



**Once you've made the decision to sell your yacht, we understand that you don't want to spend months waiting for a buyer to come along.**

Time spent waiting for a return on your yacht can equal opportunities missed, life on hold. The good news is we get results. Fast. Of the boats Princess Brokerage International brought to market and sold in the last year, we achieved an average of just 93 days to conclude the sale. With the market average being around 11 months, that is unprecedented speed.

These outstanding results are down to our vast database of Princess owners and buyers plus global reach through our Princess dealer network. Utilising a range of innovative and pro-active marketing strategies, your boat gets maximum exposure worldwide.

Our experienced team provide an easy and comprehensive brokerage service that will get you a strong return for minimal effort. Life may be short, but our results are swift.



SELL YOUR YACHT  
WITH ONE OF THE  
MOST RESPECTED  
NAMES IN YACHTING.

# YOUR EXPERT PARTNER

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**When you choose to list your yacht through Princess Brokerage International you will be joining one of the fastest growing and most respected yacht brokers in the industry.**

Our 50 year association with Princess, one of the world's most prestigious yacht brands, means we have the knowledge and industry experience to offer a firm guiding hand in this complex selling process.

- Vast database of Princess owners and buyers
- Global Princess dealer network
- Constant investment in innovative and pro-active marketing strategy
- Highly experienced team
- Competitive commission rates
- More than 40 service engineers ready to support
- Part-exchange of your buyer's yacht\*
- Market leading Princess Approved warranty to increase appeal of your yacht\*

\*Subject to approval



**Of yachts listed and sold in 2016, the average time taken to conclude was just 93 days**





Princess Brokerage  
International is present in  
6 countries in 19 locations  
throughout Europe

# FACE TO FACE

**Our extensive network of broker partners means we have a ready database of known yacht buyers, and the expertise on the ground to help smooth the sale.**

Every year, Princess exhibits at some of the biggest yachting festivals around the world meeting face to face with would be yacht buyers and enthusiasts. As an intrinsic part of the Princess display, your listing will be seen by the many thousands of visitors who flock to see Princess.

Visitors who have come specifically to find a yacht, and who will welcome a personal consultation with our Brokerage experts.

London  
Boat  
Show

**boot**  
Düsseldorf

YACHTING  
FESTIVAL  
CANNES

SOUTHAMPTON  
BOAT SHOW

34<sup>th</sup> edition  
**BOATSHOW  
PALMA**

CHINA  
BOAT  
SHOW 2017



# IN PRINT



**Depending on the size and location of your yacht, we will use our industry knowledge to hand-pick those titles we know appeal to this unique target audience.**

Boat International, Superyacht World and Motorboat and Yachting alone are read by more than 90,000 people per month worldwide, and that excludes the additional readership generated through their regular online, email and social media channels. Your yacht will also be featured within the pages of our own printed publications. These are sent directly to a targeted database of potential buyers.

They are also distributed at boat shows and other events, as well as through our retail and dealer network. All of which means that your boat will be seen extensively until the moment we find you a buyer.



**BOAT** International **MOTORBOAT** SuperyachtWorld

WWW.PRINCESS.CO.UK

# READ BY MORE THAN 90,000 PER MONTH, WORLDWIDE





— —  
Your yacht will be  
accessible by more than  
3.5 million enthusiasts  
browsing online for new  
and used yachts  
— —

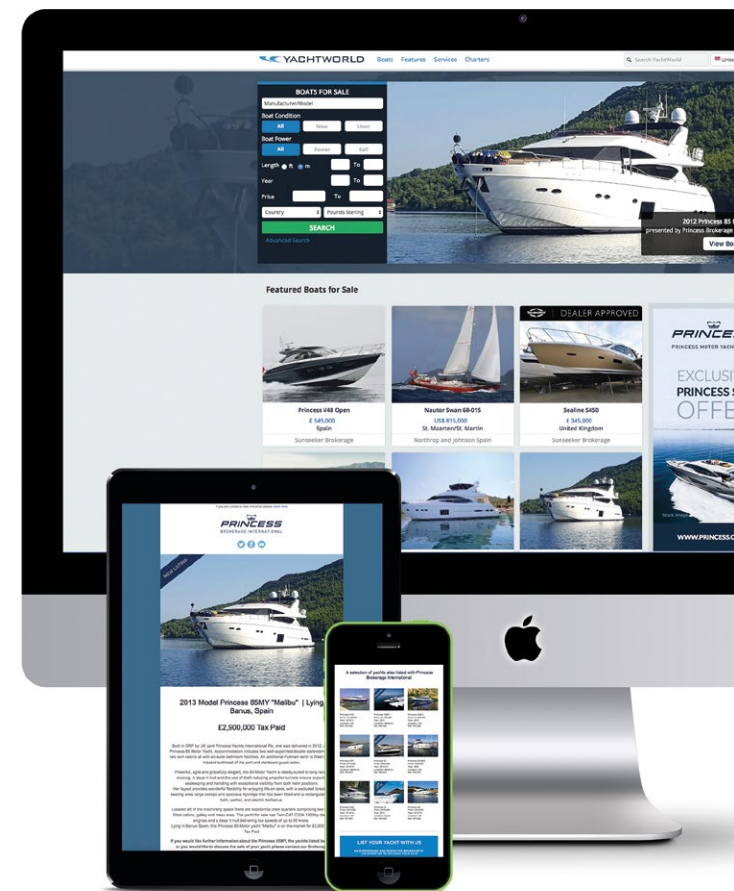


# ONLINE

Our reach is further widened through  
extensive online media.

As well as broadcasting via our own database of buyers, social media and website channels, your yacht will be accessible worldwide, by more than 3.5 million enthusiasts monthly, browsing online through known and respected web portals - specialist yachting sites such as Yachtworld, Boatshop 24, Rightboat, YBW and Yachtmarket.

We don't just leave it at online listings. Your yacht will receive enhanced coverage through banner advertising, featured boat listings and solus emails to those we know are most likely to buy.





# PROFESSIONAL PRESENTATION

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**Nowadays yacht buyers expect to see good imagery, especially online.**

To help make your yacht stand out from the crowd, we will create an attractive suite of marketing brochures, presentations and detailed specifications. We will advise on how you can present your yacht.

We can even offer additional professional photography, video and 3d tours that help bring it to life and most importantly, increase your chances of making a sale!



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**66% of all social media posts include images. More than half of all internet users have posted original video content or reposted visual content**

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# READY TO SELL YOUR YACHT? LOOK NO FURTHER.

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**Thank you most sincerely, for bringing the sale to a successful conclusion so swiftly – a lot quicker than we originally had in mind. Great service.**

- Former Princess 72 owner



Expert technical support from fully qualified, Princess trained technicians



A central agency for over 90 brokerage yachts offering immediate delivery



Largest selection of pre-owned Princess Motor Yachts for sale anywhere in the world



Specialists in international delivery and sourcing of yacht taxation advice





If you are considering selling your yacht,  
contact us now for a no-obligation valuation.

**Tel: +44 (0)1489 557755**  
**Email: [brokerage@princess.co.uk](mailto:brokerage@princess.co.uk)**

