



## PRESS RELEASE

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### **Yacht brokers learn new marketing techniques to stay ahead in the changing yacht brokerage industry**

***YachtWorld.com's Yacht Brokerage Universities provided a global overview of the industry and demonstrated social media and Internet marketing tools***

SEATTLE - Dec. 15, 2009 - More than 270 yacht brokers from as far away as Michigan descended on Florida recently to attend YachtWorld.com's Yacht Brokerage Universities in Sarasota and Fort Lauderdale. The theme for both events was transition—the yacht brokerage industry, like the Internet, is in transition and changing more quickly than ever.

"A major part of our mission is to provide yacht brokers with the tools and knowledge to get them ahead of their competition and keep them there," says Ian Atkins, VP and general manager, YachtWorld.com. "Making them aware of the global scale of the current transition and the pace at which these changes are taking place is vital. It was very gratifying to hear from so many of the brokers during and after our presentations that this theme resonated so strongly with them and that our efforts were much appreciated."

Yacht brokers first received a global industry overview and then learned about new marketing techniques, including current YachtWorld.com product features and benefits.

While the recession has been global, North America seems to be running ahead of Europe in showing improved economic conditions. YachtWorld.com's proprietary database, SoldBoats.com, indicates that sales are beginning to rebound with some steady progress. Presentations included one on social media—the fastest-growing part of the Internet—which offers many ways to promote yourself by connecting with those who share common interests. One of the strong points made regarding Internet marketing was that brokers should present themselves as authorities through teaching rather than selling because people listen to and respect people who demonstrate authority, rather than simply claiming it. Another was listening to what consumers are saying online because they are freely telling us what they want without us having to ask.

Specific YachtWorld.com product presentations ranged from "What's new in BoatWizard," YachtWorld.com's proprietary inventory management tool, and tips and tricks on operating it, and what a customer relationship management (CRM) system is and what it can do for a broker.

"Brokers being recognized as an authority in their sector of this business is an essential ingredient in managing this transition," adds Mike Dickman, director of marketing, YachtWorld.com. "This not only requires personal knowledge but a dedication to providing free information on a regular basis presented in a conversation and not a sales pitch."

**About YachtWorld.com** - YachtWorld.com ([www.yachtworld.com](http://www.yachtworld.com)) is the single most powerful and effective global marketing solution for the boating industry. With over 114,000 brokerage boats offered by over 2,500 yacht brokerage houses and 8,000 individual brokers in 140 countries, YachtWorld.com receives over 2.6 global visits by boating enthusiasts each month. YachtWorld.com provides a complete suite of online marketing services for its yacht broker members through BoatWizard and SoldBoats, their proprietary back-end tools. Headquartered in Seattle, Washington, YachtWorld.com has European headquarters in the United Kingdom, with sales and customer service representation in Estonia, France, Germany, Holland, Italy and Turkey. YachtWorld.com is a division of Dominion Enterprises, based in Norfolk, Virginia, USA.

**About Dominion Enterprises** - Dominion Enterprises is a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Web site design and hosting, and data management services. The company has more than 45 market-leading Web sites reaching more than 16.7 million unique visitors, and more than 450 magazines with a weekly circulation of 4.3 million. Headquartered in Norfolk, Virginia, the company has 5,400 employees in more than 200 offices nationwide. For more information, visit <http://www.DominionEnterprises.com>.