



# 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**

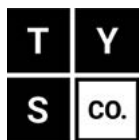
**Experienced and knowledgeable sales consultants**

**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. 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.

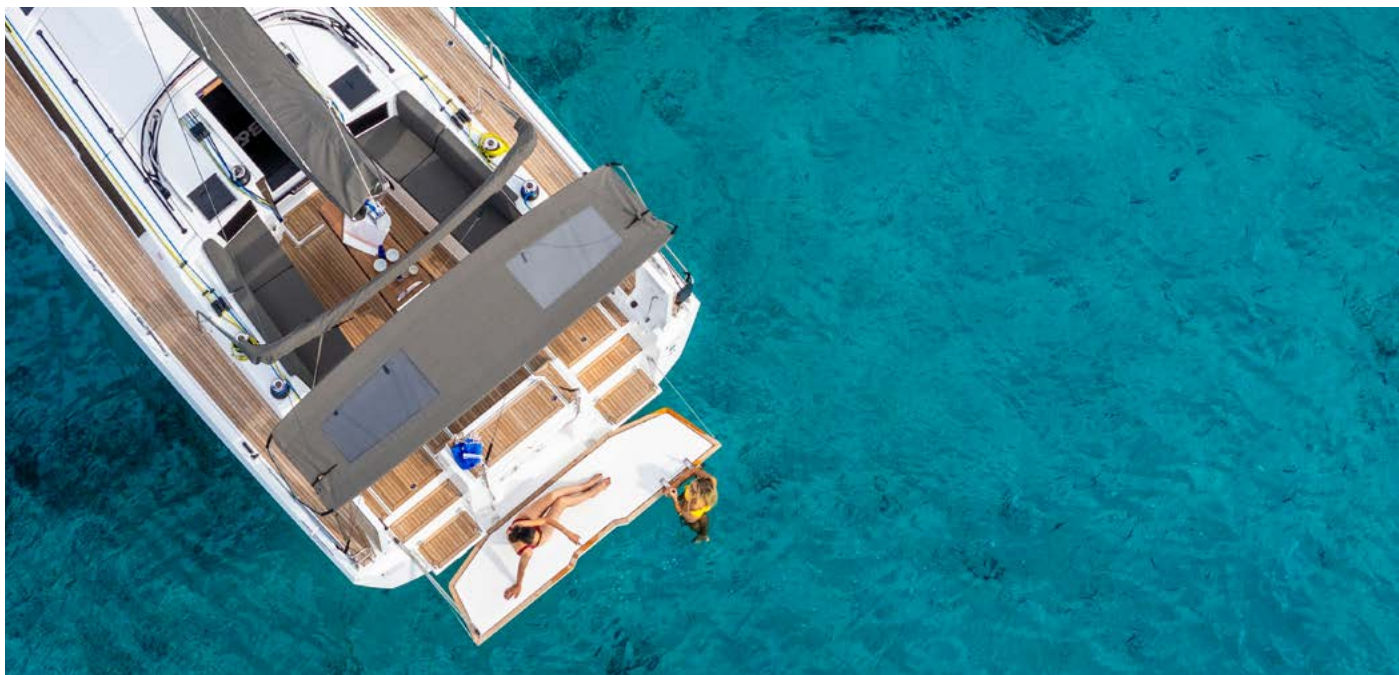
Firmly established and highly respected throughout the marine industry, The Yacht Sales Co. is the team you can trust when it comes time to list your boat for sale.



“ A team of people that create the perfect end-to-end experience. Not one aspect lets any other down. The team never leave you with any doubt that they are there to help. You never feel pushed, only encouraged and they tailor their advice to your level and take you on the journey that leaves you all feeling equal and confident.

Antony & Alyson

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# YOUR **PARTNER** AT **EVERY PORT**

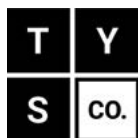
The Yacht Sales Co. boasts an extensive international network of Sales Centres and experienced consultants, ensuring you receive connected support and expert advice wherever you're based or cruising.

