

A Guide to Selling  
Your Yacht



Performance



Service

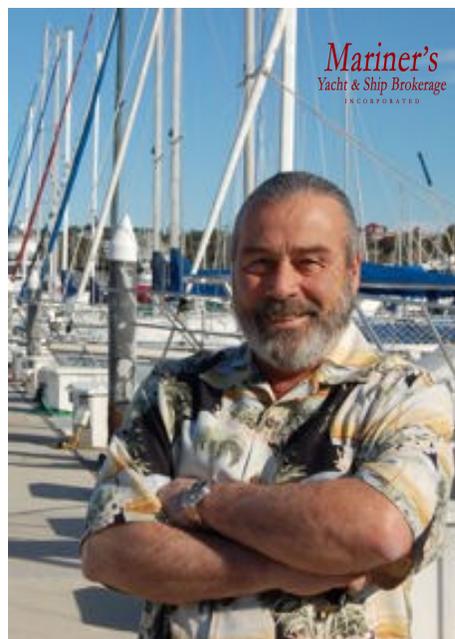


Results

Complements of:

Captain Mike O'Connor, CPYB

President/Broker



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[www.MarinersYachts.us](http://www.MarinersYachts.us)

**Mariner's**  
Yacht & Ship Brokerage  
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## *What you get*

### **Communication**

Your needs always come first. I provide the service we agree to. In the ways that work for you. Whether once a week, once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing

### **Experience and Expertise**

The complexities of your vessel transaction will be well-handled. Efficiently ensuring a smooth transaction from Listing to Sale. I will capably remove many potential challenges before they have the opportunity to appear.

### **Marketing**

Your vessel will get the exposure it deserves. My marketing systems maximize your vessels exposure to Buyers. Automated Buyer calling systems allow me to reach active Buyers who want to know about your listing.

### **Pricing**

Your vessel will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and national listing and sales data, the information is at my fingertips.

### **Presentation**

Your vessel will put its best foot forward. Vessels sell because of correct pricing and great presentation. I know what it takes to make a great first impression that will get your boat sold.

### **Satisfaction Guarantee**

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your expectations. We identify those needs and expectations together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

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## *Why Mariner's Yacht & Ship Brokerage*

### **Technology**

Leading-edge tech tools and experience give me the edge in effectively marketing your yacht on line, 24 hours a day, seven days a week! Through MYSB's exclusive Listing System, your yacht is fed to more than 100 online search engines and available on MYSB's Web network of more than 30 sites.

Best of all, because of Mariner's "My Listings, My Leads" philosophy, every single inquiry on your yacht come directly to me so that I can follow up quickly on potential Buyers for your yacht.

### **Teamwork**

Mariner's Yacht & Ship Brokerage was designed to reward Agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests. I'm confident that MYSB professionals shares the common goal of serving you, our client, in the best way possible.

### **Knowledge**

Mariner's is a proud member of the California Yacht Brokers Association and I as Broker have been certified by the Yacht Brokers Association of America as a Certified Professional Yacht Broker. Through continuing education and research resources we are able to stay ahead of market trends and legal requirements. It's what prepares me to provide you with unparalleled service

### **Reliability**

Founded on the principles of the highest ethical standards and trust, Mariner's Yacht & Ship Brokerage emphasizes the importance of having the integrity to do the right thing, always putting your needs first.

It's what reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

### **Track Record**

I am proud to be a part of the fastest-growing Yacht Brokerage in the industry in these challenging economic times. It's proof that when you offer a superior level of service, the word spreads fast!

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## *My 12 - Step Marketing Program*

Designed to capture the maximum exposure for your yacht in the shortest period of time, I'll implement my proven 12–Step Marketing Program.

