



**SUPERYACHTS EUROPE**

# HOW TO BUY MY YACHT



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Superyachts Europe  
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The Netherlands

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# Your independent Personal Superyachts Advisor



This e-book is specially compiled for superyacht  
Enthusiasts who are considering purchasing a superyacht  
and contains valuable recommendations,  
essential information, and things you  
absolutely must do.



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## Superyachts Europe?

### Buyers Advisor &

### Buyers Broker

*Superyachts Europe is an independent "Boutique Superyacht Consultancy", with the highest level of quality services, standing up for the buyer's interests. We advise and guide clients in the new construction of their visualized Superyacht and mediates as Buyers Broker in all pre-owned Superyachts, including yachts not publicly listed for sale of almost all major yacht brokers in Europe and beyond.*

#### **No Limits by making your right choice to get the right Superyacht.**

The Netherlands has had an impressive maritime reputation for centuries and became a "One Stop Country" for Superyachts. Globally renowned shipbuilders, architects, designers, engineers, craftsmen, equipment & services suppliers, many shipyards, brokers, yachting & maritime institutions, Maritime Lawyers & Consultants, Maritime advisors/consultants, etc. forming the basis of this reliable, stable and high-quality reputation.



What values should you consider when buying a Superyacht?

How to search for your favorite yacht at the Monaco Yacht Show?



## What is Superyachts Europe?

### Your independent Personal Superyacht Advisor

*Before purchasing a superyacht first on the agenda, whether you are a first-time buyer or an experienced yacht owner, is the search for this yacht.*

*But the very first step at all is to have analyzed your selection criteria and narrowing the specification as this saves not only time but also prevents a false selection.*

*In-dept analyses of what you really want and what you want to do with the yacht, your wishes, needs, and specific requirements, is a must in order to define the yacht exactly the way it has to be. Once the yacht is properly defined then we can search for the right yacht with the most secure feeling that it will become a success immediately.*

*But this is a challenge. It takes time, experience and wisdom. Are you sure that your visualized yacht meets your goals and the purpose why you want a Superyacht and what kind of?*

Working with us means benefiting from Personalized Attention:

- Every client's needs are unique, and we tailor our approach to meet yours.
- Comprehensive Support: We manage all aspects of the purchase process, including dealing with brokers, lawyers, financial experts, surveyors, yards, marinas, sea trial, captain, engineer and more. This allows you to focus on what matters most; choosing the perfect yacht.
- We start with an interview to define your wishes and requirements: Why buy, What purpose, What experience, Where to cruise, With whom, What age, Commercial or Private, etc? Then we talk about your visualized yacht, What style, Which model, Which Yard, Which designer, Classic/Modern, Range, Max speed, Length, Year, Budget, etc.

These all are subjects of our developed **Y E S** Methodology.



## **Your Buyers Broker is your advisor, consultant and your Superyacht guide**

WHY getting advice from Superyachts Europe as Buyers Broker advisors?

A local Broker's main objective is to sell **what he has in stock.**

The main goal of a Buyers Broker is to deliver **what you want** by searching all Brokers and Yards worldwide.

At Superyachts Europe, our mission is to ensure that you find the perfect yacht at the right price. As an independent consultancy and buyers broker, we provide personalized guidance every step of the way, from defining your ideal yacht to its final delivery. Please remind that:

**The Sellers Broker works for the Seller only, no one else.**

**The Buyers Broker works for the Buyer only, no one else.**

**The Broker working for the Seller and Buyer has a conflict of interest!**

**Superyachts Europe is a Buyers Broker.**





## What is the YES Methodology? (Yacht Europe System)

YES consists of 8 phases and contains an impressive number of very easy to answer questions, tasks, activities to be performed and decisions to be made, which are specified in checklists.

These phases are:

**Definition phase;** Clients personal desires, wishes, requirements, why buying a Superyacht, purpose, private and/or commercial usage, timeframe, where cruising, cross Atlantic or local voyages, classic or modern type of yacht, interior, size, what is the visualized yacht, budget, etc. The result is the Definition of the to be searched yacht,

**Search phase:** Usage, functions, yard, model, type, fast or semi-displacement, qualifications, technical specs, refits history, layout, prices, personal parameters, etc., DB search. The result is a Top-10 list.

