

For tomorrow please.

Thanks,

Gary

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From: **Theo Meddelton** <theo@mckennatownsend.com>

Date: Thu, Jul 17, 2025 at 10:03 AM

Subject: PRESS RELEASE: Selling used charter boats through collaboration with Rightboat and MMK Booking Manager

To: Theo Meddelton <theo@mckennatownsend.com>

Cc: Rightboat <rightboat@mckennatownsend.com>

SELLING USED CHARTER BOATS IS EASIER WITH A PARTNERSHIP BETWEEN RIGHTBOAT AND MMK BOOKING MANAGER

[Rightboat.com](https://www.rightboat.com) announces the first marketplace strategic partnership with leading yacht charter software and distribution platform, MMK Booking Manager, providing an exposure boost for charter vessels listed for sale.

Rightboat and MMK Booking Manager's combined understanding of the evolving needs of the yacht charter and boating marketplace sectors has fuelled the introduction of a seamless solution for clients to generate a 'Yachts for Sale' listing on Rightboat.com with a single checkbox.

This added functionality allows charter companies to effortlessly present their yachts for sale on the MMK Booking Manager distribution platform which is then amplified on Rightboat to its half a million monthly website users, enhancing listing visibility, maximizing reach, and driving

more enquiries. The partnership is streamlining the yacht buying and selling process for both MMK Booking Manager and Rightboat users.

Clients retain full control over their listings, with the flexibility to engage with affiliates on their own terms. How it works:

- **Effortless Listings:** Enables yacht operators to toggle on 'for sale' status, automatically sharing detailed listings (specs, photos, pricing) with a global professional network.
- **Amplified Reach:** Enhances visibility through Rightboat's expansive marketplace and Booking Manager's 5,000+ charter agency portal.
- **Streamlined Workflow:** API-powered integration means yacht data flows directly, no extra manual steps required.

Josie Tucci, VP Marketing and GM North America of Rightboat.com, states:

"As the first marketplace to deliver a direct yacht sales interface for the charter market, this partnership aligns perfectly with our mission to empower fleet owners and brokers with transparent pricing, efficient tools and targeted lead-generation to sell their vessels."

Marko Gnjudić, CEO at MMK Booking Manager added:

"We are excited about collaborating with Rightboat to offer our clients an even greater opportunity to showcase their yachts to a wider audience. Our goal is to simplify the yacht sales process while ensuring maximum visibility and seamless integration for our users".

For more information on how to become a Rightboat member, please visit <https://info.rightboat.com/rightboat-business-membership>.

-ENDS-

About Rightboat

Rightboat provides a unique alternative for buying and selling boats online. The platform is designed to tackle the common challenges faced by boat enthusiasts, thanks to a team of industry veterans and former brokers who understand the market inside out.

Rightboat enhances the search and discovery process to connect buyers with their ideal boats, all while maintaining fair fees for brokers. An innovative approach ensures a cost-effective and user-friendly experience for everyone involved.

Rightboat also hosts unbiased buying advice and practical boating tips, catering to both seasoned boaters and newcomers. Join us at Rightboat for a smarter, simpler way to navigate the boating marketplace.

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About Booking Manager

Booking Manager is the world's leading yacht charter software and distribution platform, providing innovative solutions for charter companies and fleet operators. With a commitment to streamlining operations and enhancing market visibility, Booking Manager continues to revolutionize the yacht industry.

Press contact

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