

## 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 and tax issues relating to your yacht and deal with any omissions at once.
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 –
  - a) details of your yacht will be circulated to those applicants on our database who's requirements she matches.
  - b) 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.
  - c) she will be entered on the IYC, YachtWorld, The YachtMarket, YBW.com and Rightboat websites and a number of others. These sites are updated daily, so her details are always correct.
  - d) she will be advertised in the international yachting press, in the mediums best suited to her market segment.

Berthon is represented at London, Southampton, Dusseldorf, Cannes, Newport, Annapolis and Paris Boat Shows. In addition we host our own brokerage show – the Berthon International Collection, an annual event originally started in 1995 which runs concurrent with the Southampton Boat Show each September. We also attend annual brokerage shows at Antibes and Newport Rhode Island. These events are specifically targeted to market our brokerage listings.

Berthon also runs promotions through the year:-

1. **Berthon Lifestyle Magazine.** This is mailed out annually to our client base, and with it goes a full colour promotional Collection catalogue featuring all Collection entrants.
2. **Berthon Market Report.** This is a soft copy document that is produced annually at Easter, reporting on the state of the market.
3. **Berthon Enews.** This is a email-circulated monthly and is a précis of events at Berthon.
4. **Berthon Winter Collection.** A collection of yachts for sale at Berthon, that is reprinted in the February issue of YachtingWorld, supporting the Dusseldorf Boat Show.

All of these can 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, Yachting Monthly and various lifestyle publications as appropriate.

## About our offices:-

Berthon UK – our HQ – open 7 days a week and on average 100 yachts for sale on site either afloat or on our 'land marina' of 3 custom built gantries, each of around 220' and of varying heights to suit all our listings. It is also home to Berthon Boat Company and Lymington Marina, our sister companies. We have an experienced selling team and support staff, and where we also sell new Windy Boats of Norway, and act for Baltic Yachts, Dashew Offshore in the sale of the FPB64 project, and are preferred brokers for Discovery Yachts with whom we work closely, as well as exclusive brokers for the World Cruising Club and the Ocean Cruising Club.

Berthon France – in Golfe Juan in the yachting centre of the Cote d'Azur. We offer a professional brokerage service and have excellent local knowledge enabling you to get the best out of this area. The office is headed up by Bruno Kairet and our broker Pierre Vignes will be delighted to help you. In France we also distribute Windy Boats of Norway.

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 and Randy Altemus, bring a wealth of knowledge of the market and years of brokerage experience. Jennifer was the Nautor Swan agent in the USA for over 12 years. In the USA we distribute Najad and Rustler yachts.

Whichever office you are co-ordinating 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 (Mediterranean Yacht Brokers Association). All Berthon documentation has been drafted for us by Hill Dickinson in London. The process works this way:-

1. The Sale & Purchase Agreement is drawn and signed by yourself and the purchaser. When we receive the deposit as stakeholders we exchange.
2. The yacht is then under offer to the purchaser.
3. The deposit may be returned to the purchaser if the yacht is not satisfactory to him after survey/sea trial.
4. All costs relating to the survey are for the purchaser, the yacht is sea-trialed at your cost and under your insurance and control.
5. 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.
6. Once the purchaser accepts the yacht following survey and sea trial we ask him to sign an Acceptance Notice. Once he has done this, his deposit becomes part payment for the yacht. If he fails to complete the deposit is retained and split 50/50 between you and Berthon.
7. After 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.

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.