

SUCCESSFULLY SELLING YOUR YACHT

Tips and techniques toward attaining
a timely and financially favorable transaction.



Effective use of sales tools and marketing strategies
will help you sell your boat
in the most efficient time possible.

Critical factors to consider are:

- ◆ PRESENTATION ◆
- ◆ EXPENSE PLANNING ◆
- ◆ PRICING ◆
- ◆ PROMOTION ◆

This informational brochure presents guidelines
to help you achieve successful results
in each of these areas.

PREPARED FOR YOU BY



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INTEGRITY, EXPERTISE, & COMMITMENT
IN LUXURY YACHT SALES SINCE 1978.

TOM JENKINS is a cornerstone of the marine industry. With over thirty years of continuous experience in yacht sales, accentuated by high standards of ethics and honesty, he is a sales professional in whom you can most confidently place your business and your trust.

Licensed, bonded and a member of the Florida Yacht Broker's Association, Tom offers the finest in new boat lines and has access to brokerage listings and facilities worldwide.

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PRESENTATION

**MONEY SPENT
TO ENHANCE A YACHT'S APPEARANCE
WILL REAP REWARDS AT THE SALE.**



**DON'T LOSE A BUYER
BEFORE THEY STEP ONTO YOUR YACHT!**

Wisely invest in maintenance and upgrades
to make the finest presentation and optimum first impression.

Remember:

“You only have one chance to make a good first impression”

and

“A first impression is a lasting impression”

WHAT IMPRESSION WILL YOUR BOAT MAKE?

The following page presents a checklist of items to help create a positive impact and greater affirmative interest.

In most cases, it is advantageous to seek the perspective of a friend, fellow yachtsman, or sales professional so that familiar things are not overlooked.

ENGINE ROOM

- ☑ Clean all rust from engines and paint to give a “like new” appearance.
- ☑ Clean thru hulls and spray with corrosion block.
- ☑ Thoroughly clean bilges to eliminate trapped water and odors. Paint if necessary.
- ☑ Clean and degrease all areas of engine room and engines.
- ☑ Clean, paint, and organize generator rooms, pump rooms, and storage areas under the cockpit.
- ☑ Replace oil, fuel, and air filters (the cause of many failed sea trials).

EXTERIOR

- ☑ Buff and wax hull and keep waterline clean. Polish chrome, paint bottom.
- ☑ Old or frayed dock lines show lack of care. Remove and replace.
- ☑ Clean exterior cushions of all dirt and mildew and maintain in good repair with no tears or frays. Replace if necessary.
- ☑ Keep all canvas and isinglass clean of dirt and mildew and in good condition with no tears or frays & all fasteners intact and functional.

INTERIOR

- ☑ De-personalize your yacht so that potential buyers will think of it as theirs, not yours. Remove family photos, souvenirs, knick-knacks, etc. Do not store on the boat, filling space prospective buyers should also see as theirs.
- ☑ De-clutter. Remove all excess supplies, clothing, and accessories from rooms, counters, drawers, and lockers. This will instantly make your interior appear larger and will allow the buyer to better evaluate the yacht itself.
- ☑ Lockers: Clean and paint the interiors. Neatly organize remaining contents. Replace all wire hangers with matching plastic, wood or decorative ones.
- ☑ Drawers: Vacuum, clean, paint (if necessary), and neatly organize remaining contents. Use matching drawer organizers.
- ☑ Galley: Remove all excess appliances, supplies, dry goods, and perishables leaving only the essentials. Thoroughly clean drawers, cabinets, and appliances. Organize remaining items; ensure they are clean and stain-free.
- ☑ Clean, vacuum, and dust all interior areas, especially under and behind furniture and beds.
- ☑ Overheads and bulkheads: Check for leaks and stains. Repair and clean.
- ☑ Windows, doors, and door knobs: Be sure they all function properly and quietly. Lubricate with WD40. Clean and polish knobs.
- ☑ Check all faucets and handles. Be sure they are clean, shiny, work properly, produce good water pressure, and do not leak. Replace if necessary.
- ☑ Shampoo carpets and upholstery to remove dirt and stains.
- ☑ Replace worn, faded, dated, or stained bunk covers, throw pillows, cushions, wall hangings, and window treatments.
- ☑ If you smoke, use an ozone spray such as Ozimum to remove odors.
- ☑ Place seasonal air fresheners throughout the interior.

