



# AboarD Boat-Finder



## Enhanced Remote Online Boat Listing and Web Management System

- Sell more boats
- Save time and money maintaining your boat listing
- Improve your company's image
- Reach international clients

AboarD Boat-Finder is an attractive multi-language and fully customisable "Remote Online Boat Listing and Web Management System" that you can integrate in your web site.

"We have put in this tool all our experience of the past 8 years in managing web sites for leading boating companies in many different markets."

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## BOAT-FINDER HELPS YOU SELL MORE!

- ✓ Our attractive boat presentation **enhances your company's image and provides better information** to your visitors about your boats for sale or charter
- ✓ You can **expand your target** market using our multilingual features
- ✓ **Over 520,000 users that come every month** to the Aboard website will see your boats on offer
- ✓ You will attract enquiries from Aboard **the most international boating portal**
- ✓ **The same quality presentation** for the used boats than the new or the charter boats
- ✓ Combine in one single point your boat offer with boats from **other partners**

**Boat-finder multilingual makes it a truly multi-national market place worldwide**

## BOAT-FINDER HELPS YOU SAVE TIME AND MONEY!

- ✓ Our prices are **extremely competitive**, anywhere from 40% to 70% less than any other on-line boat services that offer only a fraction of our features
- ✓ Using "**Boat-Finder Direct**" you can connect databases of boats (from your office or other servers) to the Aboard Boat-Finder.com.
- ✓ You **can incorporate this advance remote management system to your web site** for a fraction of the normal cost
- ✓ You will save valuable time by easily maintaining your online presence and keeping it up to date

## BOAT-FINDER IS FLEXIBLE AND EASE TO USE!

- ✓ Boat-Finder is a great way to enhance your current Web site or to start a new one.
- ✓ Its flexibility ensures that it will be valid for your current and future needs
- ✓ A great opportunity to have an excellent remote website and boat management system at an affordable cost
- ✓ You can organise your different boat listing in any way you want to accurately reflect your offer
- ✓ Aboard Boat-Finder provide fast tools to convey your offer to other brokers members or to your clients
- ✓ No other software is required



**Aboard Boats and Yachts Market**

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**Aboard Boat-Finder provides an outstanding and superior boat presentation that enhances your company image**

**Allows seamless integration with your Web site, your clients will see it as part of your site!**

**Attracts more sales reaching clients from other countries and from the Aboard portal**

**Save you time and money in your Web site maintenance**

## Why is it Enhanced?

**Each company has specific requirements; nowadays technology can deliver flexible systems that satisfy the specific requirements of each company.**

- Aboard Boat-Finder is ahead of what is on offer from other online boating listings
- It has every option needed to customise the boats listings so that it truly presents your boats organised the way you want and with your own look and feel
- Can be linked to virtually any database of boats, so you can update your listing by just pressing a button
- It is fully Multi-language (and Multi-currency) allowing presenting not only the headings but also the actual content of the boat advert in the language of your customers
- Allows an extensive boat presentation with virtually unlimited number of pages and pictures
- Packed with innovative administration and editing features that make very easy to create outstanding boat adverts and a full web site

## Boat-Finder Direct

Boat-Finder Direct is a flexible tool that allow companies using the Boat-Finder.com service to update their boat listings from their local (or server hosted) databases of boats with minimum effort.

Boat-Finder Direct will update the boats information and convert (Web Optimise) and update the boats images (most image formats are accepted).

Boat-Finder Direct currently connects with brokers' software from different software vendors or can easily be configured to work with your own proprietary database.

Databases currently tested are Access, MS SQL, MySQL, Paradox and the tool can be easily configure to virtually any other database.

The Boat-Finder Direct Software is also a very flexible tool that is "self-updatable" so improvements to the software are immediately applied to all clients and can be configured remotely so any changes required to the process of integrating the boats in your Boat-Finder listing can be applied remotely.

When you are integrating the Boat-Finder in your Internet site, Boat-Finder Direct will also update the list of boats in your own website.

