

# THE SALE OF YOUR BOAT THROUGH BERTHON ESSENTIAL

Below is the Berthon Essential process for the sale of your boat:

## 1. Signed listing agreement.

We will talk through the title, registration, RCD/RCR and tax issues relating to your boat and deal with any omissions at once. At this time, we will also deal with KYC (Know Your Client) so that we have all the information that we need about you to enable us to act on your behalf.

## 2. Boat particulars.

We place emphasis on the preparation of thorough, accurate and attractive boat particulars and will work with you to achieve this. Once signed off by you, the sales process starts...

- Good photography of your boat is also an important part of our offering. You will be asked to approve the boat particulars, before we go live.
- Our in-house CRM system will match all the boat buyers that we are in touch with, with your boat and they will receive full particulars.
- She will be entered on the Berthon Essential website, Yacht World, The Yacht Market, Rightboat, Bocket.se and Finn.no websites and a number of others. These sites are updated daily, so her details are always correct. If appropriate, she may also appear on our website in the USA - <http://www.berthonusa.com>.

At our Lymington HQ, we are open 7 days a week and always have a selection of boats available to view.

## Berthon also runs promotions through the year:

1. **The Berthon Book.** A lifestyle magazine which is available digitally, with hard copy available on request.
2. **Berthon Market Report.** This is a soft and hard copy document that is produced annually at Easter, reporting on the state of the market internationally.
3. **Berthon E-news/Blog.** This is an email-circulated monthly and is a précis of events and happenings at Berthon.
4. **The Berthon Podcast.** Sharing insights into the yacht market, the Berthon fleet, yachting interviews, and the latest developments in design, cruising and racing.
5. **Market Insights.** A monthly update from the Berthon team, giving our take on the international market.

All of our publications may be downloaded from the Berthon International website, which also offers general access to information about all the brokerage boats that we have for sale. The website is updated and optimised on a monthly basis.

## About our offices:

**Berthon UK**, our HQ – we always have a selection of boats for viewing on our ‘land marina’ of 3 custom built gantries, each of around 220’ and of varying heights to suit all our listings. We have an experienced selling team and support staff, and sell new Solaris Yachts, Solaris Power yachts, Iguana amphibious craft and Pegasus Yachts. We are acknowledged experts for the sale of pre-owned Discoverys, FPB (Functional Power Boats), Moody, Nautor Swan, Solaris and Windy boats, as well as being exclusive Brokers for the World Cruising Club. Berthon UK offers a full Yard and Refit service and Berthon Marina has 250 deep-water berths.

**Berthon Scandinavia** – the office is located on the Island of Orust and run by Magnus Kullberg and Fredrik Sundberg, respected local brokers with solid experience in the sale of high-quality cruising boats in Scandinavia and internationally. Berthon Scandinavia is the agent for Solaris Yachts in Sweden and has access to effective service and refit capacities.

**Berthon Spain** – located at the heart of the Mediterranean yachting scene in Palma de Mallorca, Berthon Spain provide a comprehensive service in this fabulous sailing location. The sales team, headed by Tim Carbury, consists of Simon Turner, Henk Sijbranda, and Nathalie Miquel-Elcano. They have extensive local experience in the Balearics, the Mediterranean and beyond. As well as boat brokerage, experienced yachtsman and ex-yacht captain Andrew Fairbrass runs our excellent service and refit team, offering full guardiennage packages, in-house engineering, electronics, fabrication, plumbing and rig-support. We also offer under cover storage in our inland service facility at the centre of the Island. Head office is located in the heart of Palma’s yachting scene at STP.

**Berthon USA** – the office is in a centre of yachting on the East Coast of the USA at Newport Rhode Island. Alan Baines, Jennifer Stewart, Peter and Jeanie Houghton, Jonathan Banks and Bill Rudkin bring a wealth of knowledge of the market and years of brokerage experience. In the USA we are agents for Moody, Solaris, Rustler Yachts and Sealine Yachts.

**Berthon Italy** - With the help of our partners Filippo Martini and Gianfranco Cantarella, we have established a strong footprint in the Italian market. Their deep experience and understanding of the local market and the intricacies of Italy's brokerage process are invaluable, and they excel at helping clients navigate the Italian buying process with confidence and clarity.

Whichever office you are coordinating with, we will keep you in touch with the market, values and the presentation of your boat. The market changes all the time so you need to know this.

Once we have found a buyer, we conduct the sale on your behalf. We are members of the YBDSA (Yacht Brokers, Designers & Surveyors Association) and MYBA (The Worldwide Yachting Association, formerly the Mediterranean Yacht Brokers Association). Our American brokers hold Florida Yacht Broker Licenses and are members of YBAA, Sail Newport, US Sailing, New York Yacht Club, Conanicut Yacht Club and Rhode Island Marine Trades Association. Hill Dickinson in London has drafted all Berthon documentation for us.

#### **The process works this way:**

1. We will complete the necessary KYC with the purchaser to enable us to manage the sale.
2. The Sale & Purchase Agreement is drawn up and then signed by yourself and the purchaser. When we receive the deposit as stakeholders we exchange.
3. The boat is then under offer to the purchaser.
4. The deposit may be returned to the purchaser if the boat is not satisfactory to him after survey/sea trial.
5. All costs relating to the survey are for the purchaser, the boat is sea trialed at your cost and under your insurance and control.
6. After survey the purchaser may ask to negotiate if defects are revealed. It is up to you whether you wish to do so, but if a meeting of minds is not found, the sale will be void and the deposit returned less any unpaid survey costs – if any.
7. Once the purchaser accepts the boat following the survey and sea trial, we ask them to sign an Acceptance Notice. Once he has done this, if he fails to complete, the deposit is retained and split between the seller and Berthon.
8. At acceptance, we will ask you to sign a Bill of Sale and produce all the original documentation details listed in the Sale and Purchase Agreement; and we will handle the transfer of clear title, running title checks, as well as settling any outstanding yard accounts or mortgages direct.

You will see that you have the option of entering into a Central Listing arrangement with Berthon. This is our preferred route. Central Listings receive priority treatment as we control all aspects of the marketing. We are delighted to work on an Open Listing arrangement but by the nature of the contract we cannot exercise the same level of control over the marketing or guarantee the same level of services that a central listing provides.

At Berthon, our aim is to find a purchaser for your boat promptly at market value. We work for you, using our unrivalled experience within the brokerage market.