

## **Southern Boating Media Group and YATCO formalize partnership to make finding the perfect boat even easier.**

Ft. Lauderdale, USA — Ahead of the Palm Beach International Boat Show, two leading marine companies have formalized their strategic partnership. Southern Boating Media Group and YATCO have announced a service-sharing partnership to begin immediately. YATCO will be the exclusive multiple listing service (MLS) search engine on all *Southern Boating* platforms and will integrate with related content to provide a seamless experience for users.

YATCO is the premier online MLS system that offers the most comprehensive resource for buying and selling yachts, powerboats, sailboats and chartering yachts, and to research manufacturers, boat builders and shipyards that can design and build custom yachts. “Our service is the best in the industry, so we need to be available where the customers are,” says YATCO Founder and CEO Steve Myers.

Southern Boating Media Group is a boating lifestyle publisher. Content includes editorial yacht and boat reviews, cruising destinations, innovative marine products, trends in electronics, interesting interviews, boating events, onboard recipes, and cruising resources. Content is distributed through a print and digital publication, email distribution, social media sites, events, and various content partners.

“*Southern Boating* is thrilled to partner with YATCO,” says Publisher Skip Allen. “We’re always looking to improve resources for our base, both in print and online. This partnership will provide even further reach for the YATCO customer while delivering a superior search tool for the *Southern Boating* audience. The ability to offer quality services that keep folks buying boats benefits the entire marine industry.”

You can demo the new tool at <https://southernboating.com/brokerage>

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