## LIST OF FEATURES

THE BEST BOAT PRESENTATION AVAILABLE	Free Trial	Full Account
Your boats listed in <b>"Public"</b> Aboard Boat-Finder	Yes	Yes
Your boats listed in <b>Your "Private"</b> Boat-Finder listing including	Yes	Yes
Integrate your Private Boat-Finder in your Web site	Optional	Yes
Up to <b>20 boat listings</b> configured to suit your requirements	Yes	Yes
<b>4 different list of boats formats:</b> Text listing - 1 Picture plus description - 2 Pictures per row - 3 Pictures per row - 4 Pictures per row	Yes	Yes
You can translate the content of the boats in to 7 different languages - but even if you do not translate your descriptive text, the Boat-Finder will present most of the boat information in your visitors language!	Yes	Yes
Each boat advertisement includes;		
<b>Specifications Page</b>	Yes	Yes
<b>PDF file</b> including all the information and pictures	Yes	Yes
<b>Equipment Page</b>	Yes	Yes
<b>Pictures Gallery</b> - per boat	8 pictures	40 pictures
<b>Other Boat Pages</b> - per boat	1 page	5 pages
MARKETING YOUR BOAT-FINDER LISTING	Free Trial	Full Account
Your boats listed in <b>Aboard Boat-Finder</b>	Yes	Yes
<b>The most international nautical portal</b>		
Your boats listed in <b>Your Boat-Finder</b> sending users to <b>Your Web site</b>	Yes	Yes
Top Listing in your Aboard Nauti-Links category	Yes	Yes
Link from Nauti-Links entry to your Boat-Finder list of boats	Yes	Yes
Entry in the Aboard Market-Place of boating companies	Yes	Yes
Your boats will be listed in top position in the Internet Search engines (*)		
(*) Note this is never guaranteed, but just see how the boats pages of our clients are listed in Google.		
Select <a href="#">any of our boats</a> and search for it in Google!, you will find them as :: BOAT-FINDER :		
BOAT ADMINISTRATION FEATURES	Free Trial	Full Account
Add boats (" <b>Used</b> ", " <b>New</b> ", " <b>Brochures</b> " or " <b>Charter</b> " boats)	25 boats	Your Order
Copy (duplicate) boats	Yes	Yes
Link-include other clients' boats in your list (requires authorization by the advertisement owner)	Yes	Yes
Link to the boat Manufacturer Brochure of the boats	Yes	Yes
Hide boats for later use	Yes	Yes
Connect the Boat-Finder with your local database – using Boat-Finder Direct (Also available with server hosted databases)	No	Yes
Boat status "Under Offer" "Price Reduced" or "Boat Sold"	Yes	Yes
Ability to choose <b>different contacts</b> for each boat	Yes	Yes
Place your boats in up to <b>3 different locations</b> (Globe Region, Areas or Countries)	Yes	Yes
Place your "Charter boats" in up to 3 " <b>Sailing Areas</b> " or " <b>Bases</b> "	Yes	Yes
Save up to 3 "Boats Specification" defaults to avoid repetitive typing	Yes	Yes
Save up to 3 "Charter Prices" defaults to avoid repetitive typing	Yes	Yes
SITE CONFIGURATION FEATURES	Free Trial	Full Account
Add and update pages and links in your site	Yes	Yes
* " <b>Welcome</b> " Page that you can edit from you office	Yes	Yes
* " <b>Other Pages</b> " that you can edit from you office	2 Pages	Your Order
* Links to; 1 external Site / e-mail / Boat-Finder list of boats	Limited During FT	Yes
Configure your header and footer of the pages and a boar legend	Limited During FT	Yes
Configure the colours and navigation buttons of your site	Limited During FT	Yes
Select <b>7 languages</b> in which to enter the boats information	Yes	Yes
<b>Statistics</b> (Per boat, Per Page and referrals)	Yes	Yes
Orders log and online ordering and payment directly from your account	Yes	Yes



## Main Features in detail

Aboard Boat-Finder is the finest Online Boat Listing System for boat brokers, dealers and charter companies. Aboard Boat-Finder is a multi-language, fully customisable and user-friendly system that allows you to completely control your online inventory. You can update your inventory as soon as it arrives and have it on the web ready to sell!

### Flexible customisation of your listings

The presentation requirements of a boat broker are different to boat builder, a dealer or a charter listing. The Aboard Boat-Finder has been designed to satisfy all these requirements in the same boat listing.

Not only you can customise the look and feel of the pages to match your Web site, you can also create up to 20 different listings of boat organised in the way you want. (E.g. motor under 20mts, sail boats in the Mediterranean, Benetau boats under £50.000, Crewed Charters etc...)

You can choose what information and in which order is presented in each of the four listing "types". (e.g. first boat model, then location and price and the engine).

### Superior Boat presentation

The boat advert has an outstanding and attractive layout that allows unlimited number of images and pages, effectively presenting a pre-owned or a brokerage boat in a style similar to a boat builder new boat brochure. And you don't have to scroll down the page to see all the information!

