



This article is the first in a series that will carefully outline methods to effectively sell your yacht at an attractive price in today's international marketplace. The complete article can be delivered to you within 60 seconds by email. See details at bottom of page.

REVIEW THE SELLING PROCESS

To help you through the selling process, we've outlined most of the key steps.

Selling a yacht is very similar to selling a house and in both cases it is advisable to select an experienced broker who will facilitate the sale of your listing, promote and protect your interests.

As your central agents we will promote your catamaran or yacht directly to our 40,000 strong database and national advertising campaign.

We have seven dedicated in-house brokers who we refer to as 'The best catamarans' team in the business'. They have helped take our total sales over the \$70 million mark and sold over 100 yachts in 2004. Our brokers are all experienced in new and used catamarans as well as a range of monohulls and power yachts.

STEP #1: SELECT A BROKER

Selling a vessel can be an emotional and taxing experience. You need to enlist the help of an expert who you feel comfortable with and has a sound knowledge of the yachting arena.

Our brokers' knowledge of North American and international yacht values, as well as their expertise in pricing and negotiation are all important assets in getting the most for your yacht.

We have seven dedicated brokers in Florida, Annapolis and Tortola, who truly love catamarans and would work hard to sell your yacht.

STEP #2: PREPARATION IS THE KEY

Our sales brokers assist with the sale of thousands of catamarans and monohulls each year and we can pinpoint areas important to buyers. They can also help organize upgrades & repairs.

They can offer you information on our marinas with easy-access moorings/storage for the duration of the listing.

We have several dedicated service & commissioning departments, which will inspect, maintain and lovingly care for your yacht while we find hot buyers for you.

STEP #3: COMPARATIVE MARKET ANALYSIS

While selling a catamaran or yacht can be an emotional decision, you do need advice on the right price to ensure a quick and hassle free sale.

Our brokers can offer you a Competitive Market Analysis (CMA) free of charge without obligation.

Just like buying a house, you need access to national and international yacht pricing to help correctly price your yacht and find the right buyer at the right time.

Our brokers are in contact with a number of informational sources around the world and can offer you inside tips into what the market is currently doing.

AUTOMATIC EMAIL DELIVERY WITHIN 60 SECONDS.

Want to read the full article? Easy, send a BLANK email to the following email address and the full document will be delivered to you immediately. Try It!

SellerTip@cruisingworld.catamarans.com