

Why Utilize a Broker to Sell Your Yacht / Boat?

Whether you are deciding to step up to a bigger boat, or simply sell your existing one, the process of selling a boat can quickly become daunting. “Where do I list it? How do I determine the correct price? What paperwork is necessary for selling my boat? How do I make the time?”

This is where hiring a boat broker to list your boat removes stress associated with the process. Besides having an industry expert instantly on your team, here are seven reasons why hiring a broker is the right choice:

1. Connections within the industry

Boat brokers are experts in the industry and have made connections regarding every aspect of the selling process. Whether you need your boat detailed, reupholstered, moved, etc....your broker will know the best services in your local area. They also will know what other brokers have on the market and can quickly find a buyer or find a trade for your boat.

2. Marketing expertise

While most private sellers know of only a few sites to list their boat such as craigslist, your yacht broker will list your boat in a multitude of sites and aggressively market your boat. As soon as you decide to list, your broker will professionally market your boat on their private site, a multitude of specific forums and brokerage channels, and will also be able to personally sell your boat over the phone or in person. Having your boat in as many strategic locations as possible will result in finding the right buyer quickly.

3. Listing access on Yacht World amongst many other marketing avenues

Yacht World, the industry standard for selling boats, is only “available to eligible yacht brokerage firms and dealerships representing multiple boats for sale on behalf of an owner/seller” (*Yacht World*). Your broker will be able to utilize this exclusive tool to get your boat in front of the right audience. Yacht World is also one of the first places buyers look when searching for a therefore it is crucial for your boat to be listed appropriately.

4. Knowledge of what makes a boat sell

A broker is constantly studying the market and knows what makes a boat move fast and what doesn't. The broker will know what to mention in a listing to make your boat stand out and can suggest recommendations to improve the visibility, marketability of your vessel.

5. Dedicated time to sell your boat

Constantly listing your boat on Craigslist, taking calls from brokers, dealing with tire-kickers...it all takes time! A broker will take care of incoming calls, offers, and negotiate deals on your behalf. This removes any stress from the sale, and offers peace of mind knowing you have someone constantly working with you towards your goal.

6. Negotiation strategy to keep things moving

Brokers have experience in negotiating a deal and will often make logical suggestions to bring legitimate offers to the seller. The broker also works as a middleman and can successfully keep negotiations moving smoothly between buyer and seller. Your broker is an expert in boats and will be able to know the difference between a good deal and a shady one.

7. Closing arrangements

Bills of sale, title transfer, closing agreements, and other required paperwork can quickly overwhelm a seller. Utilizing the Brokerages escrow account to hold and protect your finances during the transaction. Ability to utilize the Brokerages escrow account to save on sales tax. This is where your broker will come in and make it a painless process. Quick access and know-how allow your broker to close a deal on your boat and help you move on to your next one!

Contracting with a broker is a wonderful way to utilize an expert in the industry to sell your boat. Whether it is their industry connections, knowledge, or negotiating strategies you are looking for, a broker will make selling your boat a straightforward process. Trust your broker to make the transaction as smooth as possible.

When you are ready to purchase or sell your yacht or boat, contact John Atashian at Edwards Yacht Sales. JohnA@EdwardsYachtSales.com, mobile: 239-641-7184

Let's sit down and discuss what YOU would like to accomplish. Then make it happen!