

Boats OnSale

.com.au



The Marine Industry's Online Marketplace

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History of the site



BoatsOnSale was formed in 2008 by Marine Queensland. The concept was to be able to provide boat brokers and dealers with a more cost effective way of advertising their boats and associated marine

products online. Shortly thereafter the Boating Industry Association of NSW (BIA NSW) was invited to become a Director of the company with a view to increasing the market share of the web based channel in NSW, being a major market. A joint venture arrangement was entered into with YachtHub and Boatsonline to provide access to technology and a bundled offering to the boating marketplace and thus creating increased exposure. Boats Online started in 1999 by providing an administration system for one boat dealer. From 2000, the owners of Boats Online built the business by providing an online solution for Australia's leading boat brokers and dealers. In 2007, Boats Online merged with Yacht Hub for increased scale and efficiency.



What is it?

features/benefits



BoatsOnSale continues to provide a cost effective, industry owned and operated web based sales channel that has a high level of consumer appeal due to the increased confidence the consumer has in "industry endorsed businesses".

BoatsOnSale is now becoming a real market competitor in advertising boats for sales and promoting the industry as a whole. Working closely with Marine Queensland and other BIA's across the nation, we monitor industry trends and statistics that can be provided to any BIA member. You must however be a financial member of any BIA to be able to join.

BIA's across the nation

Marine Queensland (BIA of Qld) and BoatsOnSale Office - 07 3390 4657

BIA New South Wales - 02 9438 2077 • BIA Victoria (Incorporating Tasmania) - 03 8696 5600

BIA South Australia - 08 8212 6000 • BIA Western Australia - 08 9271 9688



What will you get from subscribing to BoatsOnSale?



A more cost effective, industry owned and operated website for the sale of boats, marina berths, and related products to consumers by brokers, retailers, marinas and service providers that can target a wider range of consumers than any one website alone.

Reduced Data Entry

By utilising the YachtHub/Boatsonline Alliance the system allows Brokers, Dealers & Merchants exposure on up to 4 Websites plus the integration of your own website minimising the administration of the system. Once subscribed, there are no limits to the amount of boats that can be listed across all 4 sites. We can even assist with uploading stock.

Experience

Satisfaction in knowing that all subscription revenue is fed back into the industry for the benefit of the industry and BIA members.

Consumers can feel confident in knowing that all listings on BoatsOnSale are from trusted sources and trusted members of BIA's who are bound by Industry Code of Ethics.

Exposure

The unique alliance that BoatsOnSale has with YachtHub and BoatsOnLine means that your listing will reach a far greater audience than you might think!

YachtHub for example has been specifically developed for yacht brokers to list boats for sale to target Yacht enthusiasts from Australia and New Zealand. YachtHub offers catamarans, trimarans, power boats, sailing boats, monohulls, multihulls, trailer sailers, cruisers, superyachts and boats shares for sale. BoatsOnLine offers all that BoatsOnSale can as well as a range of products such as outboards, diesel engines and second hand GPS units.



Website Integration



By integrating your website with the YachtHub database, we can publish your listings on your own website in addition to them appearing on BoatsOnSale, BoatsOnline and YachtHub. The presentation of listings on your site can be customised or you can use our standard presentation.

Why Integrate?

You can use your existing website or have the team and YachtHub create something special to suit your business. Benefits of website integration are:

1. Single data entry

You only have to upload information once for it to appear on all 4 sites – you can make as many changes or stock or details with no added costs.

2. Access to detailed statistics

By subscribing to the YachtHub Alliance, you can access statistics on ad views and contacts from all 4 sites, if you integrate your website, we can provide you with the same statistics for your website.

3. Continuous database development

We are continually developing the databases in terms of presentation, security and statistical information – so that you don't have to!

Most importantly, we ensure that internet Search Engines recognise your listings as belonging to your website. We understand that clients want to maximise the Ranking of their website and we endeavour to lead traffic to your website and improve your Google Ranking.

We recommend that you view some of the hundreds of websites which use our integration service:
<http://www.ensignbrokers.com.au> • <http://www.mdbsaustralia.com>
<http://internationalyachts.com.au/index.php>



Why join BoatsOnSale?

The BIA's across Australia work tirelessly to promote the Marine Industry in a positive light whilst hosting world class Boat shows for the public to enjoy each year.

The divisions within the BIA's are constantly tackling issues that relate to you and your business within the Marine Industry.

We offer:

- A simple yet effective place for consumers to browse trusted listings from trusted sources
- A periodic newsletter to go out to all BoatsOnSale members with industry news, topics of interest and feedback on website performance and statistics
- We are currently developing some fantastic BoatsOnSale "Point Of Sale" materials that will become available shortly to subscribers
- We can arrange links to related websites and products from any of the alliance sites
- BoatsOnSale endeavours to combine resources with the other BIA's of Australia to encourage all BIA members to subscribe to BoatsOnSale
- Access to statistics on pageviews and number of online leads received
- Advertising spaces on any of the sites in the alliance.





Pricing Structure

All subscriptions for BoatsOnSale and its alliance sites include unlimited stock uploads each month. An invoice is sent to you each month, there are no minimum joining fees, no contracts terms or periods.

All three sites	\$132.00 incl GST/Month
BoatsOnSale + Boatsonline	\$99.00 incl GST/Month

NB: It is a pre-requisite of joining BoatsOnSale that you join one of the other sites in the alliance. You must also be a financial BIA member.

Corporate Advertising on BoatsOnSale

Home page ad	\$65.00 incl GST per month
Ad anywhere else on the site	\$35.00 incl GST per month

NB: All Adverts placed on the BoatsOnSale Website are 150pix x 180pix.



Application Form

Business Name		
Street Address		
City	State	Post Code
Postal Address		
City	State	Post Code
ABN		
Website Address		
Phone	Fax	
Principal Contact Person		
Mobile		
Email for invoicing		
Email for Sales Enquiries		
Brands Stocked/Products for sale		
Trading Hours		
Company Profile (A brief summary about your business)		
Company Logo		
Are you a financial member of Marine Queensland or any other BIA member?	Yes	No
Would you like to receive more information about Website Integration?	Yes	No
Subscription Type (tick a box)		
<input type="checkbox"/> BoatsOnSale + BoatsOnline - \$99.00/month		
<input type="checkbox"/> BoatsOnSale + YachtHub - \$121.00/month		
<input type="checkbox"/> BoatsOnSale + BoatsOnline + YachtHub - \$132.00/month		

Please fax the completed application form to (07) 3390 4962