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# FAQ

## General Information

### **Why should I sell my watercraft on Boatinsider.com?**

Boatinsider.com provides you with exposure to prospective buyers at a national and local level. Your ad will be exposed to millions of potential buyers each month who rely on boatinsider.com to meet their research needs and help them to connect with a local seller.

We have a national Boatinsider.com site, [www.boatinsider.com](http://www.boatinsider.com), where millions of people go for boating information and to shop for new or used watercraft. Your ad will appear on the Boatinsider.com web site and can be found by people in your city and across the country. No other site puts you in front of the potential customer like we can.

### **Do used boat buyers search online?**

Yes, many used boat buyers search online classifieds when they are looking to purchase a used boat.

### **How many people search for used boats on your site?**

Every month, Boatinsider.com places you in front of millions of potential buyers. We are still in the growth stage, therefore this number is increasing monthly.

### **How many ads do you have on your site?**

Currently there are over 1,000 new and used boats on boatinsider.com and increasing daily.

### **How does Boatinsider work?**

You create an online classified ad using our simple ad creation process. Your ad will appear in our used-boat listings and will be displayed when your watercraft matches the search criteria of Boatinsider.com visitors. You may also access your "My Insider" page at any time to renew, edit or delete your ad. To find out about our ad packages, [click here](#).

### **Can I do this by fax or phone?**

Online advertisements may be placed over the Internet only. No ads will be taken by fax or over the phone.

### **How long does it take to sell my boat? Do you help sell it?**

The length of time it takes to sell your boat will depend partially on you. Our service is designed to generate leads for selling your boat. However, you will need to conduct all discussions, negotiations and agreements yourself once you find an interested buyer. Boatinsider.com matches you with potential buyers; we do not play any part in the actual sales process.

### **What information do I need to get started?**

This is a brief list of what you will need to get started:

- Watercraft make, model, style, & year
- Hours, condition, exterior & interior colors
- A list of all features that you want to display
- Your asking price
- Photos & Video
- Any of this information can be changed through the "My Insider" page at any time.

### **When will my ad appear?**

Your ad will appear on boatinsider.com shortly after payment is received.

### **How long will my add run on boatinsider.com?**

The tenure of your ad depends on the package you have selected. You may renew your ad at any time to continue running it.

### **What geographic regions does your service cover?**

Boatinsider.com services the United States, Canada, and other territories.

### **How can I upgrade my ad package?**

Qualifying ad packages can be upgraded in your dashboard on boatinsider.com. To find out if your package qualifies or if you have problems with upgrading via dashboard, please contact the boatinsider.com customer service team. Please note: It is not possible to downgrade an ad.

**Can I post multiple ads at once?**

You can place more than one ad, but you have to create and pay separately for each ad and each ad must be for a separate watercraft. Please note that some states limit the number of boats a private party may sell each year before being classified as a dealer. Check your state's requirements if you would like to know this.

If you are a dealer, consider becoming a Boatinsider.com dealer. Please [click here](#) for more information.

**Can I reuse my ad to sell a second boat?**

No. Per the Sell It Yourself Terms & Conditions, each Sell It Yourself ad can only be used to advertise a single watercraft. If you wish to sell a second watercraft, you will need to create and pay for a separate ad. Ads found to have been used for multiple watercraft will be deleted by Boatinsider.com and no refund will be provided.

**How do buyers contact me?**

You provide contact information so that prospective buyers can let you know they are interested in your watercraft. You must provide at least one phone number. Additionally, you can provide one e-mail address and phone number (daytime, evening, mobile and/or pager).

**Who can I contact if I have additional questions about my ad?**

Whether you have a specific question or wish to share general feedback, we can help! Please visit our [Contact Customer Service](#) page for details on how to contact the Boatinsider.com customer service team.

## Creating your ad

### What are your different packages?

See our packages to view the three different packages we offer.

### What are the Features, Condition Description, & Selling Points fields used for?

The Features field is a great spot to provide information about the different unique options and features that are included with your boat.

