a section for 'Other Boats from A1 Yacht Trade Consortium SA' with a grid of smaller boat listings.

- Quick & easy registration
- Link to Facebook Profile
- Increased engagement
- Tailored experience
- One-click leads





Going Social / Mobile