

think 
international
yacht
finders

yachts

international yacht marketing & brokerage



boat listing
international

think listings

ThinkYachts is centered 24 hours a day, 7 days a week, 365 days a year, on selling your boat. The days of a 'old-boy-network' of dealers and agents are, like in the luxury property market, a thing of the past. Buyers and sellers are now well accustomed to go online as their first port of call - this is not to say the dynamic of the industry have changed a great deal but buyer culture and technology have moved on. For instance buyers today visit shows before going online to find the best deal, even if it is a £3m Sunseeker.

ThinkYachts has worked to combine the benefits of online selling with local agent representation, meaning buyers and sellers can still tap into that expertise but with the added bonus of being global in their marketing.

With a boat to sell you have 2 choices:

1. Privately listing and advertising your boat

This is the Do It Yourself or 'DIY' option that may seem appealing to many boat owners since it seems to bypass the necessity to pay commissions to a Yacht Broker and hence save you money. This might seem simple and low cost at the outset but remember buyers expects listings to be of the highest quality as well as being listed with a reputable agent or dealer - all to offer them reassurance. Remember also, to obtain the price you are looking for, your boat needs to be seen by your largest possible target audience.

2. Using the services of a professional Yacht Broker

Why would anybody choose to pay a Yacht Broker a commission? Let us try to answer that question as follows:

- A Broker will have the knowledge and market experience to list your boat with the correct level of detail and present them in the best light to attract the most customers
- A broker will have previous experience of boats similar to yours, buyers likes and dislikes of them, problem areas etc.
- A Broker will be able to advise on presentation tricks to make your boat shine above the competition
- A Broker provides a crucial barrier between you and the buyer
- A Broker's non emotional involvement and objectivity is vital, particularly at the negotiation stages and can prove to be extremely valuable
- Positioning your boat accurately in the market is a skill that you cannot

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learn from books and is absolutely fundamental to achieving the maximum price for your boat. At ThinkYachts we will provide you with a Position and Current Market Analysis to back up our advice on the pricing of your boat in your area.

- A Broker will provide you with access to areas of marketing from specialist internet sites like Yachtworld to shop front displays to powerful global broker networking and boat shows that are simply unavailable to the private seller.
- The higher price achieved through a Broker will typically far outweigh the brokerage fees that are charged.
- A Broker will sell your boat far more quickly – how do you value that?
- A broker usually invests up-front to list, advertise and market your boat, with no commission due until a sale is completed, meaning that in effect the buyer is paying for the service
- ThinkYachts works on this basis and also provides the option of kick-starting the process and giving your boat a bit of boost over and above the similar boats market. (see Optional Services)
- The correct procedural guidance, legal obligations placed upon the seller and leaving the correct paperwork trails are crucial for your protection both legally and financially on any size of boat.

I think you would agree that when you weigh up the options that the decision is quite clear.

Listing Your Boat With Think Yachts

At ThinkYachts we have developed a network of offices around the globe enabling those sellers near to our offices to contact their local Broker and allow him or her to professionally prepare and post their listings.

For those sellers not within reach of our network, ThinkYachts have developed a highly sophisticated system to retrieve and record the necessary information as painlessly for you as possible. We use straightforward interactive forms with simple pull down menus that can be completed on a PC and submitted to our database or just printed, completed and faxed back. Either way we will use the information to form the basis of a professionally tailored document which we will use to aggressively market your boat to a global audience.

Some sellers choose to turbo boost their boats exposure even further through the use of printed media, mini websites and boat-specific search engine optimisation. Please ask our Head Office for the various optional services that ThinkYachts can provide. Please take a look at some Think Yacht demonstration documents to help you decide if you feel a boost could help.

Additional Marketing Services

Featured Boat (Front Page)

Your boat appearing on the homepage and/or featured boat will dramatically increase the number of views it will receive and for those looking for a quick sale this option is highly recommended.

£500 (no VAT) GBP

PDF Download Brochure

- Full print quality and high impact brochure available to download via site or be emailed.

£500 (no VAT) GBP

Printed Brochure

- Full colour
- High quality and high impact brochure preparation into printed format
- 4 page 180gsm gloss artboard (folded)
- Displays full provided yacht specification, including all colour photographs displayed in Think Yachts marketing
- Printed onto high quality gloss card
- 250 Copies

£1000 (no VAT) GBP

Dedicated Website with Google Campaign

- Dedicated Mini Website with campaign • Dedicated mini website designed with additional feedback from you.
- Targeted search engine marketing to mini-site
- Structured and monitored 'Pay per Click' Google marketing campaign for 2 month period
- Additional months charge dependant upon Google 'Key Word' prices - please call us

£2,500 (no VAT) GBP

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yacht marketing,
brokerage and
boat search,
helping to bring
the world's
yachting
community
together

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