



FOR IMMEDIATE RELEASE

Active Interest Media and YATCO Announce a Marketing Partnership with Boathouse Auctions, Inc. That Will Accelerate the Speed of Yacht Sales

ESSEX, CONNECTICUT, February 13, 2019 – Active Interest Media (AIM), YATCO, and Boathouse Auctions, announced today a marketing partnership that will change the yacht resale market. The partnership will focus on creating an efficient way to match buyers and sellers while providing yacht brokers and clients with an accelerated alternative to the traditional brokerage process.

Boathouse Auctions’ online platform helps owners of high-quality yachts expedite yacht sales, avoiding what can otherwise be a long process. There are no fees for the broker or owner to list or sell on the platform, and broker commissions are always paid in full.

“Sometimes it just takes too long to sell a yacht,” said Jack Mahoney, Boathouse Auctions’ CEO. “That’s why we built Boathouse Auctions – to help yacht brokers and owners solve the problem of time. We put control of the sale in the hands of the broker and owner by allowing them to set a firm sale date and minimum acceptable price. At the same time, we provide attractive opportunities for buyers who can act with urgency,” he added.

Gary DeSanctis, President of Active Interest Media’s Marine Group, said the business model is one of the most compelling breakthroughs he has seen in years. “It’s the mission of the AIM Marine Group to educate the boat-buying community and help facilitate the sales of new and brokerage boats,” said DeSanctis. “This strategic partnership helps us fulfill our mission in a new and very exciting way.”

Steve Myers, President of YATCO, welcomed Boathouse Auctions as a new service to accelerate boat transactions. “Boathouse Auctions provides our 2,000+ professional brokers the ability to define a timeline for sellers and create additional enthusiasm in the buying process. This partnership is a win-win-win opportunity for buyers, sellers and professional brokers in the industry.”

The recent sale of the 2006 Molokai Straits 75’ is proof that the process can quickly attract multiple qualified bidders. After being listed on the brokerage market for over a year, the expedition yacht sold within weeks with five interested parties in the mix.

“As a seller, the lack of a pending event plus the extended due diligence a buyer requires creates a buyer-advantaged process,” said Edward Lipkin, the yacht’s former owner. “Boathouse Auctions has successfully and politely modified the yacht sales approach to bring this archaic process into the 21st century and I am thrilled with the result,” he said.

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About [Boathouse Auctions](#)

Boathouse Auctions provides vessel buyers with greater value, owners with liquidity and a time-sensitive solution, and brokers with commission protection in an experience that’s efficient for all. See listings, submit vessels, and learn more at boathouseauctions.com

About [Active Interest Media](#)

One of the world’s largest enthusiast media companies, Active Interest Media (aimmedia.com) produces leading consumer and trade events, websites, magazines, and films and TV shows that reach 40 million readers, fans, and attendees in 85 countries. The company’s five divisions—the Marine Group (*Yachts International*, *PassageMaker*, *Power & Motoryacht*, *Soundings*, *Soundings Trade Only*, *Anglers Journal*, *SAIL*, and *Woodshop News*), Equine Network, Home Group, Healthy Living Group, and Outdoor Group—also operate thriving B2B platforms, online universities, and retail events.

About [YATCO](#)

As the Official MLS & Trusted Search of Yachting™, YATCO.com promotes over 10,000 central listings of yachts, boats and sailboats for sale worldwide. YATCO maintains over 750,000 registered owners and buyers, and 2,000 professional yacht brokers. The company facilitates over \$5 Billion a year in sold vessel transactions through its proprietary B.O.S.S. back office software solution. Committed to 100% pure data, YATCO serves the professional yachting community with accuracy, integrity, and leading-edge technology.

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