**Select phase;** Analyzing Top-10, price / quality, Accommodation, Salon, Galley, Master suite, VIP rooms en-suite, Guest cabins, Crew quarters, ROI, Machinery, Navigation / Communication / Entertainment equipment, Toys & Tenders, Safety & Security, Refit history. The result is the Top-3 selected Yachts.

**Preliminary Purchase phase;** Finetuning Top-3 yachts with client, detailed yacht evaluation with Sellers Brokers, viewing the yachts on location with or without Client, Meeting the Captain, Selected yacht price negotiations and conditions start. Preparing contract.

**Contract phase;** Legal advice by Lawyers, Accountant advice on yacht's admin, Fiscal advice on registration, signing Purchase / Selling Contract, etc.

**Survey phase;** Sea trial and Survey, minor refits, negotiations on substantial defects, decision on captain and crew, decision on transport to new berth, etc.

**Delivery phase;** Payment of the yacht, official delivery by Signing Bill of Sale, registration by yacht owner, transport to new berth, etc.



## What is YES Methodology?

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### **In-Operation phase;**

Yacht management, Administration set-up, Refits during usage, charter and / or private usage, etc. The end of this phase is the final sale of the Superyacht. If the owner wants an other Superyacht the Definition Phase starts again and the circle is complete.

-/-

Even if you think you know precisely what or which yacht you want, Buyers Brokers evaluate your purpose, bucket list, requirements, wishes of your visualized yacht. And to be sure you will be showed a range of similar vessels out of their databases. There may be yachts you were unaware of.

Primarily, Selling brokers want to sell their yachts in stock, whether the yacht is the perfect fit for you or not. Your Buyers Broker speaks their yachting language and will always defend your interests.

The refit costs for substantial or hidden defects are for the Seller. Both could influence the purchase price in accordance to what is laid down in the purchase / selling contract.

During the Contract Phase our lawyers and TAX specialists assist you in choosing the right registration for your yacht in which country with Flag, Tax, VAT procedures, Crew pay rolling, Charter activities, Banking, etc. After financials have been transferred and Bill of Sale has been signed your yacht can be delivered.

Furthermore, Buyers Yacht brokers will assist with negotiations and contracts, ensuring that buyers get the best possible deal. They have experience in assessing the fair market value of yachts and can help buyers negotiate favorable terms and conditions.



## Who Needs Superyachts Europe as Consultant & Buyers Broker?

### 1. First-Time Buyers:

- Profile: Individuals or families looking to purchase their first superyacht, whether new or pre-owned. They may be unsure about the complexities of choosing a yacht that fits their needs, wishes, and lifestyle.
- Why: Navigating the world of superyachts can be overwhelming due to the vast number of options, different builders, and customization possibilities. A consultancy can help them to make informed decisions, ensuring they get the best value.

### 2. Experienced Yacht Owners:

- Profile: Individuals or companies who already own a yacht but are looking for a new one—perhaps upgrading or purchasing a different type of yacht for a new purpose.
- Why: They may want professional advice on current market conditions, trends in yacht design, and how to get the best deal, especially when trading up or changing yacht type.

### 3. Investors & High Net-Worth Individuals:

- Profile: Individuals or investment groups who see a superyacht as an investment or as part of their luxury portfolio. These buyers may not have much experience in yacht ownership but want a return on their investment through chartering or other business ventures.
- Why: A consultancy can help navigate not just the purchase process but also advise on how to structure the yacht's use for financial gain, including chartering and tax efficiency.



## Who Needs Superyachts Europe?

-2-

### 4. Corporate Buyers or Companies:

- Profile: Businesses purchasing a yacht for corporate use, whether for entertainment, brand building, or as a luxury asset.
- Why: A corporate buyer may have different considerations than a private buyer, such as specific facilities for hosting clients or ensuring it aligns with the company's branding and operational needs.

### 5. Buyers Looking for Bespoke or Custom Yachts:

- Profile: Clients who want a completely customized or bespoke yacht built to their exact specifications.
- Why: They would need expertise in design, construction timelines, budget management, and quality control throughout the building process. Superyachts Europe would help ensure the final product is up to their expectations and aligned with their vision.