### **We will:**

1. Price your yacht strategically so you're competitive with the current market and current price trends.
2. Present your yacht to cast a positive light on the features most important to Buyers of your specific type and style of yacht.
3. Place "for sale" signage, complete with my direct contact information for immediate response to any inquiry.
4. Use an interactive voice response (IVR) system to connect with every individual viewing your yacht from the internet with the answers to questions on your specific yacht.
5. Distribute "just listed" notices to local Yacht Club Members, encouraging them to tell their friends about your yacht.
6. Optimize your yacht's internet presence by posting information on the Mariner's Yacht & Ship Brokerage Listing System, as well as local and global MLS systems, including plenty of photographs and a detailed description of your vessel.
7. Create a trifold brochure featuring the benefits of your vessel to place inside your yacht.
8. Target my marketing to the top 100 active Yacht Brokers
9. Include your yacht in our company and MLS tours, allowing other agents to Co-op your vessel with their client base.
10. Advertise your yacht in my newsletter as well as in direct mail campaigns, email campaigns and social media.
11. Target active Buyers in my database who are looking in for vessels of your type and price range.
12. Provide you with updates detailing my marketing efforts, including comments from the prospective buyers and agents that have viewed your yacht.

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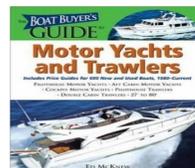
# Performance

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## *Extended Marketing Reach*

When you list with me, we'll have access to the Mariner's Yacht & Ship Brokerage Listing System. This proprietary, exclusive system ensures your yacht is marketed online 24/7 through more than 100 of the most popular search Websites.



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## *Optional Marketing Programs*

### Single Options

1 Targeted Email announcement to 1000+ local boaters - \$25

Featured Listing on our home page (Exclusive Listings Only) Monthly \$50

Yachts for Sale Magazine – Monthly \$50

Yacht World Enhancements – Monthly \$50

Additional Targeted Facebook Visitors-\$50 per 100

Periodicals – Monthly \$75

Single Press Release—\$400

Professionally narrated video of yacht-\$200-\$1500 (Plus travel expenses if yacht is not near one of our offices)

### Bronze Package

3 Custom created ads for Facebook.

150-250 Highly targeted visits to your boat listing each month.

Set up cost \$75      Monthly Cost \$75

### Silver Package

3 Custom created ads for Facebook.

300-500 Highly targeted visits to your boat listing each month.

Featured listing on home page of Mariner's Yachts website.

Set up cost \$75      Monthly Cost \$150

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## *Optional Marketing Programs*

### **Gold Package**

5 Custom created ads for Facebook.

750-1000 Highly targeted visits to your boat listing each month.

Featured listing on home page of Mariner's Yachts website.

1 Custom Google Display Ad.

50k-100k display ad views on various marine/boating related websites through the Google display network.

Set up cost \$150      Monthly Cost \$350

### **Platinum Package**

1 Professionally written press release distributed to relevant media and news outlets.

Custom SEO enhanced domain name.

Custom website of your yacht.

Featured listing on home page of Mariner's Yachts website.

1 Custom Display Ad.

250k+ display ad views on various marine/boating related websites through the Google/Yahoo/Bing display networks each month.

Set up cost \$1200      Monthly Cost \$425

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### Boat Shows

Mariner's strives to be a driving force in today's market by participating in local boat shows throughout the year. We will prominently display your yacht with one of our Sales Professionals onboard to answer any questions for the entire show.

Aboard will be detailed information of your vessel featuring all of not only the equipment, but the true benefits of your yacht.

Prices of each show differ, so please ask your Sales Professional for a quote. Normally fee's are between \$25-\$30 per foot plus electricity.

### Special Events

We are always looking for the creative answer to the eternal question; What is the best way to sell your yacht?

We welcome your suggestions and your participation at all levels.

This is a team effort...