EXPENSE PLANNING

**WHEN READYING YOUR YACHT FOR SALE,
SPEND WISELY
TO REALIZE THE GREATEST RETURN.**

Condition is the greatest consideration when placing your yacht on the market. Preliminary expenditures should prepare interiors and exteriors for optimum presentation. Then, improvements may be made for enhancement.



With today's technology, tube TVs will date your yacht while flat screens are very desirable. Updating the audio/video system will offer greater return; if not financially, then in a quicker sale.

Completely redecorating the interior is usually not a wise investment, unless the present décor is tattered and stained, is completely outdated, or is unique to a particular taste. However, replacing worn or stained carpet will add a new, fresh look to the interior without a great expense.

Often, hiring an experienced yacht "staging" professional may be money well-spent as they are able to scrutinize, determine, and supply services and accessories that will update and improve the look and "feel" of your yacht. This process not only makes it more salable but in many cases helps procure a higher selling price.

To plan for judicious expenditures on your personal yacht, consult carefully with your selling agent who will be more familiar with your specific markets and goals.

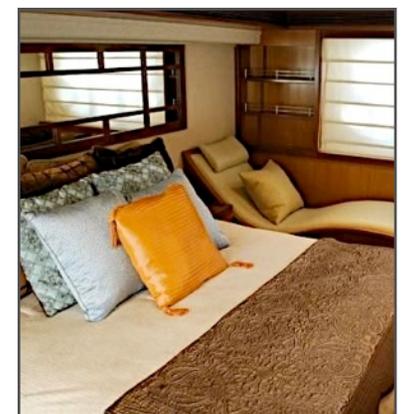
PROPER PRICING

**KNOW HOW TO DETERMINE
FAIR MARKET VALUE
AND BE WILLING TO ASK A REALISTIC PRICE.**

We all desire to receive top dollar for anything we sell. However, in most cases, if the item is unrealistically priced, it will be on the market for a longer period of time. The high price tag then becomes detrimental rather than advantageous to the deal.

To determine a fair market price for your yacht, pay close attention to the following critical cost indicators:

- ▶ Similar inventory currently for sale (supply and demand)
- ▶ Recent sales of similar inventory
- ▶ Price, activity, and time on the market
- ▶ Book value guidelines
- ▶ Age of yacht
- ▶ Maintenance history and working condition of yacht in general
- ▶ Condition and age of electronics, engines, and other mechanics
- ▶ Equipment extras and upgrades



PROMOTION

**YOU KNOW YOUR YACHT
BETTER THAN ANYONE AND, THEREFORE,
YOU ARE ITS BEST PROMOTER.**

Know the important features of your yacht and those that make it unique. Understand why they are important, both to your particular yacht model and to the buyer, and highlight them in all promotional materials.

Consider including the following:

- ▶ Mechanical maintenance and improvements
- ▶ Engine maintenance and performance
- ▶ Yacht speed and handling or economy and ride
- ▶ Interior layout
- ▶ Entertaining areas (cockpit, flybridge, etc.)
- ▶ Décor, appliance, and entertainment upgrades
- ▶ Crew accommodations
- ▶ Privacy features

List your yacht with a competent agent and with all multiple listing services. In all promotional materials, stress distinctive and exceptional attributes.



PRE-SURVEY SURVEY

**A PRE-SURVEY SURVEY REVEALS
TO THE SELLER, NEEDS TO BE ADDRESSED AND
TO THE PROSPECT, AN ATTENTIVE SELLER**

A pre-survey survey will alert you to issues that must be addressed, allowing time to consider options before the yacht is marketed.

If concerns listed in the report are attended to, potential buyers will be more inclined to survey your yacht, recognizing that it has already received care and repair and is therefore a potential purchase.



FEEDBACK

**KNOW HOW PROSPECTIVE BUYERS ARE
RESPONDING TO YOUR YACHT AND BE READY
TO MAKE IMPROVEMENTS IF NECESSARY.**

Once your yacht has been properly prepared for sale, placed on the market, and presented to clients, their feedback is essential. It is crucial that any comments or opinions made by prospective buyers be communicated to you so that fine tuning can be accomplished and a sale realized.

Selling your yacht takes a combination of all of the strategies outlined in this brochure and a continual effort to refine them throughout the sale process. With wise marketing; a willingness to refurbish, repair, or upgrade as necessary; and a bit of flexibility; optimum results can be a reality!