### 6. Clients Interested in Pre-owned Yachts:

- Profile: Individuals or companies looking to purchase a pre-owned superyacht. This group may require additional advice on inspections, surveys, and potential issues with second-hand vessels.
- Why: Purchasing a second-hand yacht comes with a variety of risks, including potential hidden defects. Superyachts Europe can help mitigate those risks by providing a thorough inspection and market advice.



## When Do You Need Superyachts Europe?

### 1. Early Stage of the Buying Process:

- **When:** Right when you're considering purchasing a superyacht, whether it's your first yacht or a replacement. This is the stage where you define your needs, budget, timescale and preferences.
- **Why:** Superyachts Europe can help you determine what you truly need from the yacht, such as size, style, features, quality, model, type, yard, extra's (f.i. swimming Pool, Heli platform, etc.) and additional services. This helps refine the search and avoid wasting time on yachts that don't meet your requirements.

### 2 Market Search & Selection:

- **When:** After you've defined your preferences, but before you start actively searching for yachts.
- **Why:** At this point, a consultancy can help with market analysis, ensuring you're looking at yachts that are a good fit, whether they are pre-owned or new builds. This stage can be complex, with many variables involved in yacht selection.

### 3 Price Negotiation and Purchase:

- **When:** When you've found a yacht that fits your needs and are ready to begin negotiations and the purchase process.
- **Why:** The consultancy can guide you through the often complex negotiation process, ensuring you get the best price and terms possible. They also help navigate contracts, financing options, and other legal, fiscal considerations.



## When Do You Need Superyachts Europe?

-2-

### 4 Pre-Delivery and Inspection:

- When: Before finalizing the purchase and receiving delivery of the yacht.
- Why: Superyachts Europe will assist with ensuring that all aspects of the yacht are in order and meet your standards, arranging for surveys, inspections, and confirming that everything is as agreed before final payment.

### 5 Custom Build or Renovation:

- When: If you're commissioning a new build or major renovation of a yacht.
- Why: During the construction phase, Superyachts Europe will manage timelines, quality control, and any changes needed to ensure the yacht is built to specifications. They'll also act as your liaison with the shipyard, ensuring your vision becomes reality.

### 6 Post-Purchase and After-Sales Support:

- When: After the yacht has been purchased and delivered, or after significant renovation work has been completed.
- Why: Superyachts Europe can assist with ongoing maintenance, crew management, and operational support. They can also advise on chartering your yacht, resale, or any further adjustments you might want to make.

In summary, **Superyachts Europe** is most needed **when clients are serious about purchasing a superyacht**—from the early stages of defining what they need to after-sales support, whether it's for a new build or a pre-owned yacht. Their services are crucial at every stage to ensure the process is smooth, informed, and results in a purchase that aligns with the buyer's goals.



## **What we look for in a multi-million € yacht that most buyers overlook**

Buying a multi million yacht isn't about just acquiring a floating palace; it's about investing wisely in a lifestyle. Our job is to see what's under the surface, so we don't get sunk by what we didn't know to look for.

### **1. Beyond the Wow Factor**

- Most buyers are drawn to the aesthetics—sleek lines, luxurious interiors, designer names.
- What we look for: build quality, hull design, and seaworthiness.

### **2. Engineering > Instagram**

- Buyers often prioritize pool placement or fancy lighting.
- We focus on the engine room layout, noise/vibration insulation, redundancy systems, and ease of maintenance.

### **3. Crew Comfort and Workflow**

- New owners rarely think about crew quarters or galley flow.
- As advisors, we understand happy, well-rested crew = a better yachting experience.

### **4. Long-Term Ownership Costs**

- Buyers might be fixated on upfront price.
- We dig into fuel efficiency, maintenance accessibility, spare part availability, and service networks.

### **5. Resale and Charter Potential**

- Clients dream about ownership, not the day they sell.
- We advise on layout flexibility, class compliance, and brand reputation in the resale/charter market.



## What we look for in a multi-million € yacht that most buyers overlook -2-

### 6. Customization That Adds Value (Not Headaches)

- Most buyers want personalization but may exaggerate.
- We guide them toward smart modifications that enhance enjoyment and protect ROI.



