

What is your ONE biggest Challenge as a Yacht Buyer that you face, feel or know to decide with which Broker you are going to work with.



It is simple!

**The Sellers Broker works for the Seller only and no one else.
The Buyers Broker works for the Buyer only and no one else.
The Broker who works for the Seller and the Buyer has a direct conflict of interest.**

As a Yacht Buyer, the biggest challenge in deciding which Broker to work with is determining their independence and reputation in the industry. Since purchasing a yacht involves a significant financial investment, it is crucial to work with a trustworthy and reliable Broker who can provide transparent information, advice, guidance, and support throughout the buying process.

Our primary objective is to safeguard clients' interests, ensuring that they make well-informed decisions when investing in a luxury watercraft.



Most important part of evaluating Superyachts for prospect buyers is to identify the purpose of possessing a superyacht, the specific requirements and needs of the buyer, such as size, design, amenities, and features of the yacht. This ensures that the buyer understands their own preferences and can narrow down their options effectively.

Additionally, factors such as their experience, knowledge, network, responsiveness and what kind of Methodology they use, play a significant role in making the right decision.

How does Y E S Methodology supports the yacht buyer?

The Y E S (Yacht Europe System) Methodology supports yacht buyers in the superyacht buying process by providing a comprehensive framework to assess, evaluate, and make informed decisions about purchasing a luxury yacht.

Expertise: The Y E S Methodology provides the buyer with the expertise of experienced yacht brokers who have in-depth knowledge of the yachting industry. They guide the buyer through the entire yacht purchase process and offer valuable insights and advice.

Defining the right yacht:

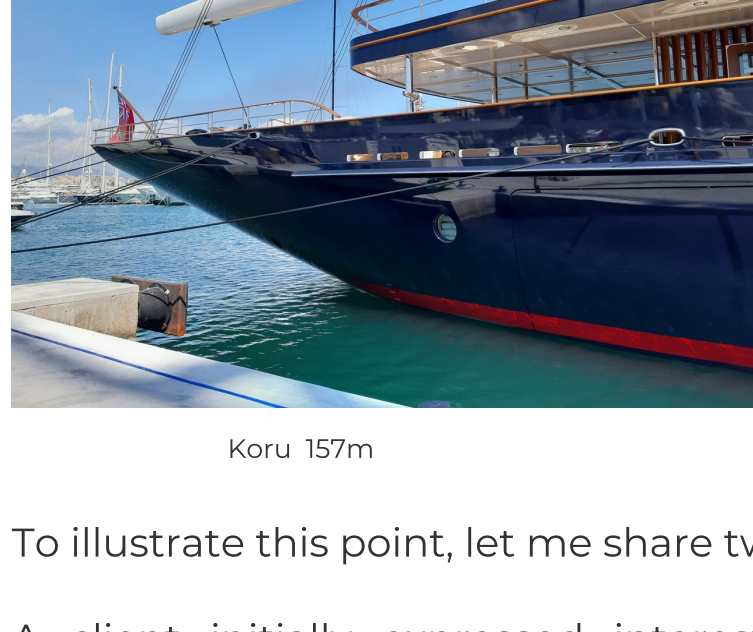
Assessing Yachts for their suitability for a specific purpose, or simply for private leisure time, requires extensive knowledge and experience in the yachting branch. Beyond this, a very deep understanding in the communication to really get, what a Client wants and needs, is an underestimated topic in many sales processes.

To achieve this, we begin by detailed evaluating various yacht options, consulting industry publications, online listings, and analysing different brokers' stocks for sale.

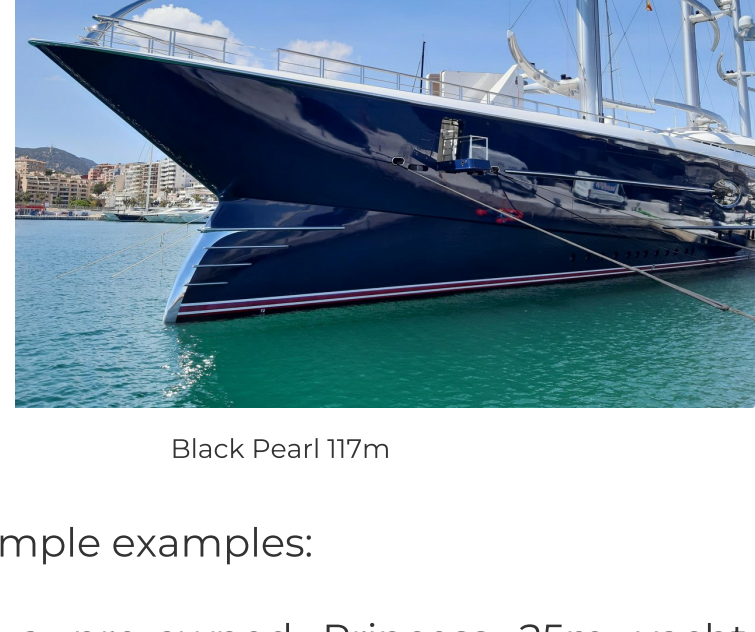
In general we distinguish two different types of clients:

