



Incorporating



# SELLING YOUR BOAT





# WELCOME

The Yacht Sales Co. (incorporating Multihull Solutions) is the industry leader in Pre-Owned Yacht Sales, powered by a dynamic team of experienced professionals who are committed to delivering outstanding service and results.

With Sales Centres and Consultants located in 15 regions across 11 countries, we have an ocean of resources to promote and sell your boat to our extensive database of genuine buyers. Our Sales Consultants possess exceptional technical knowledge across the world's yachting manufacturers and models, including sail and power multihulls and monohulls, and we also offer multilingual services where required.

The Yacht Sales Co. provides a comprehensive sales and marketing service to ensure you enjoy a seamless and stress-free experience when it is time to sell your boat. We have an outstanding sales record and highly effective marketing strategies that can promote your boat to buyers from across the world.

If you are considering selling your boat, this guide provides you with all the information you need to take the next step with the industry's most reputable and successful sales team.

**We manage all aspects of the sales process**

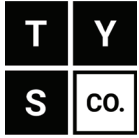
**Honest and ethical communication**

**Experienced and knowledgeable sales consultants**

**Effective promotional strategies**

**No sale means No cost to you**

**Extensive network of Sales Centres**



# A TEAM YOU CAN **TRUST**



For almost two decades, The Yacht Sales Co. (incorporating Multihull Solutions) has earned a reputation for excellence in yacht sales and client service.

We are committed to adhering to the highest ethical standards in every aspect of our operation and provide open, honest and transparent communication at all times.

The Yacht Sales Co. offers complete confidence for sellers with the security of our Boating Industry Association-accredited, licensed Brokerage status that strictly adheres to the industry Code of Ethics.

Firmly established and highly respected throughout the marine industry, The Yacht Sales Co. is the team you can trust when it comes time to list your boat for sale.



“ The Yacht Sales Co. team were so professional and experienced that we always felt we were in safe hands, and we definitely wouldn't hesitate to utilise their services again in the future. ”

Amanda & Pete



# “NO SALE MEANS NO COST TO YOU”

It's that simple – all upfront costs are handled by The Yacht Sales Co.

You (the Vendor) only pay a brokerage fee upon the successful sale of your vessel.

- Jomtien
- Philippines
- Phuket
- Malaysia
- Singapore

## OUR NETWORK

- La Rochelle
- Montenegro
- Perth
- New Caledonia
- Mooloolaba
- Brisbane
- Gold Coast
- Sydney
- Melbourne
- Auckland
- Panama →
- Fiji
- Tahiti



# WHY CHOOSE THE YACHT SALES CO. TO SELL YOUR BOAT?

1

## INDUSTRY SPECIALISTS

The Yacht Sales Co. is the industry leader in the sales of quality Pre-Owned yachts. We are powered by a highly experienced and professional Sales team that has an ocean of knowledge spanning an expansive range of sail and motor yacht makes & models.

2

## HASSLE-FREE SALES EXPERIENCE

Our team takes the stress out of selling by managing all aspects of the sales process for you, including the listing and marketing of your boat, buyer negotiations, advice on importation and customs processes (if required), plus facilitating settlement and handover procedures.

3

## TAILORED MARKETING CAMPAIGNS

Our specialised marketing packages are tailored for maximum effect, with features including listing on leading boat sales websites, print and digital advertising, social media, on-vessel advertising, direct marketing, window displays and events.

“ We were very happy with the service and help we received when selling our yacht. We would certainly use The Yacht Sales Co. again if buying or selling a boat. ”

Carl L.