Pershing 8X  
26m



Our **10 post ideas** for a **Yacht Buyer**, inspired by the style of industry experts like

Bob Schutte:

**1. The Hidden Costs of Buying a Yacht**

*"Think you've found the perfect yacht? Before you sign, let's talk about the hidden costs—maintenance, crew, insurance, and resale value. A second opinion could save you thousands."*

**2. Why a Second Opinion Matters in Yacht Buying**

*"Your broker has presented options, but are they truly the best for you? As an independent advisor, I help buyers validate choices, uncover better deals, and avoid costly mistakes."*

**3. Negotiation Secrets: How to Get the Best Deal on a Yacht**

*"Yacht prices aren't set in stone. Knowing the right negotiation tactics can mean the difference between overpaying and securing a dream yacht at the best price. Let's talk strategy."*

**4. The Yacht Market Is Changing—Are You Buying Smart?**

*"Market trends shift, and what was a great deal last year might not be today. I help buyers navigate the latest pricing, availability, and investment opportunities in the yacht world."*

**5. Your Broker Works for You—But Who's Double-Checking the Deal?**

*"A yacht purchase is a major investment. Before you commit, let's review the details together. A second opinion ensures you're making the right choice with confidence."*

**6. Luxury vs. Practicality: Finding the Right Yacht for Your Lifestyle** *"A yacht isn't just about luxury—it's about how it fits your lifestyle. Whether you plan to cruise, charter, or live aboard, I help buyers find the perfect match."*

**7. Avoiding Common Pitfalls in Yacht Purchases**

*"From misleading listings to unexpected maintenance nightmares, yacht buyers face risks. My job? To make sure you avoid them and secure a yacht that truly meets your expectations."*

**8. Pre-Owned vs. New Build: Which Yacht Is Right for You?**

*"Should you buy a pre-owned yacht or commission a new build? Each has advantages, but the right choice depends on your goals. Let's explore what works best for you."*

**9. The Power of an Unbiased Yacht Advisor**

*"Unlike brokers, I don't push specific listings—I focus on what's best for YOU. My role is to ensure you get the right yacht, at the right price, with zero regrets."*

**10. Your Dream Yacht Is Out There—Let's Make Sure It's the Right One**

*"Buying a yacht should be exciting, not stressful. With expert guidance and a second opinion, you can move forward with confidence, knowing you've made the best possible choice."*



