



Welcome to the February Edition of the North South Yachting Newsletter – Brokerage Special.

In this edition we are focusing on all things brokerage. Following a very successful last quarter of used yacht sales, North South Yachting is looking for more listings. Read on to learn what makes North South Yachting stand out from the abundance of run-of-the mill used yacht brokers and why we think you'll be better off selling or buying through us:

- 10 Things you should know about North South Yachting
- Boat Show Bargains
- Why listing with NSY is a better option
- Bavaria's benefit from strong resale performance
- Tips and tricks for a lively listing
- Servicing – More than routine
- Brace of Bavaria's find new homes in Hobart
- Profile – Tom Edgington, National Brokerage Manager
- What people have been saying about North South Yachting

Enjoy the news and please don't hesitate to [contact us](#) for further information.



Ten things you should know about North South Yachting:

1. NSY is an established new yacht dealer and brokerage importing two of Europe's best production yacht brands: Bavaria Yachts and X-Yachts. New prices ranging from under \$200,000 to over \$4,000,000 encourage yacht purchase enquiries from a large spectrum of potential buyers.
 2. NSY is at the centre of a national brokerage network covering 10 offices throughout Australia – countless interstate conjunction sales bear testament to the success of our networked approach.
 3. Superb marina locations nationwide offer sales berthing opportunities, full servicing capabilities and project management of additional fit-outs.
 4. 11 years of business has created a huge database of over 4,500 unique customers. All are regularly targeted via e-mail campaigns detailing open days, new developments and new listings.
 5. A monthly e-newsletter to subscribed database customers.
 6. Extensive on-line and media marketing campaigns targeting all major Australian websites and media outlets.
 7. A targeted display of price applicable brokerage yachts at all major Boat Shows - the perfect opportunity to provide a professional display of your yacht to a mass market.
 8. A customer focus provides the foundations of our brokerage business. We take immense pride in looking after the individual to ensure that buyer and seller's expectations are met and exceeded.
 9. A full service department is available to project manage pre and post sale work on your boat from cleaning and detailing to haul-out, new gear installations and repairs.
 10. NSY is made up of dedicated team of professionals with in-depth, global marine industry experience including sales and marketing, technical, charter, deliveries and much more.
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Boat Show Bargains.

Nothing gets the nautical nose twitching like the vibes of a boat show. As national importers for Bavaria Yachts, North South Yachting attends all of the major and many of the regional boat shows throughout the year and has established a dedicated brokerage display section at each show. It is estimated that for every potential new boat buyer there are four to five

brokerage ones and with a dedicated brokerage display section, exclusively listed boats benefit from massive exposure to a highly qualified and captive market.

Both Sydney Boat Show 2008 and Melbourne Boat Show 2009 proved the advantage with increased sales directly related to the brokerage displays. Preparation is now well under way for one of the biggest international shows in Australia – 2009 Sanctuary Cove International Boat Show (May 21st-24th). If you are considering selling your yacht at the end of the season and would like to take advantage of NSY's boat show exposure, contact us to discuss exclusive listings wherever your yacht may be based.

Thinking of listing privately? – Why listing with a North South Yachting is a better option.

When it comes to selling your boat, it's easy to think: "How hard can it be? A quick \$50 advert in boat-point and I'll have it gone in no time!"

In the current market, there are a wealth of options available to the prospective buyer. Why should they choose your boat? It's an easy mistake to think that price is the determining factor when a used boat buyer's choice is rarely based on this. Professional and extensive specifications, expert presentation and detailing coupled with a variety of quality photographs providing the buyer with an excellent impression of space and condition, are the main ingredients for a successful sale.



QUALIFIED LEADS

Not only does weight of listings bring more enquiries, it also provides a number of overlaps and the ability to conduct viewings with customers on a suitable selection of yachts. One of our pre-requisite sales skills is to correctly identify a buyer's requirements and guide them to the listings that provide them with the greatest chance of satisfaction and ultimately, the quickest route to a sale. A surprising number of buyers set out believing they have a clear idea about what

they want but will actually find better options through discussions with a broker. Private listings will often be missed because the buyer hasn't considered the particular merits of or is unfamiliar with the brand and, conversely, a private seller could waste considerable time showing their yacht to unrealistic and unqualified buyers. A good broker will also take the subjectivity out of the equation and is bound by a code of ethics.

VALUE YOUR TIME

The biggest surprise to private sellers is the amount of time it takes to negotiate and close a deal and then complete a handover. The question must be asked: What is the value of your time? By listing with North South Yachting you are gaining many things for a small cost: Experience in negotiation, closing techniques and product and market knowledge; a vast and qualified database spanning a national market; diverse and multi-platformed marketing covering online multiple listing systems, boat shows, magazine advertising, direct mail, open days and more; customer service and the fact that someone is taking care of things for you. North South Yachting provides all of this while providing regular updates and communication to keep you fully informed.

SECURE FACILITIES MEANS PEACE OF MIND

A notable benefit worth mentioning is certainly the secure facilities offered by NSY. With carefully constructed Purchase and Sale Agreements designed to protect all parties and secure escrow banking for holding deposits and receiving balances, you can be confident about the security and objectivity in a deal without requiring the cost of lawyers or third parties unused to boat transactions and negotiations. These facilities provide peace of mind and inject confidence to the whole process while allowing buyer and seller to give their time the value it deserves.



Bavaria's benefit from strong resale performance

Continuing on from the start of the season, the last quarter sales for North South Yachting have continued to be consistent in both quantity and significantly, in the residual values of the yachts. While direct enquiries have dipped over the last three month period, sales have been sustained by customer retention in both the brand and through our active database. Despite the on-going concerns with current market conditions, it is interesting to note that all these yachts have listed at prices comparable to those of 12 months ago and have achieved between 2-8% of the asking price. It is also telling that across all eight of these sold boats, not one required any re-negotiation following survey – a testament to the presentation and condition of the yachts.

