

## ***YachtWorld Partners with Marinalife to Launch Membership Program***

*Membership-Only Club Offers Boaters Exclusive Discounts, Access to North America's Largest Online Marina Directory and More*

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**Tuesday, January 30, 2018 (Miami, FL):** [YachtWorld](#), the world's largest network for brokers and buyers of luxury vessels and yachts, has launched a partnership with [Marinalife](#), the most extensive web directory of marina information, to power a membership-based program that connects boaters to a North American community of experts and resources to enhance their yacht ownership.

YachtWorld attracts a passionate and highly engaged boating audience, boasting four million visitors each month, 72% of which are current boat owners and nearly half of whom engage with the site on a weekly basis. Partnering with Marinalife allows YachtWorld to serve its captivated audience in a capacity beyond searching for the boats of their dreams. Called the YachtWorld Ensign Society, users can join the largest marina services provider in North America with a discounted membership fee and receive year-round benefits that complement the needs of their yachting lifestyle.

"YachtWorld is known for the most expansive selection of yachts on the market and continues to offer a best-in-class experience to yachting consumers online," said Sam Fulton, CEO of Boats Group. "This partnership with Marinalife now takes that experience beyond the research and decision phase and into the lifestyle of yacht ownership, offering our consumers access to the best provider of marina services and bookings throughout North America."

YachtWorld and Marinalife have similar goals of leveraging technology to deliver industry leading value. The Marinalife and Snag-A-Slip mobile apps offer streamlined access to marina locations, dockage reservations, fuel pricing, NOAA charts and more. Marinalife boasts 18 years of experience and customer service along with premium content and comprehensive information to help enhance the boating experience. Their wealth of resources allows boaters to quickly and easily find a marina that fits their needs wherever they are, whether it be for a weekend or for the season.

"We are thrilled about our partnership with Yachtworld. We have the same goal of helping make the boating experience fun, easy and safe starting from the boat buying process to the thrill of cruising the waterways," said Joy McPeters, Chief Strategy Officer for Marinalife and Snag a Slip. "The benefits included with this new membership program will enhance the experience for all types of boaters."

[YachtWorld](#), the world's largest network for brokers and buyers of luxury vessels and yachts With an average of 110,000 listings, offers customers websites in 13 different languages, boats in 140 different countries, and the world's largest broker-to-broker MLS with over 60,000 boats available for co-brokerage. To find out more about YachtWorld, visit [www.yachtworld.com](http://www.yachtworld.com).

To find out more about YachtWorld Ensign Society, or to become a member, visit: [www.marinalife.com/ensignsociety](http://www.marinalife.com/ensignsociety).

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