# The Benefits of being your Buyers Broker following our Y E S Methodology

## 1/ Definition Phase

We work for you, not the seller

What is the purpose of your yacht; usage, private, commercial

What kind of lifestyle are you looking for

What is your bucket list

Questions about your visualized yacht, length, model, year

Preferences of the interior; style, classic, modern, nr. of suites

Preferences of your guests, family

Special requirements and wishes

What is your Cruising area

The budget

We define your visualized yacht

## 2/ Search Phase

We do the (re)search for you

Searching in Databases based on  
40 parameters

We analyse quality, condition versus prices

We save you time

Resulting in max of TOP 10 selected yachts



Feadship Hampshire \* 66m



## The Benefits of being your Buyers Broker following our Y E S Methodology -2-

### **3/ Select Phase**

Selection based on 20 parameters

Finetuning and evaluation

Analysing the value of the yachts

We will provide you a virtual showing, video, pictures, brochures

If required we preview the selected yachts for you

We analyse the Definition report complying the selected yachts

Resulting in TOP 3 yachts

### **4/ Purchase Preparation Phase**

3 yachts viewing on location in mostly different countries

Meetings with Sellers Broker, Captain, engineer

We receive better qualified information from Sellers Broker than you

Because they are more interested selling their yachts in stock

Detailed check on refit lists

Selection of final yacht

We negotiate price and conditions for you to achieve best possible

We offer Finance

We offer berths

We prepare the Purchase / Selling Contract



## The Benefits of being your Buyers Broker following our Y E S Methodology -3-

### **5/ Contract Phase**

We assist in fiscal advise; Check on fiscal aspects and country

VAT, private or commercial registration

We assist in finding the best finance

We assist in finding the right insurance

Check on yacht admin, ownership, crew payments

Check on outstanding amounts

Check on international mortgages and loans

Check on Sellers Broker following correctly the contract

Signing the Contract

Set up surety procedures

10% Surety to our 100% save escrow account

### **6/ Survey Phase**

We'll find the best marine Surveyors

We arrange the Sea trial and Survey

We make appointment with a Marina for Survey, Lifting the yacht

Cleaning Hull possibility

We could arrange divers to inspect hull

Check Survey report



## The Benefits of being your Buyers Broker following our Y E S Methodology

-4-

### **Survey Phase continue**

Negotiations on substantial defects

Minor refits to be done immediately

Decision on captain and crew

Decision on insurance and transport to new berth

### **7/ Delivery Phase**

Final costs and full payment by Client

Official delivery by signing Bill of Sale

Registration of yacht by Client

De-register the yacht with previous owner

Yacht Management by Client;

Instalment Captain and crew

Transport to new berth of Client

### **8/ In-Operation phase**

Yacht management, Administration set-up, Refits during usage, charter and / or private usage, etc. The end of this phase is the final sale of the Superyacht. If the owner wants an other Superyacht the Definition Phase starts again and the circle is complete.

Superyachts Europe are experienced yacht owners, consultants, brokers and within our group related to yards, marinas, professional captains, crew agencies, surveyors, constructors, craftsmen, fiscal experts, accountants, lawyers and family offices.

We make sure, that not only you are comfortable and satisfied, but beyond this, that the purchase and ownership of a Superyacht becomes a super experience.



Superyachts are increasingly being used for **Business Ventures**

beyond just personal or leisure purposes. These luxurious vessels offer unique opportunities for hosting high-profile events, building relationships, and engaging in business deals.

Here are some key business ventures or opportunities typically conducted aboard a superyacht, particularly when huge contracts or NPRM (Non-Procurement/Procurement Related Management) contracts are signed after a marketing stay-on-board event:

## 1. Corporate Retreats and Executive Meetings

**Purpose:** Companies often use superyachts for **executive retreats, board meetings, or strategic planning sessions**. The privacy and luxury of a superyacht provide the perfect environment for deep discussions, brainstorming sessions, and high-level decision-making, away from the distractions of an office setting.

**Marketing Stay-on-Board Event:** During such events, company executives or stakeholders might stay on the yacht for a few days, with activities focused on team building, networking, and decision-making.

**Contract Signing:** These events could lead to signing **NPRM contracts** for partnerships, business collaborations, or **long-term service agreements**. Contracts for future collaborations, investment deals, or even joint ventures may be finalized during the retreat.

## 2. Product Launches and Brand Activations

**Purpose:** Superyachts are ideal venues for hosting exclusive product launches, **brand activations**, or luxury marketing events. These events attract influential clients, industry leaders, and media personalities. Luxury brands (automotive, fashion, tech, etc.) often use superyachts as a platform to showcase their latest offerings in a setting that reflects their premium image.

**Marketing Stay-on-Board Event:** These events may involve a stay-on-board experience, where key clients, media, and influencers are flown in to experience the product first-hand. The yacht is fully branded and styled to align with the product's identity.



## Business Ventures 2

### 3. Exclusive Networking Events

**Purpose:** Superyachts offer a highly private, intimate setting for high-net-worth individuals (HNWIs) and decision-makers to network, discuss business opportunities, or form partnerships. Exclusive networking events are often organized for entrepreneurs, investors, and industry leaders to meet in a more personal, relaxed environment.

**Marketing Stay-on-Board Event:** The yacht serves as a venue for informal yet high-stakes discussions. Guests are invited for a multi-day stay, combining leisure with serious business discussions.

**Contract Signing:** Business deals, mergers, or investment rounds are often concluded during or after such events. For example, venture capitalists may sign investment contracts with startups, or HNWIs may secure joint ventures with corporations they meet at these events.

### 4. Charter & Yacht Investment Deals

**Purpose:** Superyachts can also serve as investment vehicles for charter businesses. Wealthy individuals or companies may be looking to invest in yachts for charter services, generating revenue through luxury charters to other wealthy clients.