### Fully multilingual

The Aboard Boat-finder is a fully multilingual and multi-currency system that presents your boats in the languages of your choice (7 languages available so far). Both the user and the administration screens but more importantly the content of your boat advert can be very easily translated to several languages. We can also translate the adverts for you!

### Excellent user and administration interface

It only takes 5 to 10 minutes to create a full boat presentation. Facilities like "Duplicate", copy or link a boat advert from another makes it even faster.

**NEW!** Using **Boat-Finder Direct** you can update your list to boats from your local database of boats by just pressing a button. When you are integrating the Boat-Finder in your Internet site, **Boat-Finder Direct** will also update the list of boats in your own website.

### Seamless integration with your web site

Customise the look and feel of your Boat-Finder listing to match your Web site and we will provide you the code to present your Boat-Finders listing as part of your web site, so that visitors to your site will see only your boats and will not be sent to another company's boats listing.

Visitors to the Aboard Boat-Finder will see your boat advertisements within **your** Boat-Finder listing with your corporate colours and navigation. The links in your listing will lead them to your web site.

### Your boat listing will be promoted in both the Aboard Nauti-Links and Aboard Boat-Finder

The Aboard portal attracts over 520.000 visitors every month. The Boat-Finder search in the popular **Aboard boating portal** will drive extra traffic to your site.

Any company presenting boats in the Aboard Boat-Finder is automatically promoted to the top of their Nauti-Links category listing. Users will be able to access you list of boats directly from the Aboard Nauti-links listings.



## Boat-Finder RATES

### Extremely competitive prices

While we aim to provide the best service possible, our prices are kept anywhere from 40% to 70% less than other on-line boat services. This is achieved by avoiding high capital or financial expenses, typical of other online companies and by using highly efficient new development technologies.

**Level of Service:** We offer two service options to suit your requirements. Prices are per month in GBP VAT excl.

**Option1) Self managed** by you or your staff. It is really easy, you don't need any special knowledge and we will support you all the way.

Self Management	up to 25 boats	up to 50 boats	up to 75 boats	each 25 boats over 75	Other Pages up to 5 pages
Price Per Month in GBP	£25	£43	£50	£6.25	£15
in Euros	36Euros	60Euros	71Euros	9Euros	21Euros
in USD	\$40	\$68	\$81	\$10	\$27
<i>A Self-managed client with 100 boats and a set of 5 other Web pages will pay will pay £71.25 per month.</i>					

**Option 2) Managed by Aboard's staff (\*)** Where you provide us with the boat information and pictures in digital format and we create the adverts for you. We guarantee you get the best out of the service and you can save valuable time.

Aboard Management (*)	up to 25 boats	up to 50 boats	up to 75 boats	each 25 boats over 75	Other Pages up to 5 pages
Price Per Month in GBP	£50	£85	£100	£12.50	£30
in Euros	72Euros	120Euros	142Euros	18Euros	42Euros
in USD	\$80	\$136	\$162	\$20	\$54
<i>A client Managed by Aboard with 100 boats and a set of 5 other Web pages will pay will pay £142.50 per month.</i>					

#### Pricing Notes:

Over 75 Boats, charges are calculated as £6.25 (or £12.50 if managed by **Aboard**) per block of additional 25 boats.

You can add the number of "Boats Adverts" for several Web sites in a single order

Minimum order period is 3 months.

**(\*) Aboard Management only:** There is a **Set up fee** equals to 3 months charges.

#### Additional services

**Boat-Finder Direct:** Monthly fee £50 / 72 Euros per month on top of the Boat-Finder charges

There is a set-up fee that needs to be asses for each case (Guide price for a new database is of £190)

#### Domain Names:

Registration fees and configuration (£35 per domain)

Hosting and email forwarding (£75 per year)

**Boat Finder customisation and integration:** We also offer a full Boat Finder customisation and integration service done by our in-house experts (contact us for pricing).

