

LOOKING TO SELL YOUR YACHT?





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

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 that we get quick results. In 2018, Princess Brokerage International was more than twice as fast as our competition in selling the yachts we brought to market. When it comes to Princess, we are also the most respected of brokers. Of all the Princess yachts sold in Europe during the same year, we brokered more than 20%. More than any single competitor.

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.

## OUR 5 POINT PROMISE

At Princess Brokerage International, our priority is to achieve a timely sale with maximum return.

With 50 years' experience, over 110 yachting professionals and 20 European locations we mean business when it comes to selling your yacht.

We have the knowledge, network and expertise to sell your yacht - faster, more effectively with total dedication.





## OUR 5 POINT PROMISE

### 1 APPROVED PRINCESS BROKER

In 2018, we were more than twice as fast to sell as the competition on the market, with sales of over 20% of all Princess yachts sold in Europe that year. We also brokered 4 times more Princess yachts than our closest competitor, making us the preferred broker for the Princess brand.\*

### 4 INCLUSIVE TECHNICAL ORIENTATION

At no additional cost, regardless of where your yacht is located, we offer a Comprehensive Technical Introduction to your new purchase.

### 2 PART-EXCHANGE AVAILABLE

We offer to underwrite a part-exchange against any brokerage yacht.

### 5 TRUSTED AND TRANSPARENT

Benefit from the unrivalled ownership support enjoyed by our Princess clients throughout Europe and beyond, with industry knowledge and expertise backed by an ABYA accreditation.

### 3 UNIQUE GUARDIAN ASSURED GUARANTEE AVAILABLE

Purchase your yacht pre-loaded with either a 12 month Mechanical or 12 month Approved Guarantee. Enjoy easy application and a guarantee which is fully transferable to new owners.



IN 2018, WE WERE  
ALMOST TWICE AS  
FAST TO SELL AS  
OUR COMPETITORS.\*





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

CHRYSLER  
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 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.

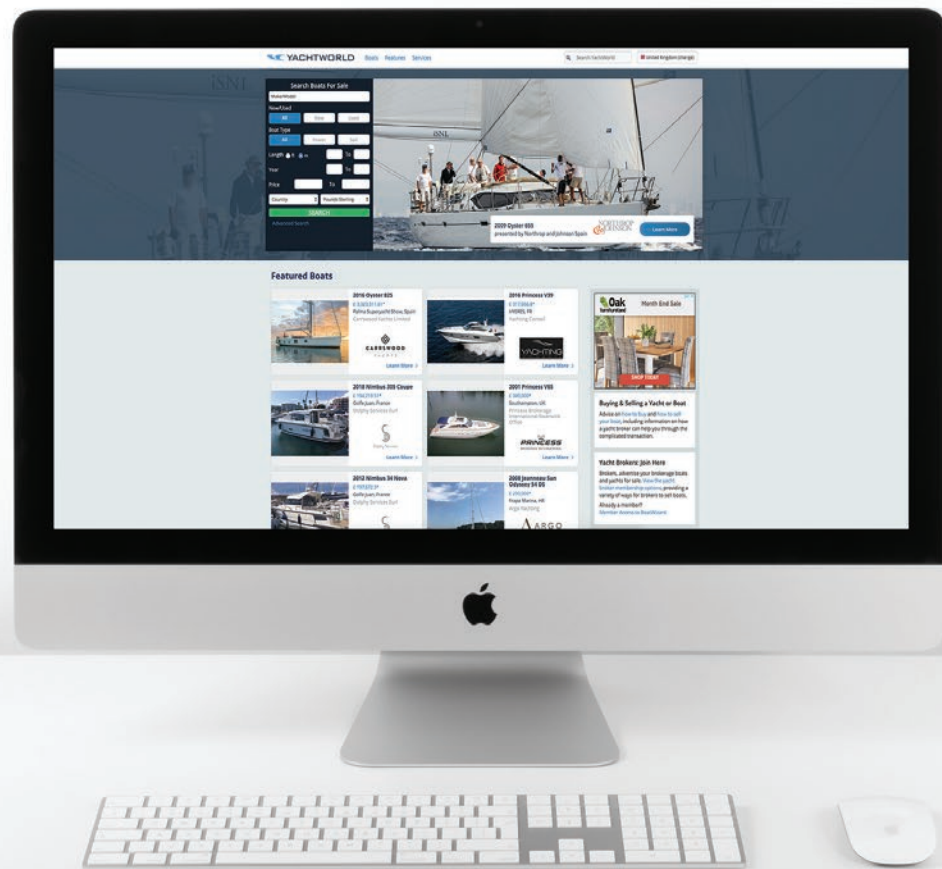
All of which means that your boat will be seen extensively until the moment we find you a buyer.

**BOAT**  
International

**MOTORBOAT**

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





## 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.

YOUR YACHT WILL  
BE ACCESSIBLE BY  
MORE THAN 3.5  
MILLION ENTHUSIASTS  
BROWSING ONLINE  
FOR NEW AND USED  
YACHTS.





# 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!



THERE ARE OVER 3 BILLION  
ACTIVE SOCIAL MEDIA USERS  
WORLDWIDE.

MORE THAN 70% OF USERS  
WATCH ONLINE VIDEO CONTENT  
EVERY WEEK, WITH ORIGINAL  
VISUAL CONTENT INCREASING  
THE ENGAGEMENT TIME.





## STAND OUT FROM THE CROWD

At Princess Brokerage International, we understand the importance of professional presentation.

That's why we have hired a full time photographer as part of the brokerage team, whose role is dedicated to delivering professional photography, video footage and 3D tours of your yacht at the earliest opportunity.

Nothing can make you stand out from the crowd more than great imagery, and we can offer you just that as part of our brokerage package.



# 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](mailto:brokerage@princess.co.uk)

“

I've already recommended them to a friend -  
the service level and attention to detail goes  
beyond my expectations.

- Former Princess owner and brokerage customer





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