**Marketing Stay-on-Board Event:** Potential investors or charter clients are often invited to experience a yacht firsthand during a stay-on-board event to gauge its value and luxury. This experience helps them assess the yacht's potential for business use.

**Contract Signing:** After such a marketing event, significant contracts may be signed for charter agreements, sales and purchase contracts, or even exclusive charter rights where the yacht is marketed by a leading charter company.



## Business Ventures 3

### 5. Luxury Real Estate Showcases

**Purpose:** Some superyachts are used to showcase **luxury real estate** opportunities. Wealthy individuals often seek unique and luxurious real estate, and a superyacht can serve as a perfect setting for exclusive previews or showings of luxury properties, especially when these properties are located near the coast.

**Marketing Stay-on-Board Event:** Real estate agents or developers may host potential buyers on the yacht for an immersive experience, showcasing both the yacht and the nearby luxury estates, villas, or islands.

**Contract Signing:** Post-event, real estate transactions, land purchases, or **property management contracts** are frequently signed, where buyers decide to invest in waterfront properties or yachts.

### 6. High-End Charitable Fundraisers and Auctions

**Purpose:** Superyachts are often used for exclusive **charity events**, including fundraisers, auctions, and galas. These events bring together wealthy individuals and organizations looking to contribute to causes or receive tax benefits from their charitable giving.

**Marketing Stay-on-Board Event:** Benefactors, sponsors, and guests may stay on board the yacht for a few days while attending exclusive galas or auctions organized to raise funds for charitable causes.

**Contract Signing:** Post-event, **donation agreements, corporate sponsorship deals, or philanthropic partnerships** may be established. The event might also lead to long-term commitments to various **charity projects**.



## Business Ventures 4

### 7. Luxury Travel and Concierge Service Partnerships

**Purpose:** Superyachts provide a unique environment to forge partnerships with luxury travel agencies, concierge services, and high-end service providers who specialize in bespoke travel experiences.

**Marketing Stay-on-Board Event:** Travel industry professionals, influencers, or high-end clients are invited on board to experience the level of service and luxury that the yacht offers. This could involve organizing a tailored travel experience, including gourmet dining, entertainment, and excursions.

**Contract Signing:** Following the event, agreements might be signed for **luxury travel packages, exclusive concierge services, or long-term collaborations** between yacht owners and travel agencies.

### 8. Media and Entertainment Contracts

**Purpose:** Superyachts can be used as sets for **films, advertisements, or photo shoots**. Entertainment companies often seek the unique backdrop a yacht offers to film scenes or produce content for high-budget productions.

**Marketing Stay-on-Board Event:** Media professionals, actors, and directors may stay on board while the yacht is used for filming. This could include **exclusive behind-the-scenes events** for potential sponsors or media buyers.

**Contract Signing:** After such a marketing event, production companies, sponsors, or media networks may sign **distribution agreements, licensing contracts, or endorsement deals**.



## Business Ventures 5

### Conclusion

Superyachts provide a luxurious and private environment for **many business ventures**, particularly where high-value contracts, partnerships, and deals are involved. Whether for **corporate retreats, product launches, investment opportunities, or luxury real estate showcases**, these events offer the perfect setting for signing significant **NPRM contracts** and finalizing high-profile deals.

If you would like more information, or if you would like to discuss your items with us, we would appreciate it if you call us, send a message via Contact, or write an email.



M/Y Dynasty 100m in Malaga



## CONTACT

### Bob Schutte

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Bob is a highly experienced Superyacht Consultant and Broker with extensive knowledge in Yachting, Yacht Purchase and Sales.

Background as Board Advisor, General Manager, Business Strategist, Senior Business Negotiator in a global environment.

Languages: Dutch, English, German and Spanish.



Since his youth he sailed on Dutch lakes, later The North Sea, Channel Islands and cruised on the West Mediterranean over 10.000 miles. With over 40 years of yachting experience Bob has an in-depth knowledge of yachts.

### Bob:

**If you have a topic that you would like to discuss with me, CALL me for a free first consultation of 30 minutes.**

I am pleased to invite you to contact me personally.



BUYERS BROKER  
CONSULTANCY • ADVICE • GUIDANCE  
YES METHODOLOGY

### SUPERYACHTS EUROPE

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**YES** Methodology  
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