The Condition Description is an ideal spot to provide specific details about the interior or exterior condition that may not be visible from your photos. This section provides a great opportunity to identify minor dings, etc. to help reassure buyers that the watercraft only shows average wear and tear.

The Additional Selling Points section should be used to provide a detailed description about your watercraft and help attract interest. While you can include anything in this field, we recommend including details such as additional equipment, how you have cared for the watercraft, NADA boat value and anything else that will help sell your watercraft.

### Can I add multiple photos?

Yes, depending on the package you select, you may add up to 12 photos on any given listing. To add more or change your photos, simply login to your account and add or delete your new photos.

### Why do I need an account?

While creating your ad, you will be asked if you are a new or returning user. First-time users will be asked to provide their name, address, seller type, e-mail address and to choose a password. This will allow us to create a Boatinsider.com account for you. Your Boatinsider.com account will allow you to come back and edit or renew your ad. Your account information will not be provided to any visitors to Boatinsider.com (unless you've otherwise provided that information in the contact information of your ad) and will only be used by Boatinsider.com to contact you regarding your account or your Sell It Yourself ads. You also will receive automated e-mail notifications to the e-mail address you provide from our site when your ad is posted to the Boatinsider.com network, when you make edits to your ad or when it is time to renew your ad. Read the Boatinsider.com Privacy Statement for more information.

### What payment methods may I use to purchase my ad?

Boatinsider.com accepts all major credit cards. We accept Visa, MasterCard, American Express, and Discover.

### What is the card security code?

The Card Security Code is an Internet security feature that now appears on the back of most Visa and MasterCard credit cards. This code is a three-digit number which provides a cryptographic check of the information embossed on the card.

The security code helps validate that the customer placing the online order actually has the credit card in his/her possession, and that the credit/debit card account is legitimate.

### How can I find the security code?

#### *Visa and MasterCard Users*

Flip your card over and look at the signature box. You should see either the entire 16-digit credit card number or just the last four digits followed by a special 3-digit code. This 3-digit code is your Card Security Code.

#### *American Express and Discover Users*

The card security code feature is not supported at this time.

### What happens when I pay?

When you agree to purchase an ad on Boatinsider.com, we charge your credit card for the ad's price and then we post your ad to the Boatinsider.com site. Your ad will post after you pay for it, usually within a few minutes.

### What is the secure server?

Boatinsider.com's secure server prevents others from seeing the information you provided at the time you purchased your ad.

### Do I get a refund if I cancel my ad before the expiration date?

Please review our Terms of Agreement. We do not give partial or complete refunds for removing ads from the site before they expire. The purchase price includes unparalleled exposure to millions of prospective buyers who visit

Boatinsider.com. In addition, with some packages you can run your ad until the advertised watercraft sells. You may also want to use our free selling tools.

# Adding Photos

## Why do I need photos?

Ads with photos are much more likely to get noticed. Including a photo shows prospects the actual watercraft for sale, which is much more informative than a manufacturer's photo (which may be a different color, model, etc.). Multiple photos allow you to display your watercraft from several angles or to show close-ups on specific sections of your watercraft.

## How do I add photos to my ad?

You can add photos to your ad one of two ways. During the signup phase there is a section to "add photos". For each photo you are able to upload, click browse to find your picture, and then click upload. If you are adding multiple photos, work your way across the boxes left to right and then top to bottom. You may review your images after they have been uploaded. The second way to add photos is through your "My Insider" account. Click on the edit boat information feature, scroll down and click on add photos, click browse photos, and then click on upload photo.

## How many photos can I include with my ad?

The number of photos included with your ad depends on the package you select initially.

## Can I edit my photos before I upload them?

Yes, you can edit your photos through a personal photo editor (Photoshop, paint, etc.) as long as the image is saved and uploaded in the correct format.