**Boat Advert Creation:** If you choose **Self Management** option, we can still create the Advertisements for you (contact us for pricing)

**Translation:** You can either translate the Boat adverts yourself or use our on-line translation service (contact us for translation pricing)



## What's in it for me?

### **For a Boat Broker**

- You can have the same type of presentation for a used boat than the boat builder's brochure. Loads of pictures are nowadays easily obtainable and do facilitate the sale of boats
- If you have an extensive listing, the "Search" facility will make the use of the listing much easier to your visitors
- You can copy/duplicate any boat advert to create a new one in seconds saving invaluable time
- The multilingual boats presentation provides you an excellent selling tool across different language regions
- You can easily create different listings for different sailing areas
- Update your listing with the "touch of a button" using Boat-Finder Direct

### **For a Charter company**

- Our charter prices module is second to none. Combine this with our listing customisation allows an excellent presentation of all the charter options of your offer
- The multilingual boats presentation provides you an excellent selling tool across different language regions
- If you list many boats, the "Search" facility will make the use of the listing much easier to your visitors
- You can easily create different listings for different sailing areas

### **For a Boat Builder**

- The multilingual boats presentation provides you an excellent selling tool across different language regions
- You are not limited in the number pictures and pages used to present all aspects of your boat
- You can allow your dealers to "Link" to your boats adverts, keeping the control of the quality of the presentation of your products

### **For a Boat Dealer**

- Linking to the boat dealer adverts assures you that the boats presentation is always up-to-date with a minimum effort
- You can copy/duplicate a new boat advert to resell the part-exchange boats
- You can organise different listings for different brands

## What to do next?

- You can try our one of our Demo Companies right now to see for yourself
  - ✓ The quality of the presentation
  - ✓ How easy is to create a few boat advertisements
  - ✓ How easy is to manage the list of boats
  - ✓ How easy is to customise the look and feel of the Boat-Finder so that you can integrate it in your web site
- Start a free trial for 2 months (E-mail support)
- Join the service now (minimum subscription period of 3 months) and get 2 months free of charge (With full telephone support)

Either use our on-line "Activate your account" tool (see below), or call or e-mail us for more information.



## How to start using the service?

### Public Boat Finder

The Boat-Finder address is [boat-finder.com](http://boat-finder.com) (part of the [Aboard.com](http://Aboard.com) portal)

### Activate your Free Trial or open your account on-line

You can either find your company in our directory or create a new account to obtain your username and password.

Use the links in our Boat-Finder.com Home Page to either;

- Start a free trial for 2 months
- Join the service for a minimum subscription period of 3 months and get 2 months free of charge

### Once you activate your account you will have access to the following areas

- **The Boat Listing**, where you can "Add" new boats, "Edit" the existing boats or "Copy" duplicate or "Link" boat adverts to create your own listing.
- **The Preferences**, where you can change the look and feel of your listing, create a home page and use many other customisation features.

Once your Account is activated we will provide your company with you own Internet address for your boat-finder public listing and the procedure to integrate it with your Web site.

There are "Help Files" in both the "public area" and the "administration area" of the Boat-Finder. The first one includes an "**Overview of the system**" and "**How To**" guides perform the main tasks. The Administration Help File has more detailed instructions of each element.

### Your Login information

You will use your Nauti-Links username and password to login

You can always change or retrieve this information from the Aboard Nauti-Links login (in the Nauti-Links.com Home Page and in the footer of all Nauti-Links.com the pages) or you can create a new account.



**Aboard Boats and Yachts Market**

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#### About Aboard

Founded in 1995, Aboard has been offering Internet and web services for over eight years to a wide range of leading boating customers (Avon Inflatables, Hakvoort Shipyard, Luerssen Yachts, Abeking & Rasmussen, Wally Yachts, Sunseeker Sales London and many more).

Aboard's strengths lie in the combination of technical expertise in Internet development and the ability to market and promote boating web-sites on the Internet. We are experts in Web development and On-line marketing for boating companies.

In February 2003 Aboard has re-launched the popular Nauti-Links, an international marine industry database with over 17,000 listings and in June 2003 launched the Aboard Boat-Finder, a multi-currency and multi-language on-line boat listing system, which has an excellent boat presentation.

An independent research (1) on the notoriety of Boating Portals positions Aboard site on number 3 worldwide and the only no-US based in the list of top 30. Aboard portal attracts over 520.000 visitors and 2.600.000 pages view per month.

Aboard has received numerous awards, including: · "Best UK Internet site" by the prestigious online business magazine, Internet Business (IB), published by VNU. · "Editors choice" award by "Look Smart," a leading search engine well known for the quality of their site reviews. "Best site" by "The Recreational Boating Building Industry Web site", a leading Internet resource for the boat market.

Although we are based in London, all our staff is multilingual as we all speak English, French and Spanish and some of us German.

(1) [Nautical Web site's visibility on search engines](http://www.aboard.co.uk/aboard/30kmedia)

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