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## WIDE AND EXPERIENCED SALES DISTRIBUTION NETWORK

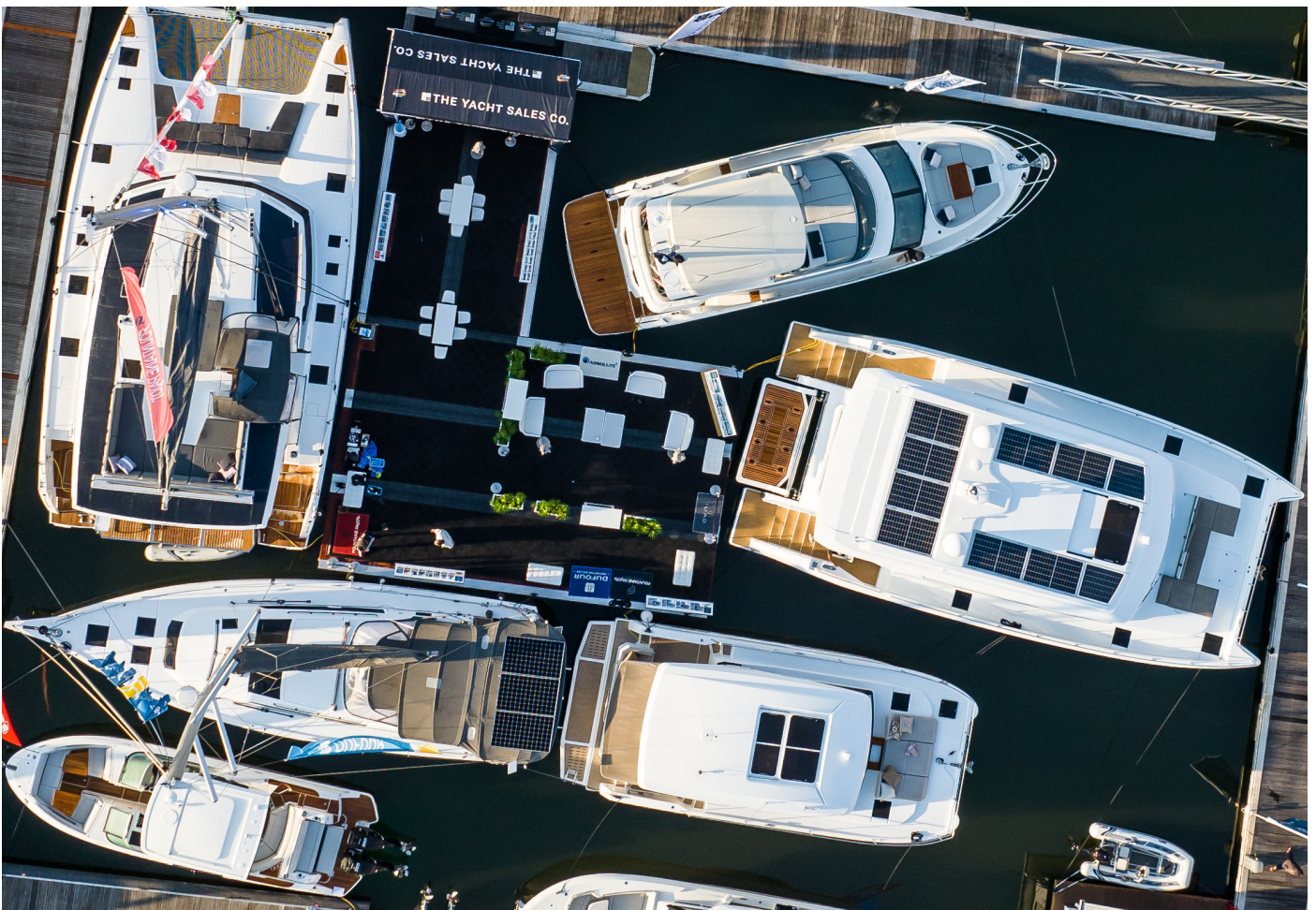
We have Sales Centres and Consultants located in prime marine locations throughout Asia Pacific, as well as Panama, the Mediterranean and other international locations, to ensure your boat is actively promoted to a huge audience of buyers. Our network of international partner brokers provides even wider coverage to buyers from across the globe, enhancing your prospects for a successful sale.

5

## COMPREHENSIVE DATABASE

We have an extensive database of genuine buyers from Asia Pacific and across the world looking to purchase quality Pre-Owned sail and motor yachts. Our Sales Consultants reach out to buyers who have expressed interest in particular makes or models to let them know when a new listing suits their requirements, and our marketing campaigns are tailored to strategically target this audience.