**Welcome to our Team!**



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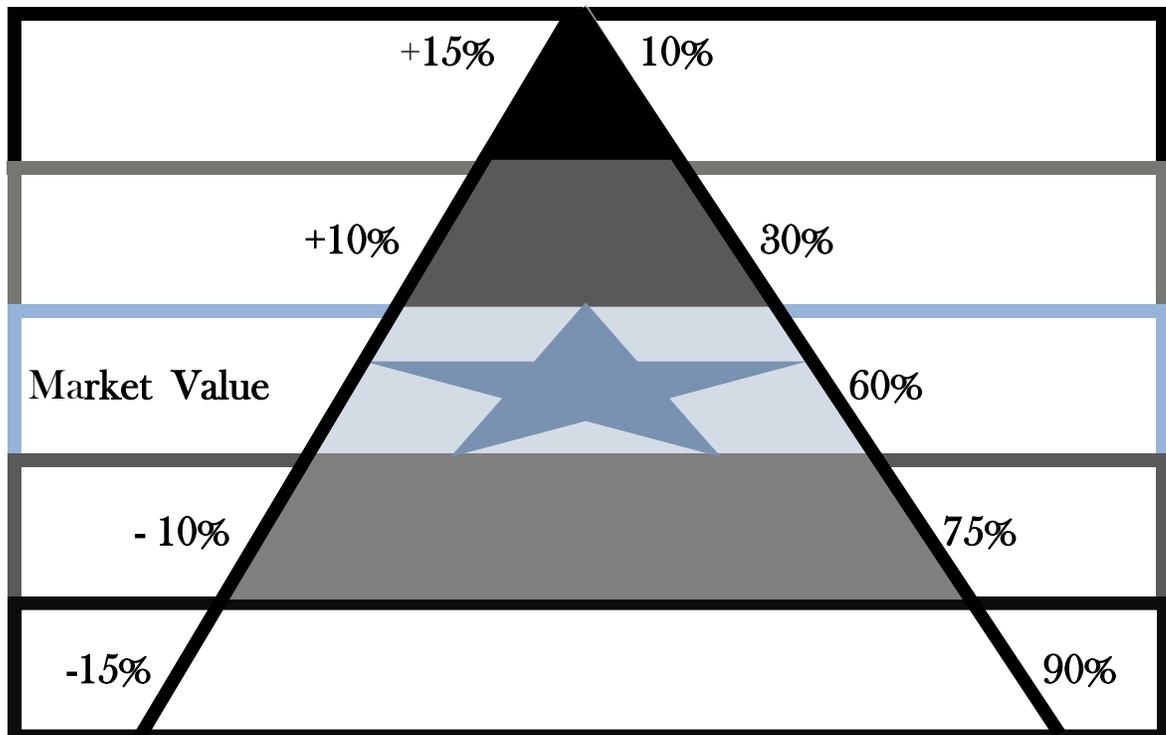
## *Price Right — Attract Buyers*

**Pricing Your Yacht Competitively** will generate the most activity from Buyers & Co-Brokers.

**Pricing Your Yacht too High** may make it necessary to drop the price below market value to Compete with new, well-priced vessels.

Asking Price

% of potential Buyers



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## *Pricing Misconceptions*

It is very important to price your yacht at a competitive market value when we finalize the Listing Agreement



The value of your vessel is determined by what a Buyer is willing to pay and what a Seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your vessel to other vessels SOLD.

Historically, your first offer is your best.

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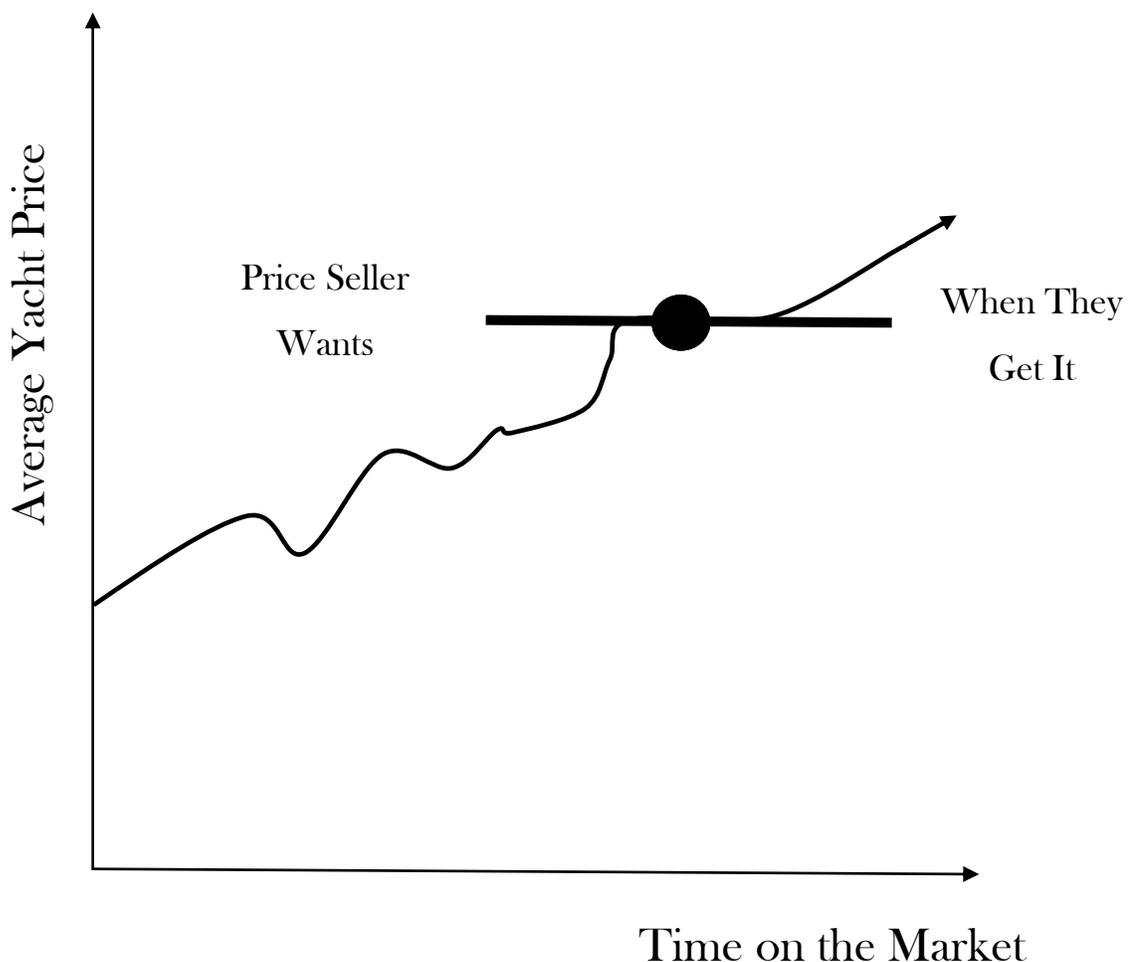
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## *Priced Ahead of the Market— Seller's Market*

