

THE SALE OF YOUR YACHT

Below is the Berthon process for the sale of your yacht:

1. Signed listing agreement.

We will talk through the title, registration, RCD/RCR and tax issues relating to your yacht 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. Yacht particulars.

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

- Good photography and video of your yacht are also an important part of our offering. We employ full time photographers and videographers in the UK and Spain to assist with this process, who support all our offices with digital editing, and you will be asked to approve the finished video, as well as the yacht particulars, before we go live.
- Our inhouse CRM system will match all the yacht buyers that we are in touch with, with your yacht and they will receive full particulars.
- The details (in the case of central listings) will be circulated to our international network of co-operating brokerage houses. Any changes to her status will be advised to them, so it is important that you let us know if anything changes.
- She will be entered on the Berthon, YATCO, Yacht World, The Yacht Market, Rightboat, Blocket.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>.
- She will be advertised in the international yachting press, in the mediums best suited to her market segment.
- Social media is an important way of marketing your yacht. Her video will be placed on our YouTube channel and she will be showcased on Facebook, Instagram, Twitter and LinkedIn.

Berthon participate in key industry boat shows, such as boot Düsseldorf in (Germany), the Palma International Boat Show (Spain), Öppet Varv (Sweden), the Cannes Yachting Festival (France) and the Annapolis Sailboat shows (East Coast USA).

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

Berthon also runs promotions through the year:

1. **The Berthon Book.** A lifestyle magazine that also features the yachts that we have for sale 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 and also of the featured listings that we have for sale.
4. **Berthon Winter Collection.** A digital offering showcasing a range of international listings currently available for sale, as well as other motor yachts, sailing yachts, and performance yachts.
5. **The Berthon Podcast.** Sharing insights into the yacht market , the Berthon fleet, yachting interviews, and the latest developments in design, cruising and racing.
6. **Market Insights.** A monthly update from the Berthon team, giving our take on the international market.

All of our publications may be downloaded from our website, which also offers general access to information about all the

brokerage yachts that we have for sale. The website is updated and optimised on a monthly basis.

Berthon advertises widely in the international yachting press including Boat International, Yachting World, Motor Boat & Yachting, Seahorse and various other publications relevant to our overseas offices.

About our offices:

Berthon UK, our HQ – we always have a selection of yachts 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 yachts 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 yacht 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 yacht 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 yacht. 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 and then signed by yourself and the purchaser. When we receive the deposit as stakeholders we exchange.

3. The yacht is then under offer to the purchaser.
4. The deposit may be returned to the purchaser if the yacht is not satisfactory to him after survey/sea trial.
5. All costs relating to the survey are for the purchaser, the yacht 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 yacht 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 yacht promptly at market value. We work for you, using our unrivalled experience within the brokerage market.