

LOOKING TO SELL
YOUR YACHT?



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 missed opportunities and life on hold. The good news is we get quick results. 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 a 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 achieve you a strong return for minimal effort. Life can be fast paced and so are our results.



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

OUR 5 POINT PROMISE



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.

If you're selling your yacht, whatever the brand, we'll ensure it gains maximum marketing exposure across the globe.

We can offer the most comprehensive list of benefits to help find a buyer as quickly as possible.

Fastest to sell

Of the boats we brought to market and sold in 2017, it took an average of 93 days to conclude the sale – around 40% quicker than most other brokers.*

Part-exchange pledge

We can help speed up the sale through our offer to underwrite a part-exchange against any brokerage yacht.

Princess Approved warranty

A version of our unique Princess Approved Warranty is available for yachts under 7 years of age – subject to negotiation and survey.

Inclusive technical handover

At no additional cost, regardless of where your yacht is located, we can provide your buyer with a comprehensive technical introduction to their new purchase.

Trusted and transparent

Brokerage transactions are governed by the high standards set by ABYA and MYBA.



Of yachts listed and sold last year, the average time taken to conclude was just 93 days.



Princess Brokerage
International is present in
5 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.

Our brokerage experts welcome visitors who are specifically looking to purchase a yacht, by offering them a personal consultation.

boot
Düsseldorf

**YACHTING
FESTIVAL**
CANNES

**SOUTHAMPTON
BOAT SHOW**

Boat Show
Palma

**ONR AVRASYA
BOAT SHOW**

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 her 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.



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





BOAT
International

MOTORBOAT

SuperYachtWorld

WWW.PRINCESS.CO.UK

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



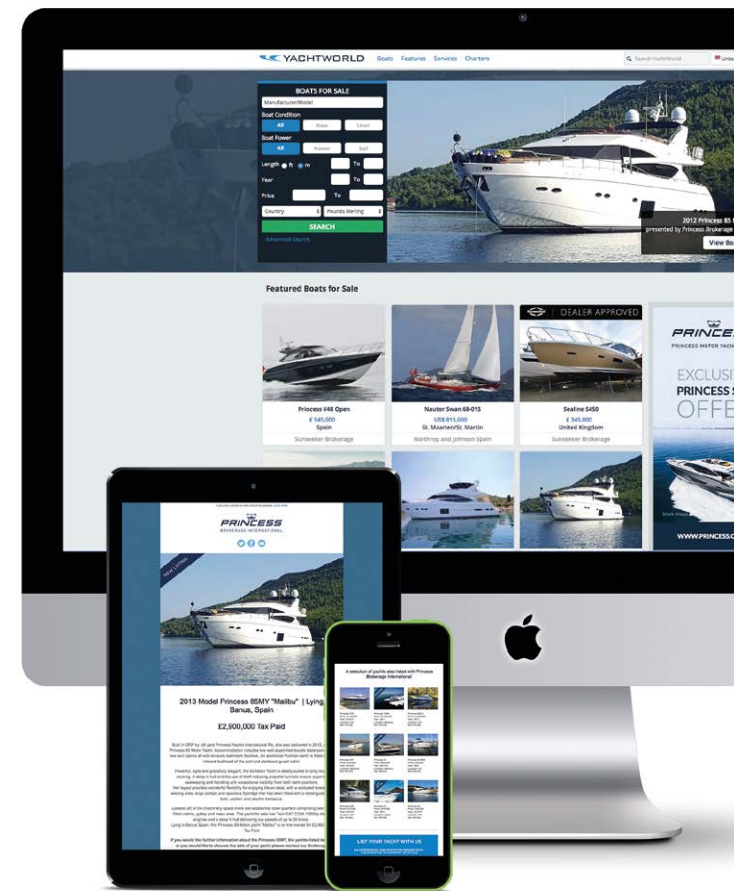
ONLINE



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 monthly enthusiasts. Browsing online through known and respected web portals including specialist yachting sites such as Yachtworld, Boatshop 24, Rightboat, YBW and The Yachtmarket.

We enhance our online listings, so your yacht will also receive coverage through banner advertising, featured boat listings and targeted email campaigns to an audience we know are most likely to buy.



PROFESSIONAL PRESENTATION



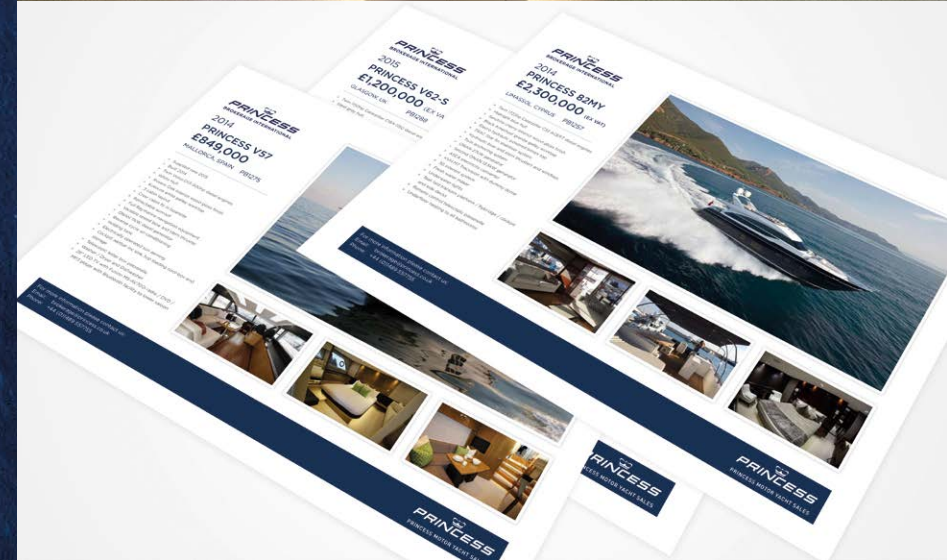
Nowadays yacht buyers expect to see good imagery, especially online.

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 best present your yacht.

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



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



READY TO SELL YOUR YACHT? LOOK NO FURTHER.

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

WWW.PRINCESS.CO.UK

“

**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

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