Whether you're selling locally or cruising international waters on the adventure of a lifetime, our global presence means seamless assistance and guidance every step of the way.



New European locations



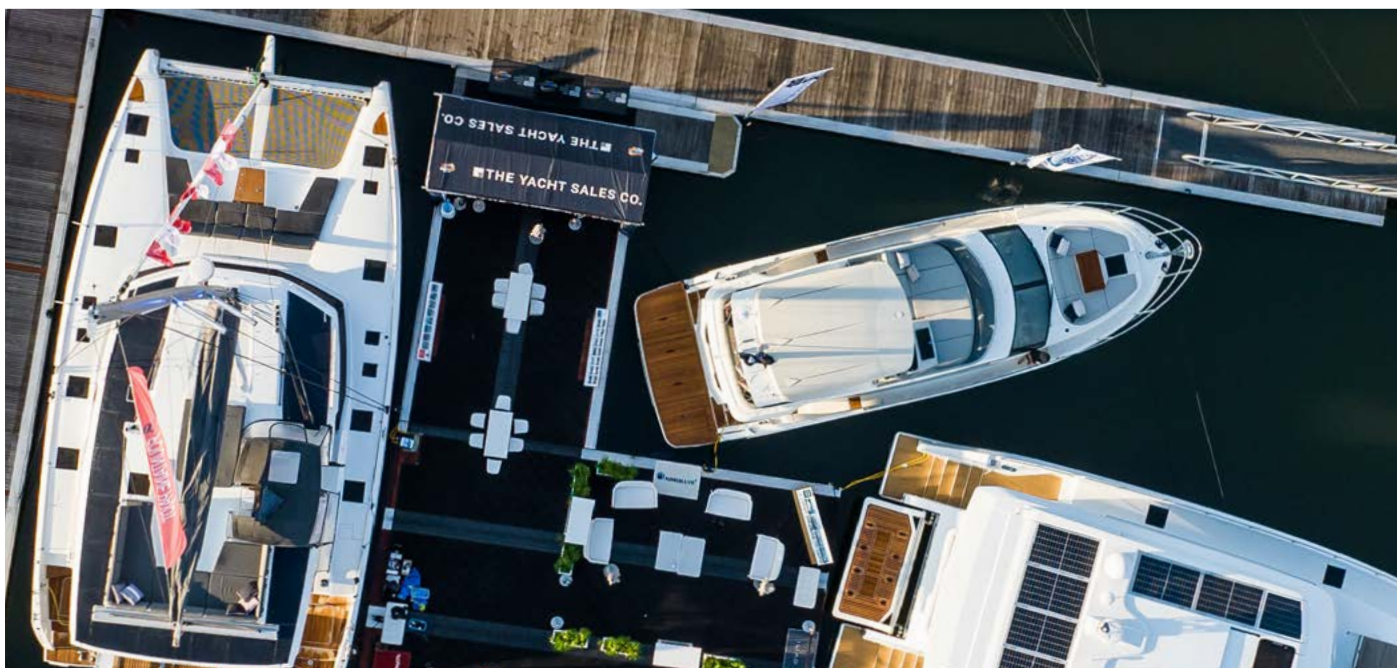


# RECENT **YACHT SALES**

The Yacht Sales Co. sells over 100 quality pre-owned boats each year, spanning a wide range of makes and models across power and sail, multihulls and monohulls. Below is a selection of our recent sales, with a regularly updated list of sold vessels available on our website.