## What are the best areas of my boat to photograph?

The number of photos you can upload depends on the package you select. We recommend displaying a combination of photos, including several exterior shots that show all sides of the watercraft and several interior shots. We recommend that you include:

- Exterior Photos
  - Bow
  - Left Bow
  - Right Bow
  - Port
  - Front Port
  - Back Port
  - Stern
  - Left Stern
  - Right Stern
  
- Interior Photos
  - Dash
  - Driver's Seat
  - Captain's Area
  - Bow
  - Stern
  - Cabins
  - Front Room
  - Bathroom
  - Kitchen
  - Master Bed
  - Tower
  - Unique Features
  
- Other Photos
  - Engine
  - Tires
  - Trailer
  - Carpet
  - Storage

**Can I replace one of my current photos?**

Yes. You may replace any of your current photos by logging into your “My Insider” account. Once you are logged in, click on the edit listing feature. From there you may scroll down to the images area and add or delete your images. To delete a photo simply click on the “delete photo” icon. From there if you would like to add a new photo, click the “add photos” button, click browse, select the new photo you want to upload, and then click upload photo. Your new photo should be uploaded to your listing.

**Which graphic file formats are supported by the Picture Up loader?**

The following formats are supported by boatinsider.com:

- JPG, JPEG
- PNG

Once the image has been uploaded, our system will automatically resize your photo to fit in the designated areas of your listing.

**What size photos should I use?**

When you upload your photo(s) to our system, we create three sizes to display (80x60 thumbnails, 160x120 thumbnails, and 600x450 main images). Since we will display your image at up to 600x450 pixels, we recommend that you upload images of at least 600x450 pixels. Our system can accept image files of up to 8MB, and the Picture Up loader tool will automatically resize and compress JPG and PNG images larger than 600x450 pixels to limit the upload time.

Our system is also designed to display photos with an aspect ratio of 1.33. If your photo(s) have a different aspect ratio, our system will automatically insert padding around your image.

**Why are my photos automatically resized?**

Electronic photos tend to be large, often in the mega pixel range. Such large photos pose real challenges in terms of hosting, and long wait-times for uploading and viewing the photo. When you submit a large photo through the Picture Up loader, the tool automatically resizes it to dramatically improve upload and viewing times while maintaining the optimum quality of your photo.

**How can I get the best quality out of my photos?**

For best results, simply submit your best quality photos without regard to size. Our Picture Up loader tool automatically resizes the photos to make them suitable for the Web. However, if you resize the photos first using an external imaging editor, the photos end up getting compressed twice, which will have a negative impact on quality. Don't do it! Let our tool do the hard work by resizing the photos for you.

## Your “My Insider” Account

### **How do I access “My Insider”?**

From the Boatinsider.com home page or any other page on the Boatinsider.com website, click on the Login link in the upper right side of the page. Then enter your e-mail address and password to access your "My Insider" page.

### **How do I find my ad on Boatinsider.com?**

From the homepage, simply enter your ZIP code, boat type, & boat class into the Quick Search feature. A list of all the current used boats in your area will appear where you can find yours.

### **Do you provide any statistics?**

All of our ad packages include free ad-tracking tools, which monitor and report the number of times your ad is viewed in Search Results, Preview Panes and Ad Pages. If your ad has received numerous views but you still haven't sold your watercraft, you can make changes to your ad to make it more attractive to potential buyers.

### **How do I edit my ad?**

After signing in to your "My Insider" page, click on the Edit Ad button for your ad. The Edit Ad page will allow you to edit your watercraft and any other information tied to your listing. To edit your photos, you will need to click the "Edit or Delete Photos" button to the side of your photo(s). To save your changes, you will need to click the "Submit" button. After saving your changes, your information will be stored in the database with all of the updated information. Your changes will appear on the boatinsider.com site immediately.

### **How do I change my password?**

Your password, username, and any other personal contact information can be updated at any time through the “My Insider” dashboard page. Simply login and modify your password then click the “submit” button.

### **What if I forget my password?**

From the “My Insider” login page you can recover your password by selecting the "Forgot Your Password?" link. It will take you to a contact form where you can request a new password.