



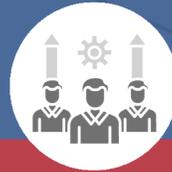
2026–2028 STRATEGIC PLAN

SETTING THE STANDARD SINCE 1920. RAISING IT TODAY.



Professional Education

Deliver the training and education the industry trusts most



Professional Excellence

Set the standard for yacht sales professionalism—for over 100 years



Professional Standards

Advance CPYB as the credential that defines a true professional

Strategies

Strengthen the profession by engaging young professionals, expanding apprentice pathways, and partnering across the industry to deliver education that builds careers

Leverage YBAA's century-long legacy to become the central hub for yacht sales—unifying the industry through partnerships, advocacy and demonstrated value.

Grow CPYB adoption and industry recognition through higher renewal rates, new certification tracks, and digital badging to improve visibility

Tactics (2026)

- Develop Young Professionals Group
- Apprentice Program expansion
- Create dealer-focused value proposition and education
- Video content development
- Expand brokerage business benefits (ex. Insurance)

- New Consumer Education Campaigns - Why Choose a CPYB?
- Cultivate Industry partnerships (ex. MRAA, NMMA, Sail America, ABYC)
- Improve Legislative Advocacy Activities

- Raise annual CPYB renewal rates above 80%
- Explore Administrative-level CPYB designation
- Develop CPYB digital badging strategy
- Review Code of Ethics

Responsible Committees

- Membership Committee

- External Relations Committee (Social Media, Sponsorship)

- Certification Advisory Council
- Professional Standards & Ethics Committee