2002	Neel 51	1991	Grainger 38	2016	Arvor 855 Weekender
2006	Perry 43	2002	Amel Super Maramu 2000	2005	Fountaine Pajot Cumberland 44
2008	Fountaine Pajot Salina 48	2008	Amel 54	2010	Lagoon 440
1986	Princess 415	2015	Seawind 1160 L	2009	Fountaine Pajot Lavezzi 40
2019	Fountaine Pajot Helia 44	1968	S&S 84 Custom	2019	Leopard 43 Power Catamaran
2013	Lagoon 400 S2	2019	Fountaine Pajot Astrea 42	2004	Custom 50ft Alloy Catamaran
2023	Fountaine Pajot Elba 45	2002	Schionning Waterline 1480	2001	Admiral 38
2018	Nautitech 46 Open	2007	Fountaine Pajot Lavezzi 40	2011	Elan 450
2023	Fountaine Pajot Aura 51	2006	Meridian 490	2007	Beneteau Cyclades 50
2004	Fusion 40	2015	Hanse 455	2017	Nautitech Open 46
2005	Seawind 1000	2022	Aventura 44	2018	Fountaine Pajot Saba 50
2003	Beneteau Oceanis 473	1990	Hudson Design	2022	Fountaine Pajot Elba 45
2024	Dufour 470	2018	Leopard 45	2008	Nautitech 40.2
2014	Anton Du Toit 53	2016	Beneteau Swift Trawler	2018	Leopard 48
2014	Fountaine Pajot Helia 44	2017	Hanse 455 - 1/3 share	2008	Jeanneau Sun Odyssey 49i
2019	Monte Carlo 70 Vision	1990	Crowther 11 PC	2010	Bavaria 35 Cruiser
2001	Prout 38	2003	Fountaine Pajot Lavezzi 40	2010	Easy 32
2011	Streamline Catamaran Talos40	2018	Nautitech 40 Open	2017	Dufour 512 Grand Large
2013	Hanse 415	2005	Ocean Cat 48.8	2005	Scimitar 1010
1989	Hans Christina 41	2011	Lagoon 421	2002	Schionning Power Play
2011	Jeanneau 57	2022	Fountaine Pajot Isla 40	2006	Lagoon 440
2011	Fountaine Pajot Mahe 36	2017	Hanse 455 - 1/3 Share	2006	Perry 43 Passagemaker
2003	Sun Odyssey 54 DS	1985	Olympic 42	2002	Island Spirit 40
2020	Schionning G-Force 1400 C	2014	Simpson 44 PC	2022	Lagoon 50
2009	Fountaine Pajot Lavezzi 40	2012	Beneteau Sense 50	2019	Fountaine Pajot Helia 44
2006	Nordhavn 64	2015	Lagoon 450 F	2005	Seawind 1000
2019	Fountaine Pajot MY6	2017	Lagoon 42	2023	Fountaine Pajot Aura 51
2007	Lagoon 440	2020	Fountaine Pajot Astrea 42	2010	Discovery 50
2019	Balance 451	2006	Chamberlin Regis	2021	Fountaine Pajot MY44





# WHY CHOOSE US TO SELL YOUR BOAT?

1

## INDUSTRY SPECIALISTS

The Yacht Sales Co. leads the industry in quality pre-owned yacht sales, powered by an expert team with deep knowledge across a wide range of sail and power brands.

2

## HASSLE-FREE SALES EXPERIENCE

We handle every step of your yacht sale—listing, marketing, buyer negotiations, import advice, and smooth settlement—so you can enjoy a stress-free selling experience from start to finish.

3

## TAILORED MARKETING CAMPAIGNS

Our tailored marketing packages maximise exposure through top boat sales websites, digital and print ads, social media, on-vessel displays, direct marketing, window promotions and events.

4

## EXPANSIVE GLOBAL NETWORK

With Sales Centres across Asia Pacific, Panama, the Med and beyond, plus a global broker network, we ensure your yacht reaches buyers worldwide for the best chance of a successful sale.

5

## COMPREHENSIVE DATABASE

We maintain a global database of genuine buyers and proactively match them with new listings. Our targeted marketing ensures your yacht reaches the right audience for a faster, more successful sale.

6

## NO SALE = NO COST TO YOU

No sale, no cost – it's that simple. The Yacht Sales Co. covers all upfront expenses, and you only pay a brokerage fee once your vessel has been successfully sold. No risk, just results.