- Those who find themselves overwhelmed by the myriad yachts available on the market.
- Those who have a clear vision of the exact Superyacht they desire.

For the latter group, our focus lies on discerning their true desires and motivations behind wanting a specific yacht. Often, clients' wishes and requirements may differ from their actual goals and purposes for acquiring a Superyacht.



Koru 157m



Black Pearl 117m

To illustrate this point, let me share two simple examples:

A client initially expressed interest in a pre-owned Princess 25m yacht. However, after three months, he ultimately decided to purchase a new catamaran sailing yacht.

Another client initially sought a sailing yacht but ultimately opted for a motor yacht.

These seemingly unusual choices are, in fact, quite logical. The key to understanding a client's true desires lies in engaging in a thoughtful conversation with them. Our first question is always, "Why do you want this specific yacht, and what are your intended purposes and goals for the yacht?"

Next, we explore where the client plans to use the yacht, with whom, and what kind of guests will be joining the voyages. Will the yacht serve as a pied-a-terre residence, for bay-hopping, Atlantic cruising, as an explorer vessel or anything else? Does the client prefer a fast yacht or a cruiser?

Different objectives necessitate distinct hull designs, ranges, and engine configurations. The type of hull also influences the form of the superstructure. For instance, you wouldn't place a cruising superstructure on a power boat.

Furthermore, we must consider whether the yacht will be used for private purposes or also for chartering. This may require interior modifications and could have implications in later stages, such as registration, VAT, flagging, and administration.

One of the primary concerns in purchasing a pre-owned yacht is the exterior design and its return on investment (ROI). The value of a yacht is partly determined by the architectural exterior design. Thus, if the design is already outdated at the time of purchase, one can reasonably expect that the yacht's value will decrease significantly within five years.

Except for having a new yacht custom-built, nearly every (Super)yacht purchase represents a compromise. An existing yacht has a fixed length, within which the architect has designed its contents. Consequently, increasing the size of a cabin or expanding crew quarters will inevitably result in reduced space elsewhere.

Throughout this initial phase, we ask approximately 50 easy-to-answer questions. This forms the foundation of our developed YES (Yacht Europe System), which is divided into 8 stages. The Definition Phase is where we outline the client's envisioned yacht, ensuring that it aligns with their preferences and requirements.

Once the yacht is properly defined, we can proceed to search for the yacht within the given purchase budget. Offered Superyachts exhibit substantial price variations.



Search criteria: Based on client's profound wishes and requirements as result of the Definition Phase search criteria are specified and enter the Research trajectory with databases. During this Search phase important aspects are studied as the quality / price ratio with regard to builder, model, year, machinery, equipment, maintenance, refits, length, tonnage, layout, number of state-rooms, etc.

During the Search phase detailed requirements of the yacht, the search criteria, are coded and used to enter databases. Here the search is split into New Constructions and Pre-owned yachts.

Select Phase: In order to make a correct selection, the short-list is discussed in detail with the client on the basis of detailed yacht specifications / brochures. Discussions with the selling brokers per yacht, including refit lists and extensive documentation, are taking place. It enables the buyer to compare different options based on objective criteria and choose the most suitable yacht.

Market analysis: The Y E S Methodology includes a comprehensive market analysis to help the buyer understand the current trends and prices in the yacht market.

This helps in finding yachts that meet the buyer's criteria, priced competitively, allows them to make informed decisions and find the best value for their investment.

Yacht viewing: Appointments are made for on-site viewings of the Top-3 selected Superyachts, possibly in different countries, with the Selling Broker and discussions are taking place including pricing, refits, crew, review of extensive documentation, choice of new berth if applicable.

Negotiation support: Yacht brokers using the Y E S Methodology are skilled negotiators who work on behalf of the buyer to secure the best deal possible. They have extensive knowledge of the market and can negotiate with sellers to get the most favourable terms and pricing.

