

FOR IMMEDIATE RELEASE

Contact:

California Yacht Brokers Association (CYBA)

Phone: +1 (310) 968-9376

Email: media@cyba.info

Website: www.cyba.info

California Yacht Brokers Association Partners with MarineSource to Bring Yacht Brokerage into the AI Era

Strategic partnership equips licensed brokers with cutting-edge AI listing tools, market intelligence and verified sold-boat data to better serve buyers and sellers.

CALIFORNIA — October 2, 2026 — The California Yacht Brokers Association (CYBA), which has represented licensed yacht brokers and set industry standards across the state for over five decades, today announced an official partnership with MarineSource, an AI-powered digital marketplace built specifically for the marine industry.

Under the agreement, MarineSource becomes an official digital listing destination and data partner for CYBA, providing member brokers with access to an enhanced suite of digital listing tools, real-time market data, and verified comparable-sales information. The initiative is designed to help professional brokers navigate an increasingly digital landscape while keeping licensed, expert oversight at the center of every transaction.

"It is an enhanced digital experience adding a toolbox for every broker and salesperson unlike ever before," said **Mark P. White, Executive Director of the CYBA**. "While AI and digital tools make search faster, they cannot replace local market expertise, contract protection, or hands-on negotiation. This partnership gives our members modern tools to elevate their service while reinforcing the high ethical and professional standards CYBA has championed since 1975."

The partnership directly addresses persistent industry challenges, including fragmented listing channels, high costs on legacy platforms, and unreliable valuation data. By utilizing MarineSource's platform, CYBA brokers can leverage verified sold-boat data and real-time market trends to accurately price vessels, advise clients, and negotiate with precision. MarineSource combines tens of thousands of boat listings with advanced artificial intelligence features, including interactive AI search query tools for buyers and streamlined workflow capabilities for brokers.

"CYBA has a storied legacy that we're thrilled to be part of," said **Chris Kanaley, CEO of MarineSource**. "Marine trade associations have historically been underserved by tech developers. Partnering with CYBA creates a vital bridge between technology innovators and the

professionals working in the field every day. Our goal is to honor CYBA's successful legacy while helping build the foundation for the next 50 years."

For boat buyers and sellers, the alliance offers elevated peace of mind. Sellers gain broader marketplace exposure without additional listing overhead, while buyers benefit from verified, professional listings that reduce the risk of outdated or fraudulent posts common on open consumer platforms.

For more information about the California Yacht Brokers Association or to learn more about member benefits, visit www.cyba.info.

About the California Yacht Brokers Association (CYBA)

Founded in 1975, the California Yacht Brokers Association is a non-profit organization established to unite licensed yacht brokers and salespersons, establish high ethical standards, and protect the public interest in boat transactions. Representing California's marine brokerage industry for over 50 years, CYBA provides education, advocacy, and industry resources to ensure professionalism, integrity, and best practices across the state.

About MarineSource

MarineSource is an AI-powered marketplace and technology company built specifically for the marine industry. Combining advanced digital search tools, transparent technology, and comprehensive market intelligence, MarineSource connects professional brokers, buyers, and sellers across the boating ecosystem. Backed by an investor consortium of marine industry leaders, MarineSource maintains strategic alliances across leading trade shows, media platforms, and marine networks.

#