# PREPARING YOUR BOAT FOR SALE



## FREE VALUATION

After you request a free valuation, your dedicated Sales Consultant will personally inspect your vessel, conduct in-depth market research, and work with you to determine a fair market value and pricing strategy.



## DETAILED INVENTORY

Your Consultant will assist in creating a detailed inventory of your yacht, outlining its features, fixtures and equipment, providing buyers with all the essential information to make an informed purchasing decision.



## PROFESSIONAL COPYWRITING

Our marketing team will craft compelling promotional copy for your yacht, showcased across multiple platforms including websites, brochures, direct marketing, window displays, events, social media, and more to attract buyers.



## ADDITIONAL TOOLS

To further elevate your listing, we offer optional enhancements such as premium brochure production, aerial drone footage, and immersive 360-degree virtual reality video tours for maximum buyer engagement.



## COMMUNICATION & TRAINING

Our entire Sales team is thoroughly briefed and trained on your yacht, ensuring they can confidently and knowledgeably handle all buyer enquiries throughout the listing period, capitalising on all buyer interest.



# 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)**

**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](https://trademe.co)

**Yacht Market** – [yachtmarket.com](https://yachtmarket.com)

**YachtR** – [yachtr.com](http://yachtr.com)

**Boats Group sites, inc.** [YachtWorld](#) (for qualified international listings only)

## 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.

## WINDOW ADVERTISING

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

## SOCIAL MEDIA CHANNELS

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



## 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.

## BOATS GROUP NETWORK





# MARKETING YOUR BOAT

## OPTIONAL PROMOTIONAL TOOLS

### PREMIUM BROCHURE

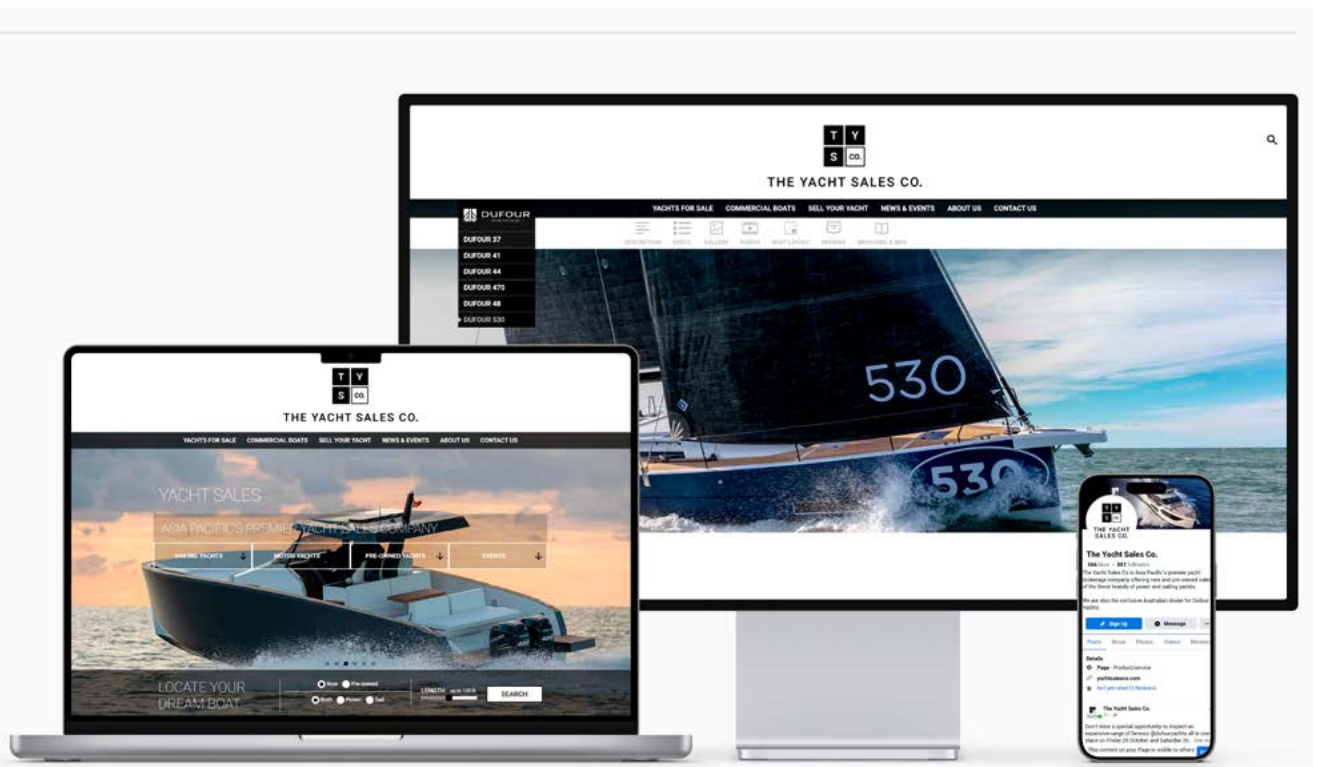
We can produce a premium, glossy marketing brochure for your yacht to distribute throughout our Sales Centres and at all boat shows and events.