In a market with dwindling inventory, if a Seller wants to price his yacht ahead of the market, the market “may go up enough” to make the price attractive for Buyers. Time can cure some mistakes, you must consider the holding costs.



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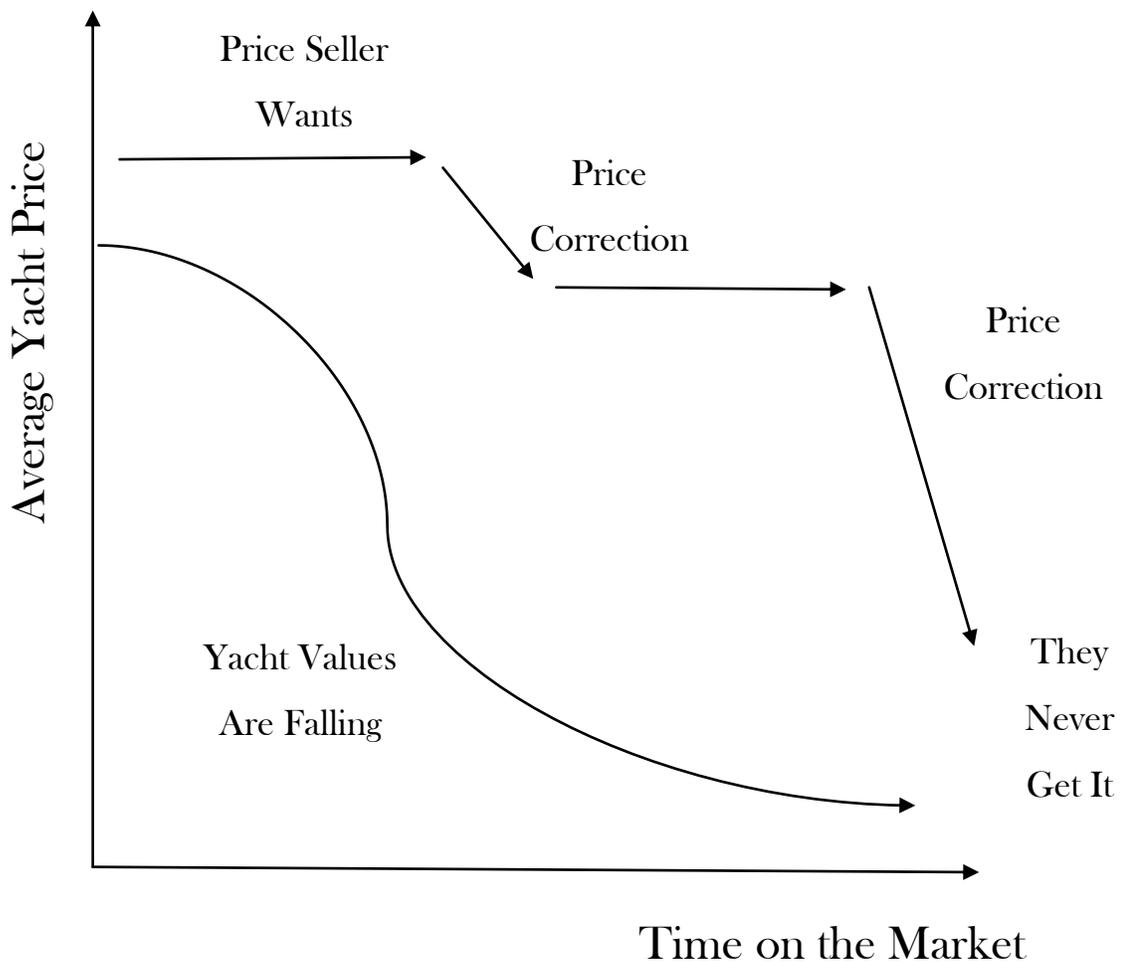
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## *Priced Ahead of the Market— Buyer's Market*