With our strategic sales and marketing campaigns and highly experienced team, The Yacht Sales Co. is committed to delivering you a **seamless sales experience with outstanding results.**



# PREPARING YOUR BOAT FOR SALE



## FREE VALUATION

After requesting a free valuation of your boat, your Sales Consultant will personally inspect and assess your vessel, conducting comprehensive market research to determine its fair value and discuss your price expectations.



## DETAILED INVENTORY

Your Consultant will help you complete an inventory of your yacht, listing its features, fixtures and onboard equipment to ensure buyers have all the information they will need when considering their purchase of your boat.



## PROFESSIONAL COPYWRITING

Our marketing team will produce promotional copy for your yacht that will be used across a variety of sales platforms, including websites, brochures, direct marketing, window card displays, events, social media and more.



## PROFESSIONAL PHOTOS & VIDEOS

We will coordinate quality photography and videography to ensure your vessel is professionally showcased across our extensive range of marketing platforms.



## ADDITIONAL TOOLS

We also offer you options to enhance your listing exposure, including premium brochure production, aerial drone footage and virtual reality 360-degree video tours.



## COMMUNICATION & TRAINING

Our entire Sales team is fully briefed and trained on your boat so they are able to confidently and knowledgeably respond to all buyer enquiries received during its listing.

“ We would be pleased to recommend The Yacht Sales Co. to any prospective boat buyer or seller, both for their outstanding customer service and for the reassurance that you will be dealing with an experienced and knowledgeable boating industry team. ”

Dominic H. and Heather J.

# MARKETING YOUR BOAT

The Yacht Sales Co. delivers a comprehensive sales and marketing campaign for each of our Pre-Owned yacht listings to achieve outstanding exposure to buyers throughout the Asia Pacific region and across the world.

## EXTENSIVE WEBSITE LISTINGS

Our Pre-Owned yachts are showcased to a worldwide audience with qualified listings advertised on a selection of these major listing platforms:

- The Yacht Sales Co. – [yachtsalesco.com](http://yachtsalesco.com)
- Multihull Solutions – [multihullsolutions.com.au](http://multihullsolutions.com.au)
- Boat Sales – [boatsales.com.au](http://boatsales.com.au)
- Boat Point – [boatpoint.com.au](http://boatpoint.com.au)
- Yacht Hub – [yachthub.com.au](http://yachthub.com.au)
- Boats Online – [boatsonline.com.au](http://boatsonline.com.au)
- Trademe NZ – [trademe.co](http://trademe.co)
- Yacht Market – [yachtmarket.com](http://yachtmarket.com)
- YachtR – [yachtr.com](http://yachtr.com)
- Boats Group sites – for specific models only

## WINDOW ADVERTISING

Your boat will take pride of place in the front window listing display of our numerous Sales Centres.