### 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.



# OUR TESTIMONIALS

Don't just take our word for it—our clients say it best. With a wealth of glowing testimonials from satisfied sellers, The Yacht Sales Co. is proud to be the trusted choice for delivering exceptional results and a stress-free experience. Discover more client testimonials on our website.

“

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

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.

Thank you to The Yacht Sales Co. for the professionalism shown during the process of selling our yacht. We wouldn't hesitate in both using your services in the future and recommending you to anyone looking to buy or sell a boat.

- Dennis & Deborah C.

It has been a pleasant experience purchasing my boat with The Yacht Sales Co. team, and when it comes time to sell or buy again, they will be my first choice. - Steve

The Yacht Sales Co. team were great and very helpful throughout what can be an emotional and important time when selling your vessel.

- Dale S.

It has been a pleasure to work with such a detail-oriented professional team. All 5-star ratings in our book!

- Kirk & Denise

Over the past 25 years we have bought and sold several vessels and employed various brokers to assist with the process. Our recent experience with The Yacht Sales Co. has been by far the most professional.

We were extremely impressed with the prompt responses to our correspondence, the proactive manner in which we were provided information about enquiries and the outcome of inspections carried out by prospective purchasers. 10/10 Team TYSC!

- John & Leanne H.

A team of people that create the perfect end-to-end experience. Not one aspect lets any other down. The team never leave you with any doubt that they are there to help. You never feel pushed, only encouraged and they tailor their advice to your level and take you on the journey that leaves you all feeling equal and confident.

- Antony & Alyson

The Yacht Sales Co. is a step above – a classy outfit. Their entire team is consultative, caring and most of all, they really know their craft. Very pleased to work with them buying and selling our boat.

- Ben M.

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# 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.

3

## 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.

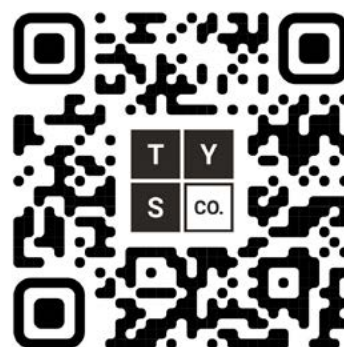
You will also need to provide important documents and further information which we require to list your boat, such as proof of ownership and registration, and identification etc. (Please note: we are not able to list your boat or offer it for sale in any way until all required documents have been received).

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!

## SCAN OR CLICK CODE TO GET STARTED







YOUR **PARTNER** AT  
**EVERY PORT**



Email: [info@yachtsalesco.com](mailto:info@yachtsalesco.com)  
**[www.yachtsalesco.com](http://www.yachtsalesco.com)**