If Sellers fall behind a market with falling yacht values, they can end up chasing the market down, because yacht values are always falling faster than their price reductions.



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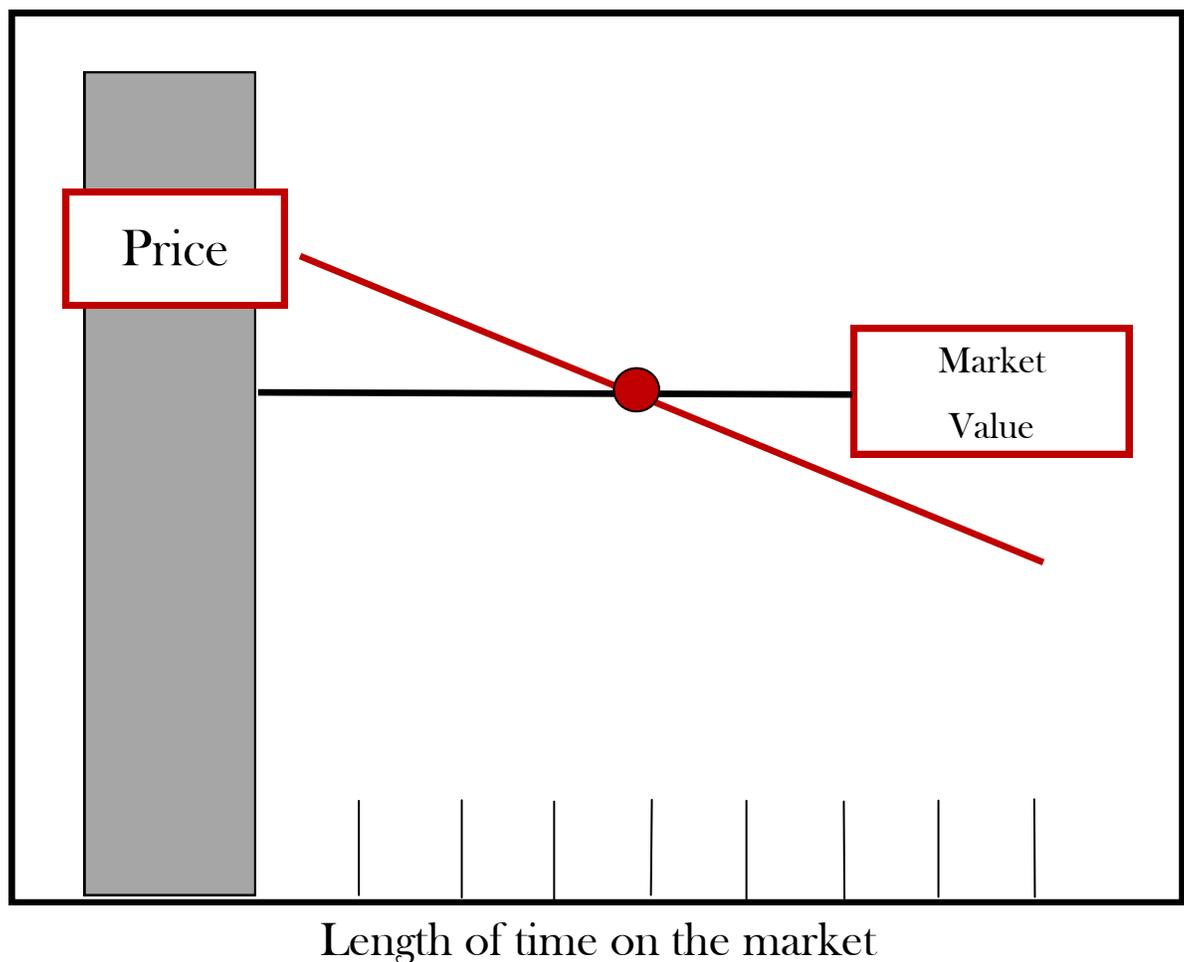


