



# BoatsForSale.com – Dealer Onboarding Requirements Guide

Effective: July 2025

## Overview

To ensure a smooth onboarding process and prompt go-live, we've outlined exactly what we need from you to begin your integration and lead routing. Whether you're using manual upload or a platform-based feed, the items below are essential for activation

## What We Need From You

### 1. Lead Tracking Number(s)

- One unique phone number per store location
- This number should be capable of receiving tracked inbound calls (click-to-call compatible)

### 2. Dealer Contact Information (Per Store)

- Name and email of main point of contact (for onboarding + lead QA)
- General dealership contact number
- Optional: Store hours and service coverage notes



### 3. Feed or Inventory Connection Details

- Confirmation that your platform rep has approved access | **DealerSpike Users:** Name and email of your DealerSpike account manager
- Confirmation that your AM has cleared the endpoint and API key for BoatsForSale.com access
- Note: DealerSpike API access typically takes up to 2 weeks |  
| **Custom Feed** | - API endpoint or XML/JSON feed URL
- Example schema (or a sample payload)
- Contact person for any tech follow-up | [shane@boatsforsale.com](mailto:shane@boatsforsale.com)

#### Example Schema (for Custom XML Feed):

If you're providing a custom feed, here's a simplified example of the fields we expect:

None

VesselId, StockNumber, LastUpdatedAt, Address1, City, Province,  
PostalCode, OfferingEmail,

Year, Make, Model, Price, Description, EngineMake, EngineModel,  
FuelCapacity, Length,

Width, Height, Beam, Draft, Odometer, VesselType, Categories,  
Files

Include all available fields, and provide media URLs (images) in the **Files** column.



#### **4. Brand + Marketing Assets**

- Dealership logo (hi-res PNG or SVG preferred)
- Website URL
- Optional: Banner image or promotional visual

#### **5. Listing Method Confirmation**

- Confirm which onboarding method you're using:
  - Manual Upload (preferred for dealers with under 30 boats)
  - Standard Feed (e.g., ARI, DealerSpike)
  - Custom Feed



## Timing Expectations

- Manual Upload: **1 business day turnaround**
- Standard Feed (ARI/DealerSpike): **2–4 business days once cleared**
- Custom Feed: **4–7 business days** depending on schema complexity

## Questions or Need Help?

Please contact your onboarding coordinator or reach us at [onboarding@boatsforsale.com](mailto:onboarding@boatsforsale.com)

We're here to help you get live fast, with accurate listings and full lead visibility.