



## 2012 CPYB Keel Sponsor – YachtWorld.com

The annual CPYB Keel Sponsorship provides major financial support to the CPYB certification program and its commitment to maintaining industry standards, professional development and industry recognition of qualified yacht sales professionals.

The Certified Professional Yacht Broker (CPYB) designation is awarded to qualified and experienced brokers upon successful completion of a rigorous written exam. Since 2002, the CPYB exam has provided a new benchmark for the professional performance of yacht brokers throughout the U.S. and Canada. In addition, the CPYB Endorsed Brokerage program recognizes those firms who are committed to the professional development of their brokers and who support the CPYB program.

The CPYB program is jointly sponsored by every professional yacht broker association in North America, including YBAA, FYBA, NYBA, BCYBA, GCYBA, Boating Ontario Dealers and CYBA. For more information, please visit [www.cpyb.net](http://www.cpyb.net).

The CPYB program is pleased to recognize YachtWorld.com as the **2012 CPYB Keel Sponsor**; the third year that YachtWorld.com has supported this important industry initiative.

Ian Atkins, Vice President and General Manager of YachtWorld.com noted, *“YachtWorld.com is pleased to partner with CPYB again this year. We fully support the mission of the CPYB program and are looking forward to participating in educational events, webinars and other programs where our team's experience can help CPYB members increase sales and enhance business practices.”*

YachtWorld.com is the single most powerful and effective global marketing solution for the boating industry. With over 116,000 brokerage boats worldwide offered by over 2,400 yacht brokerage houses and 10,000 individual yacht brokers in 143 countries, YachtWorld.com receives nearly 2.5 million global visits by boating enthusiasts each month. YachtWorld.com provides a complete suite of online marketing services for its yacht broker members through BoatWizard and SoldBoats, their proprietary back-end tools. Headquartered in Seattle, Washington, YachtWorld.com has European headquarters in the United Kingdom, with sales and customer service representation in France, Germany, Italy, Holland, Turkey and Estonia. YachtWorld.com is a division of Dominion Enterprises, based in Norfolk, Virginia, USA.