## TOP-RANKING WEBSITES

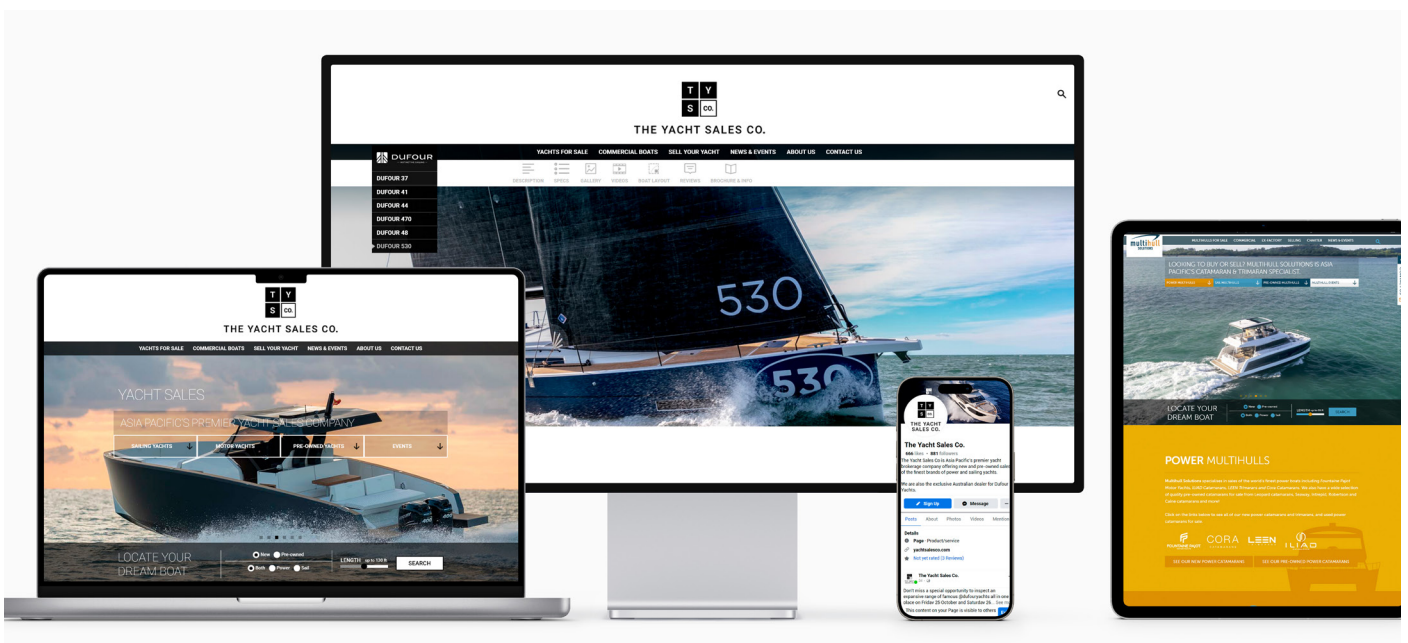
Our comprehensive websites at [yachtsalesco.com](http://yachtsalesco.com) and [multihullsolutions.com.au](http://multihullsolutions.com.au) attract an impressive number of visitors each month with statistics showing the majority of visitors head straight to view the listings in our Pre-Owned Brokerage section.

## ADVERTISING

The Yacht Sales Co. places regular print and digital advertising for our Pre-Owned yacht listings in major marine publications, which have a proven record of attracting qualified buyers.

## SOCIAL MEDIA CHANNELS

We actively promote our Pre-Owned listings to a huge community of followers and subscribers across our social media channels, including:





# MARKETING YOUR BOAT

## ON-VESSEL ADVERTISING

Your boat will be highly visible to passing traffic courtesy of flags and signage.

## ELECTRONIC NEWSLETTERS

Professional e-Newsletters are distributed to our extensive database of qualified buyers every fortnight. These newsletters prominently feature our latest Pre-Owned yachts for sale, upcoming listings and featured brokerage boats.

## BOAT SHOWS & OPEN DAYS

The Yacht Sales Co attends Asia Pacific's major [boat shows](#), as well as conducting our own [exclusive Open Yacht events](#) where we enthusiastically promote your boat to an ocean of qualified buyers.

## OPTIONAL PROMOTIONAL TOOLS

### PREMIUM BROCHURE

We can produce a premium, glossy marketing brochure for your yacht to distribute throughout our Sales Centres and at all boat shows and events.

### INTERACTIVE 360° VIRTUAL TOUR

Allow buyers to thoroughly inspect your yacht, no matter where they are in the world. This valuable resource often facilitates a faster sale, when buyers are unable to travel to your yacht's location to conduct a physical inspection.

### DRONE FOOTAGE

Give buyers a birds-eye view of your vessel under way and/or in the marina berth for maximum impact.



# RECENT YACHT SALES

The Yacht Sales Co. sells more than 100 quality pre-owned boats each year spanning a huge range of makes and models, including power and sail multihulls and monohulls. Below is just an extract from our recent sales, and you can view a regularly updated list of sold vessels on our website.

2002 Neel 51  
 2006 Perry 43  
 2008 Fountaine Pajot Salina 48  
 1986 Princess 415  
 2019 Fountaine Pajot Helia 44  
 2013 Lagoon 400 S2  
 2023 Fountaine Pajot Elba 45  
 2018 Nautitech 46 Open  
 2023 Fountaine Pajot Aura 51  
 2004 Fusion 40  
 2005 Seawind 1000  
 2003 Beneteau Oceanis 473  
 2024 Dufour 470  
 2014 Anton Du Toit 53  
 2014 Fountaine Pajot Helia 44  
 2019 Monte Carlo 70 Vision  
 2001 Prout 38  
 2011 Streamline Catamaran Talos40  
 2013 Hanse 415  
 1989 Hans Christina 41

