

Rightboat and YachtOne Partner to Solve Fragmented Brokerage Tech Stacks

Rightboat's global marketplace reach and YachtOne's AI powered brokerage platform will create a more connected path from buyer demand to closed deals.

Fort Lauderdale, FL, May 14, 2026 - **Rightboat**, the global online marketplace for boats and yachts, today announced a strategic partnership with **YachtOne**, the AI-powered brokerage operating platform founded by marine industry insider **Garrett Schwartz** and tech expert **Domagoj Lalk Vidovic**. The collaboration merges Rightboat's marketplace reach with YachtOne's tools, including brokerage websites, CRM, AI-assisted buyer engagement and deal pipeline management.

Digital operations for many brokerages are still fragmented across websites, inventory feeds, lead sources and CRMs, which slows response times and makes it harder to turn online demand into pipeline.

The partnership is designed to eliminate these fragmented systems by connecting marketplace exposure and buyer demand with CRM workflows and sales pipeline management into a unified operating environment. Whether brokers currently use Rightboat, YachtOne or neither platform today, the opportunity is to help brokers move faster from online visibility to sales activity through improved lead flow and connected operations.

"The industry needs simple, practical connections that help brokers get their listings seen, capture buyer demand and follow up faster," said **Ian Atkins, CEO of Rightboat**. "Rightboat brings the audience and marketplace scale. YachtOne brings the operating platform. Together, we help brokers turn traffic into leads, leads into pipeline and pipeline into sales."

- Rightboat users gain a more connected operational layer to manage their website, lead management, engagement, and pipeline visibility.
- YachtOne users gain direct connection to a growing global buyer marketplace and demand source.
- New brokerages gain access to a more unified modern brokerage stack without piecing together multiple disconnected systems.

The companies are also exploring deeper connectivity, including webhook integrations that would allow Rightboat leads to flow directly into YachtOne's CRM and deal pipelines.

"YachtOne was built from inside the brokerage world, so we understand where brokers lose time, leads and momentum," said **Garrett Schwartz, Founder of YachtOne**. "Partnering with Rightboat connects our platform to a global marketplace with serious buyer reach, helping brokers move to action without stitching together five different systems."

The partnership reflects the marine industry's shift toward connected digital workflows and more measurable sales operations. Atkins added, "This is about moving from marketplace exposure to a true sales engine."

About Rightboat

Rightboat is a global online marketplace for boats and yachts, connecting buyers with brokers and dealers around the world. Rightboat helps marine businesses increase visibility, generate leads and reach active boat buyers through its growing digital marketplace and broker-focused tools including the Rightboat:HUB inventory management system.

Visit www.rightboat.com.

About YachtOne

YachtOne is an AI-powered digital platform for yacht brokerages, offering brokerage websites, inventory presentation, CRM capabilities, buyer activity tracking and deal pipeline tools to manage customer engagement more effectively.

Visit www.yachtone.io.

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