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## *Priced Right – Time on Market Works Against You*

If you want to compete, be competitive

- The Buying Public has a short attention span
- Pricing your Yacht right the first time is key
- Proper pricing attracts Buyers
- An overpriced Yacht will not sell
- We want to generate offers before the market moves on to newer listings



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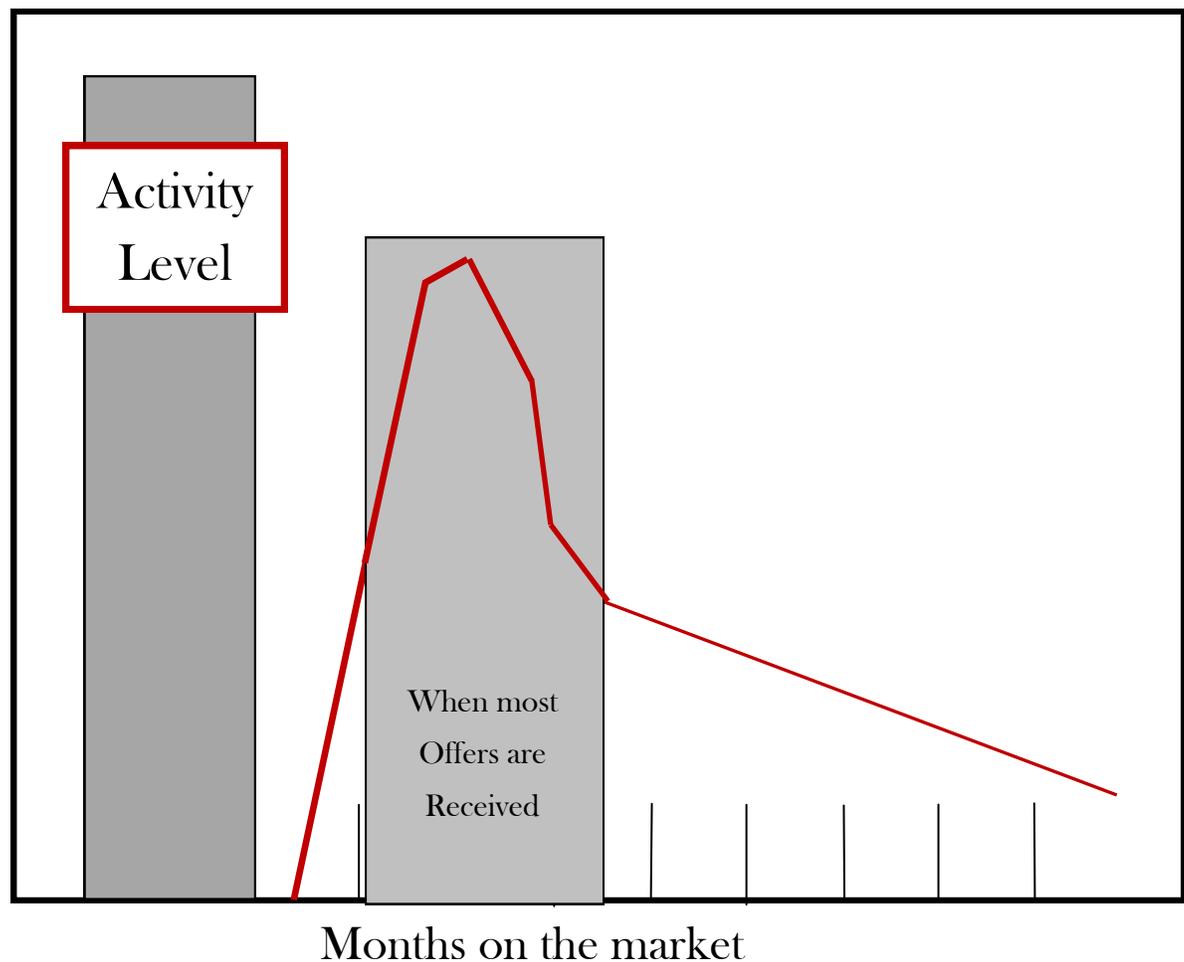


