

MarineSource.com Joins Forces with Boattest

[Fort Lauderdale, FL] — November 2nd, 2025 — [MarineSource.com](https://www.marinesource.com), a new online marketplace and digital hub for the boating and yachting industry, today announced a strategic partnership with [Boattest](https://www.boattest.com), the leading third-party, consumer-report style boat research website. The collaboration brings Boattest’s independent tests, data, and video reviews directly into MarineSource’s boat shopping experience, helping buyers move seamlessly from research to contacting a seller - all in one place.

“Shoppers want confidence, speed, and clarity,” said Chris Kanaley, CEO & Co-Founder of MarineSource. “By weaving Boattest’s expert reviews and performance data into MarineSource.com listings, we’re giving boat buyers the insight they need now for when they’re ready to take the next step. For our customers in the marine industry, this is yet another way we are driving quality traffic to our marketplace.”

“Boattest’s mission has always been to help people choose the right boat for the way they actually boat,” said Jeff Hammond, Co-Founder of Boattest. “Partnering with MarineSource extends that mission to the point of action—turning trusted research into meaningful connections with sellers, dealers, and brands.”

What the partnership delivers

- **Research where you shop:** MarineSource listings will feature Boattest editorial highlights, performance metrics, specifications, and video reviews where available - reducing the need to jump between sites.
- **Smarter comparisons:** Buyers can evaluate models side-by-side using consistent, independent Boattest data integrated into MarineSource’s comparison tools.
- **MarineSource listings will soon automatically populate the pre-owned boat section of Boattest.com**, which gets tens of thousands of visits per month.
- **More visibility for sellers:** Dealers and brokers gain enhanced exposure through co-branded content placements and model-level education that builds buyer trust and improves lead quality.
- **Transparency for the industry:** Manufacturers and brands benefit from consistent presentation of verified specifications and test results within an active marketplace.
- **Integration will roll out in phases beginning in November**, with popular categories and expanding across additional brands and models over time. Both teams will also collaborate on editorial features, buyer education, and seasonal shopping guides aimed at first-time buyers and experienced owners alike.

About MarineSource

MarineSource is a new online marketplace and digital hub built for the boating and yachting community. From day boats to blue-water cruisers, MarineSource connects buyers, sellers, and brands with intuitive search, rich listings, and tools that streamline the path from interest to inquiry. MarineSource is also partnered with Informa, the nation's premier producer of world-class boating events. Learn more at www.MarineSource.com.

About Boattest

Boattest is the leading boat research website, known for independent tests, in-depth video reviews, and unbiased data that help consumers choose the right boat with confidence. Boattest covers a broad range of models and categories, providing clear, comparable insights for buyers, owners, and the industry. Learn more at www.BoatTest.com.