Legal and financial support: The best maritime advisors provide the buyer with legal and financial guidance throughout the purchasing process. They can assist with the paperwork, contracts, financing options, insurance, flag registration, VAT status and any other legal or financial considerations.

Contract: Accountants check on account of the yacht, outstanding invoices, crew payments and all other available and required documents. Including legal and financial advices, terms and conditions, the result is a signed Purchase / Selling contract.

Due Diligence: The Y E S Methodology includes a thorough Vessel inspection (survey) of potential yachts to ensure they meet the buyer's requirements and are in good condition. This includes verification of all necessary documentation, assessing the yacht's maintenance history, equipment, and overall seaworthiness to ensure the buyer is making an informed decision.

The methodology facilitates sea trials, drives to assess the yacht's handling, comfort, and performance on the open water. This allows the buyer to experience the yacht firsthand, ensuring it meets their expectations.

The results may show substantial defects and refits to be performed. Both influence the purchase price in accordance to what is laid down in the contract. Negotiations of any defects are based on the contract's terms and conditions.

Delivery: Final payment and official delivery of the yacht by Bill of Sale, registration of the yacht by the new owner, transport to the berth are taken place.

Owner Support: After the purchase, the methodology continues to provide support to the yacht owner, offering guidance and resources for yacht management, maintenance, crew recruitment and ongoing support. This helps the buyer transition into yacht ownership seamlessly and enjoy their investment to the fullest.

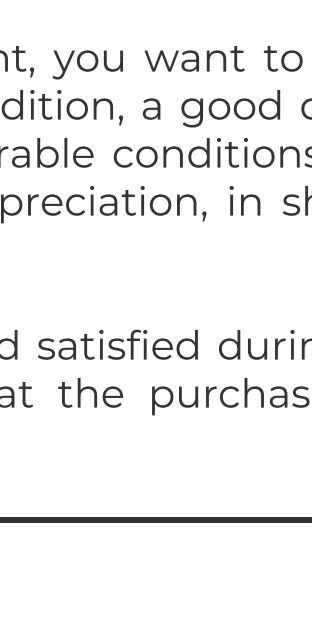
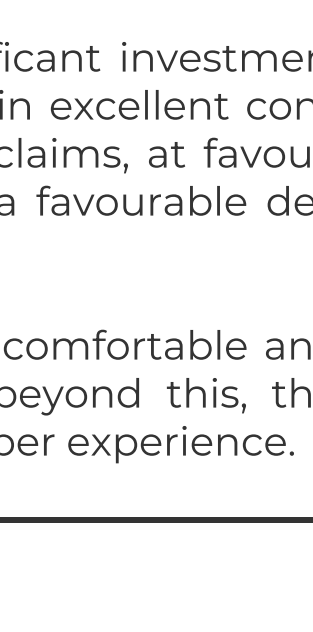
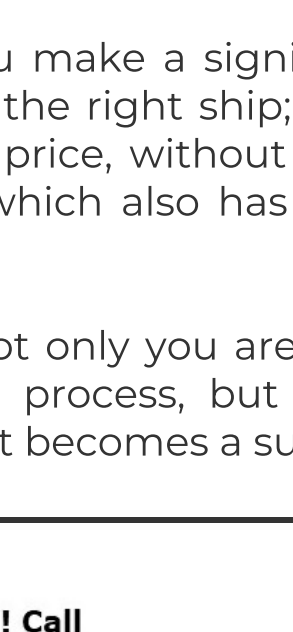
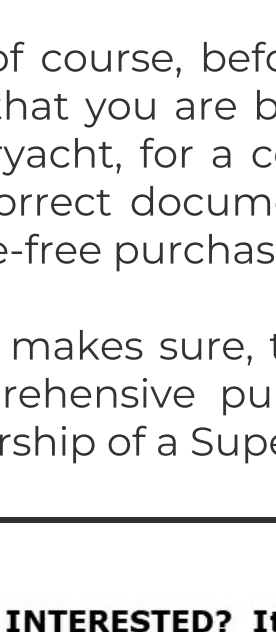
Overall, the Y E S Methodology aims to simplify the yacht buying process and provide the necessary expertise and support to ensure a smooth and successful transaction for the buyer.

And of course, before you make a significant investment, you want to make sure that you are buying the right ship; in excellent condition, a good quality Superyacht, for a correct price, without claims, at favourable conditions, with the correct documents, which also has a favourable depreciation, in short; a hassle-free purchase.

Y E S makes sure, that not only you are comfortable and satisfied during the comprehensive purchase process, but beyond this, that the purchase and ownership of a Superyacht becomes a super experience.

INTERESTED? It's EASY! Call

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