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## *Priced Competitively – The First 30 Days are Critical*

The right price is important

- The Buying Public has a short attention span
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### *ABOUT GLEAM, POLISH AND MAINTENANCE*

Boats in Bristol condition generally sell faster. There are two main categories by which a buyer will judge your boat: cosmetics and mechanics.

Before listing your boat, consider these points:

***Cosmetics:*** All exterior surfaces must be clean and shine. Fiberglass and metal should sparkle. Don't forget the windows, and especially port lights and hatches. Mineral deposits left on the glass looks dingy.

- Put a fresh coat of varnish on bright work and clean and oil the teak.
- Enclosures and canvas should be in good shape. Damaged goods should be repaired, replaced or removed.
- Hoist new flags and pennants. Rags are the sign of a poorly regarded boat.
- Shampoo the carpet and have the drapes and bunk covers cleaned.
- Replace worn-out accessories. Experience reminds us that some people can't picture what a boat could look like. One of his customers had a ratty, salt-stained rug in the saloon and three potential customers turned away from the sale, despite constant urgings to upgrade the flooring. The day after replacing the carpet for less than \$100, the first person to board the boat bought it. Chances are, the boat would have sold sooner if the seller had listened to the broker from the start. Often a few dollars spent can make the difference.
- Clear out all unnecessary clutter and gear. If it's not included in the sale, get it off the boat.
- Clean drawers and stowage bins. Place a scented clothes dryer sheet in lockers to remove stale odors.
- The bilge must be spotless. Use oil-absorb pads under the machinery.
- Clean, prime and paint the engines and generator.
- Pump out the shower sump to eliminate the sour water smell.
- Clean out debris in hatch bindings and scuppers.
- A clean bottom will make the boat perform better during sea trials.

Once the boat has been detailed, maintain it weekly until sold.

***Mechanical:*** All systems in working order. "You'd be amazed at how many boat owners will continue to operate bilge pumps in manual mode after the auto-float switch quits. They don't care, but a buyer will..... "Everything has to work."

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## *ABOUT GLEAM, POLISH AND MAINTENANCE*

- o Make sure all gauges function properly.
- o Check all lights to ensure proper operation.
- o Replace worn-looking hoses and clamps.
- o Clean out the raw-water strainers.
- o Change oil and fuel filters.
- o Have the boat fueled and ready for a thorough sea trial on short notice.
- o Gather all paperwork for mechanical systems together and store in a binder.
- o Have maintenance records handy and readable. Prepare a list of spare parts and extra equipment, such as props, shafts and filters.

Repairs must be considered on an individual basis. If you know the bottom has blisters, for example, the surveyor is going to note the condition on his report. He may get an estimate from the yard that does the hauling and write it into his survey. In that case, you can expect the buyer to yank that amount off the top. Buyers always round off numbers toward the high side. If you are aware of an existing condition, it might be cheaper to have the work done on your own after collecting several estimates, and then put the boat up for sale. Similarly, if the engines have high hours, the buyer may anticipate a rebuild in the near future. He won't necessarily know what it will cost (without either tearing down the engine or getting a ballpark estimate from a mechanic, nor will the surveyor), but he won't be shy about offering substantially less money based on his concerns. It might make more sense financially to have the work done and offer the engines with zero hours. By getting the rebuild done at the right price, you might get double your money back. Always consider the cost of any repair and the return on your investment in time, money and energy; it usually pays quite well!

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