Stantía

Introducing Stantia CRM

The better way to manage your customers and boat inventory

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What is Stantia CRM?

Stantia CRM is an integrated customer relationship management and boat inventory management system specifically designed for the boat sales industry.

Effortlessly manage your boat inventory in one centralised location, while seamlessly connecting your data, team, and customers on a CRM platform that grows with your business.

"The new Stantia CRM is drawing on over 20 years of our experience in the digital boat sales sector."

Richard W. Roberts
CEO and Co-founder of TheYachtMarket.com

Why choose Stantia?

Stantia stands out from generic CRM systems due to its <u>unique integration of contact management with boat listings.</u>

While it may be possible to modify general CRM systems for this purpose, such customisations often come with significant upfront and ongoing costs.

With Stantia's seamless integration, you can:

→ Consolidate lead management, customer interactions, and boat listings **all in one platform.**

→ **Effortlessly match** boat buyers' preferences with available listings.

→ **Quickly generate** visually appealing PDF boat specifications and share them with clients.

→ **Automatically distribute** your boat listings to **TheYachtMarket.com**, your website, and other supported portals.

What if I only need boat listings management and not a CRM?

No problem, Stantia is available with, or without the CRM features.

→ If you already have a CRM system that you don't want to leave, y**ou can simply use Stantia to manage your boat listings.**

Stantia replaces all the boat listings management features that you would have previously logged into **TheYachtMarket.com** to use.

These features are **completely rebuilt from the ground up** with enhanced functionality, and a fresh user interface.

Features

Boat inventory management

Manage your boat inventory with ease and create high-quality, professional boat specifications.

Your inventory seamlessly synchronises with **TheYachtMarket.com**

→ **Automatically stream** your boats to your website and other supported portals.

→ **Monitor your marketing progress** with statistics on enquiries, boat views and listing enhancements.

> → **Assign your boat listings to offices and your team** so they only have access to what they need, and **sales enquiries are automatically routed to the correct people.** In development.

→ Add high-quality photos, videos and virtual tours to provide potential buyers with the best presentation of your boats.

→ Store documents related to the boat, for example, surveys, listing agreements, bills of sale.

→ Link a contact as the vendor of the boat.

> → Speed up inventory creation using templates containing main specifications. In development.

Features

Customer management

Manage your leads & contacts, <u>match their requirements to inventory</u>, create PDF window cards/specifications and much more.

→ Create contacts manually, or automatically from website/portal enquiries.

→ Keep track of all customer communications by logging notes and details of phone calls.

→ Store a history of emails sent via the CRM or from outside it using your usual email software.

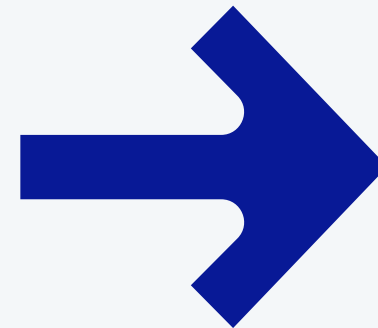→ Assign contacts to appropriate team members and offices to maintain the personal touch. In development.

Features

Boat interests matching

Effortlessly match your boat inventory to what your boat buying customers are looking for.

→ Enter your customer's boat search criteria and **see matching boat inventory instantly.**

→ Be alerted when new boat inventory is added that **matches your customers' interests.**

→ Manually assign customers to specific boats they're interested in.

→ This works the other way around too! View all customers who have shown interest in a particular boat – or have matching interest criteria.

Features

Cloud-based

Access your data on the go from anywhere via desktop and mobile devices.

→ No software to install and maintain.

In development.

PDF creator

Effortlessly create professional PDF brochures and window cards from your boat listings.

→ Build your own templates to **match your brand identity,** add your logo and choose which information to display.

→ Choose page size and portrait or landscape orientation.

→ Send to your boat buyers **directly from the CRM.**

In development

Integrations

Multi-language

→ Easily add contacts to your Mailchimp or HubSpot mailing list with a couple of clicks and see which email campaigns have been sent right from within the CRM.

→ Other integrations also in development.

→ Our CRM is **designed to be multilingual,** allowing us to expand its availability to other languages.

Currently available in English, Stantia will soon offer even greater accessibility to boat brokers worldwide.

- **English**
  English

- **French**
  Français

- **Spanish**
  Español

- **German**
  Deutsch

- **Italian**
  Italiana

- **Dutch**
  Nederlands

In development

Tasks and reminders ✓

Stay organised and **never forget to call your customers back** with tasks linked to your customer records.

→ **Boat pricing data**

→ **MLS/co-brokerage**

→ **Social media integration**

Even more coming soon!

Pricing

Clear. Simple. Affordable.

Other CRM systems marketed as *free* may cost thousands per month with all the add-on features you require.

Boat inventory management	**Included with your subscription to TheYachtMarket.com**
CRM base cost (includes one user)	£125 per month
Additional users	£45 per user per month

Stantia

www.stantia.com

THE YACHT® MARKET