



The global choice of boats for sale

PRESS RELEASE

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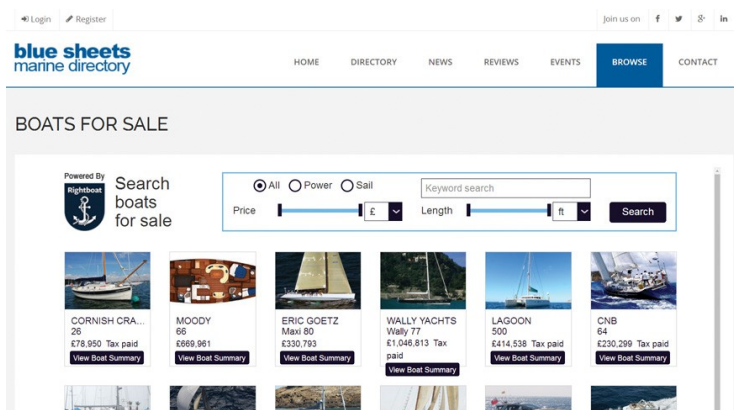
Rightboat mini – A new revenue stream for any website

*Rightboat has launched a new service that can add a revenue stream to any website. **Rightboat mini** is a free add-on which automatically tracks visitors to your website and pays you a share of all the pay-per-lead fees generated by buyers browsing all the boats for sale on Rightboat.com*

With **Rightboat mini**, tens of thousands of boats for sale on Rightboat.com can be browsed through a smart window on any participating partner's website. **Rightboat mini** is free to install and can start to earn the website owner extra revenue in as little as two days.

"At the moment we are concentrating on partnering with websites in the boating sector like marinas, owners clubs, specialist boat suppliers and yacht clubs," explains Nicky Tucker, Sales Director at Rightboat.com. "But there's no limit to the places that **Rightboat mini** could appear, anywhere a website partner has visitors that may be interested in buying a boat." Worldwide partners interested in making money with **Rightboat mini** should email Nicky direct: nicky@rightboat.com

Unlike other online boat sellers, Rightboat.com does not charge brokers or private sellers a fee to list their boats. The Broker (or seller) is only charged a lead/enquiry fee once a real customer requests more information. Brokers pay an average lead fee of £15 and with **Rightboat mini** installed on your website you could receive £5 every time one of your visitors enquires about a boat through the **Rightboat mini** portal.



Caption: **Rightboat mini** in action on 'Bluesheets.co.uk'

"It's a great opportunity to collaborate with Rightboat and a valuable extra resource for our website," says James Stone, MD of Bluesheets.co.uk, the UK's leading online marine directory.

We have about 10,000 visitors every month looking for all kinds of boating businesses, products and suppliers. Installing it is a doddle, the Rightboat content is ad-free and it's already generating income for us, it's a win-win."

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NOTES TO EDITORS – After re-launching last year, Rightboat has changed the way that boats are sold online, forever. Rightboat is not 'just another lead generator'

- **Brokers now list their boats for free**
- **Buyers search for free without any third party advertising**
- **Brokers only pay for genuine sales leads after they are delivered**

RIGHTBOAT EXPLAINER VIDEO

The Rightboat business model is a refreshing alternative to subscription-based services and is recognised as one of the best ways to bring brokers and buyers together online.

Boat buyers can become a Member of the Rightboat site by providing their name and e-mail address. This unlocks the industry's smartest boat search tool where you can register an interest in a particular make, model and price-range of boat and get an e-mail alert from Rightboat as soon as one is listed for sale.



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For more information please e-mail nickyt@rightboat.com

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