2011 Jeanneau 57  
 2011 Fountaine Pajot Mahe 36  
 2003 Sun Odyssey 54 DS  
 2020 Schionning G-Force 1400 C  
 2009 Fountaine Pajot Lavezzi 40  
 2006 Nordhavn 64  
 2019 Fountaine Pajot MY6  
 2007 Lagoon 440  
 2019 Balance 451  
 1991 Grainger 38  
 2002 Amel Super Maramu 2000  
 2008 Amel 54  
 2015 Seawind 1160 L  
 1968 S&S 84 Custom  
 2019 Fountaine Pajot Astrea 42  
 2002 Schionning Waterline 1480  
 2007 Fountaine Pajot Lavezzi 40  
 2006 Meridian 490  
 2015 Hanse 455  
 2022 Aventura 44

1990 Hudson Design  
 2018 Leopard 45  
 2016 Beneteau Swift Trawler  
 2017 Hanse 455 - 1/3 share  
 1990 Crowther 11 PC  
 2003 Fountaine Pajot Lavezzi 40  
 2018 Nautitech 40 Open  
 2005 Ocean Cat 48.8  
 2011 Lagoon 421  
 2022 Fountaine Pajot Isla 40  
 2017 Hanse 455 - 1/3 Share  
 1985 Olympic 42  
 2014 Simpson 44 PC  
 2012 Beneteau Sense 50  
 2015 Lagoon 450 F  
 2017 Lagoon 42  
 2020 Fountaine Pajot Astrea 42  
 2006 Chamberlin Regis  
 2016 Arvor 855 Weekender  
 2005 Fountaine Pajot Cumberland 44



# WHERE TO NEXT?

Once you are ready to take the next step in selling your yacht with The Yacht Sales Co., we would be delighted to talk with you about how we can help you achieve a great result.

1

## CONTACT US & REQUEST A FREE VALUATION

Simply contact us and we will arrange for a Sales Consultant to discuss your needs. To assist them in providing a free valuation of your boat, please complete the online [Valuation Request](#) form with as much detailed information as possible.

The Yacht Sales Co. prides itself on conducting business with the highest standards of ethics and we expect the same from our buyers and sellers, so it is important that you advise your Sales Consultant of any details or issues in the history of your boat that may affect its value or seaworthiness.

2

## INSPECTION & VALUATION

Your Consultant will arrange a convenient time to personally inspect your boat (where practical). They will complete a Condition Report and detailed Inventory, which will be used during the valuation process and may also be provided to potential buyers.

You will be required to sign the Inventory to confirm its contents. Your Sales Consultant will then provide you with a valuation estimate based on past sales, current market data, and your boat's condition, location and other determining factors.

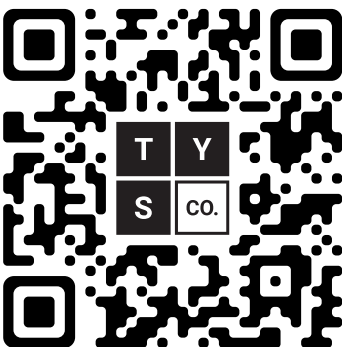
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## AUTHORITY TO SELL & DOCUMENTATION

Once you decide to choose The Yacht Sales Co. to sell your boat and you are happy with the valuation we have provided, you will be asked to complete an Authority to Sell form.

You will also need to provide important documents and further information which we require to list your boat, such as proof of ownership and registration, and identification etc. (Please note: we are not able to list your boat or offer it for sale in any way until all required documents have been received).

## SCAN OR CLICK CODE TO GET STARTED



Once all these steps have been successfully completed, we will commence the process of listing and marketing your boat across our various platforms.

Our team will keep you regularly updated with reports on leads received and engagement results from the various marketing campaigns and activities undertaken for your boat.

Please do not hesitate to contact us with any queries, and we look forward to seeing you soon!



DEAL LOCAL.  
REACH GLOBAL.



Incorporating



Email: [info@yachtsalesco.com](mailto:info@yachtsalesco.com)

[www.yachtsalesco.com](http://www.yachtsalesco.com)