



Receive free access to the MLS or pay a small fee for co-brokerage data feeds. **In return, you receive information on vessels for sale, including listing details, photos, and descriptions of each vessel.**

Why data entry?

Controlling the MLS database from initial entry allows members to control its use in public markets - restricting how it can be used as the product of private enterprise. This helps us to protect our industry from threats like FSB0!

- 01.** The MLS allows brokers to see one another's listings of vessels for sale with the goal of connecting buyers to sellers exclusively through a yacht sales professional.
- 02.** The MLS helps professional yacht brokers connect by consolidating and sharing this information within an industry protected platform - **SHARE YOUR PRIVATE MLS FEED, don't double entry into other systems!**

USING YOUR MLS **GIVES YOU POWER TO MAKE "I.T." HAPPEN...**

Have you been taking the same data feeds from advertising businesses as other brokerages? Have you wondered why other sites rank higher than you on YOUR listings?

NOTICE: Everyone taking the same feed presents DUPLICATE CONTENT, which is terrible for SEO and getting your listings to stand out to buyers on your website!

Did you know that in your industry MLS you're able to add unlimited custom data fields and unlimited marketing content to your listings that is NEVER SHARED? This gives your listings UNIQUE CONTENT, which is great for SEO and improving your listing's display pages on your website!

Contact Us



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Your Industry Owned MLS

CONTROL YOUR DATA OR SOMEONE WILL

The MLS allows competing brokers to work together toward a common goal of helping buyers find their desired vessels and helping sellers sell their vessels through the use of a yacht sales professional. **Our future relies on us ensuring online advertising websites pull listings directly from the official industry owned MLS database or from your private MLS data feed!**

Active Brokerages

172

Sold Last 90 Days

784

Average Days on Market

132.42

Top Sales Last 30 Days: United Yacht Sales

Most Active Listings: Denison Yachting

Most Listings Under Contract: Brewer Yacht Sales

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MLS Components



MLS Database

Collect, store and share vessel, broker and brokerage information in a system that you control with secure access to available for co-brokerage listings.



MLS Data Feeds

Reliable, super fast and cost effective delivery of listing details, brokerage information and custom marketing data to anywhere you need it.



MLS Advertising Display

Reduce data entry by freely sharing your listing data with yacht advertising websites or within your own website and marketing material.

HOW TO USE YOUR MLS

Asking yourself how to use the MLS as it grows?

1. Display your listings using the MLS in your website (even if you take other feeds) to optimize SEO & your visitor shopping experience by adding unique content!
2. Analyze individual vessel traffic in your website using MLS analytics to optimize your marketing, ad word campaigns and your website design - don't build blind!
3. Use your private listing data feeds to send your listings to any approved advertising site you work with!
4. Utilize or develop bespoke marketing material such as PDF files, email templates and landing pages!

MLS BENEFITS

As a result of **collective broker participation**, the MLS provides more exposure to the selling broker and more options to the broker representing the buyer. In return, both brokers may receive a commission on the sale.

01. FREE access to your own data

In exchange for adding your listings to the collective MLS database, you receive FREE API/Webhook data feeds to use your data in your advertising efforts!

02. Usage and Distribution Control

By collectively controlling the initial storage and distribution of our listing data, we maintain pricing and distributive control of this data and are in a better position to ensure its used fairly and monetized for the benefit of our industry!

I.T. Services

We assist our members in learning how to take FULL advantage of all the unique aspects of this MLS platform!

Our services range from FREE consulting services to FULL design, coding & hosting I.T. services



Wordpress Website Platform

Take advantage of a very powerful & open source Wordpress website platform (with MLS search integration) from as little as \$100/month. DIY ready in 1 day!



Web Traffic Analytics & CRM

Turn unknown visitors into known visitors while also actively tracking the yachts your visitors interact with. Turn your passive website into an active CRM tool!



Database, APIs & Webhooks

Do you have other systems you need to integrate with or other listing synchronization needs? Leverage our experience building databases, data feeds, webhooks and analytics script; take ALL your technology in-house!

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Populate your website
with listings that
perform!
- Carmine Galati

Additional MLS

I.T. Partners:

Advantage Services

Bowman Marketing

James Ross Advertising

Ex.plo.re