Yacht	Sale date	Sale price
2006 Bavaria 37 Cruiser	Sept 08	\$250,000

1999 X362	Oct 08	\$175000
2007 Bavaria 37 Cruiser	Nov 08	\$225,000
2003 Bavaria 38	Nov 08	\$204,500
2000 Scanyacht 391	Nov 08	\$170,000
2007 Bavaria 40 Vision	Feb 09	\$315,000
2005 Bavaria 39 Cruiser	Feb 09	\$230,000
2006 Riviera 3000 Offshore	Feb 09	\$195,000

Tips and tricks for a lively listing.

You will no doubt have seen the glut of property programmes on television, all of which invariably play on the same theme – presentation. It's no different with a boat.

With a mass of yachts on the market, first impressions are vital. To get the boat looking her best straight away is essential, don't wait and see how she goes *as-is* before spending a few worthwhile dollars. Presentation can be as simple as a full exterior and interior clean and a few loose soft furnishings added. Or it could mean a lick of bottom paint, some varnish work, gel-coat repairs, teak cleaning and canvas patched or replaced. The value of such things is, well, invaluable and often means the difference between a credible or speculative offer.

North South Yachting can advise and project manage the detailing and presentation of your yacht when listing exclusively. NSY can also manage servicing or required maintenance and work to rejuvenate the yacht ahead of selling. Once you become a proud new owner, NSY can also manage upgrades, installations and custom additions to your new yacht.



Servicing - more than routine.

It is part and parcel of yacht ownership that regular servicing is carried out but this should be thought of as more than routine. The more effort you put into your yacht, the more you will get out of her in the long term.

Servicing is often just associated with annual slip and anti foul and mechanical items like the engine. But it really is much deeper than this and should encompass a whole host of things: varnishing, upholstery, gelcoat and hull polishing, rigging checks and service, canvas and trimming, teak care, annual slip and anti foul, general and regular cleaning by experienced professionals. A good and clear historical record of service and maintenance lends confidence to a buyer.



SPECIAL OFFER

North South Yachting has a full service department managed by Neil Edwards, himself a Bavaria owner. Our head office at Quays Marina, Church Point, is a one-stop-shop for all your servicing needs. The complete range of trades and contractors at Quays Marina are the experts on Bavaria maintenance and servicing and will ensure your yacht is in tip top condition.

It is recommended that regular maintenance and servicing of your Bavaria be conducted on a scheduled basis and to assist this we are now able to offer a one week free mooring to enable yachts that reside outside of Pittwater to come and do their annual slip and anti foul. Bring your yacht to Pittwater on a weekend, we can attend to all your yachts needs at competitive rates during the week, and you can collect your yacht the next weekend and enjoy the surrounds of Pittwater.

Don't hesitate to contact our Service Manager, Neil Edwards, for a competitive quote for your annual slip and anti foul or any other maintenance and service work you might require. E-mail neil@northsouthyachting.com.au. Tel – 02 9998 9600.



Brace of Bavaria's find new homes in Hobart.

North South Yachting's agent in Tasmania, Steven Shield of MDBS Tasmania, recently found buyers for two pre-loved Bavaria's based in Pittwater. Congratulations to Rob and Lola Nalder with the purchase of 2007 Bavaria 40 Vision "Forever Young" and Murray and Olya Wilkes with a 2005 Bavaria 39 Cruiser "Sassy". Both yachts were secured as a direct result of the North South Yachting network demonstrating the effectiveness of a fully supported national agent network. If you are based in Tasmania and would like to

find out more about Bavaria Yachts, please contact Steven Shield on 0418 124 338 or steven@mdbstas.com.au.



Profile – Tom Edgington, National Brokerage Manager.

Tom Edgington, National Brokerage Manager for North South Yachting, provides a fresh outlook to the Australian used yacht market. By employing specialised selling strategies backed up with excellent product and market knowledge Tom delivers consistent results for both buyer and seller alike.

Tom's top priority is communication. Keeping the vendor informed of activity, marketing efforts and market trends is vital to ensure the vendor feels valued and ultimately confident that their yacht is listed with the right company. For the buyer, they soon feel they are working with a trustworthy and objective third party whose only desire is to see satisfaction for all parties.

With experience originating in one of the busiest brokerages and new boat dealers in the UK's South coast, Tom has been negotiating and closing deals on

new and used yachts for over eight years. His task on joining NSY in 2007 was to expand the used yacht division into a strong, market leading brokerage known for integrity, communication and results. With over 20 successful sales in the last 12 months, the results are speaking for themselves.

To learn more about the service and success of North South Yachting brokerage, contact Tom Edgington. tom@northsouthyachting.com.au



What people have been saying about North South Yachting

“Tom - all good and it was good to do the deal with you...don't change your highly customer focus 6' 6" approach. Unlike others in your game you actually do keep potential customers well informed and stick to your word.”

Don Venn – Bavaria 38 Owner

We wish to thank you for the way in which you handled the sale of the Bavaria 42 Yacht to the three of us. It was carried out with so much patience, understanding and politeness. This was over many issues covering an extended period of time. You always followed through and kept in touch promptly and in a very cheerful manner.

So we bought a yacht which at first we thought we could not accommodate and are very happy with the result. We wish you every success with the boat show along with the Bavaria team.

Edit and Rich Walters and Nicholas Yates – Bavaria 42 Owners

“In our business (pharmacy) good customer service always gives us a positive return and we appreciate the customer service we have received from Neil and NSY so far.”

Garry Innes – Bavaria 40 Owner

“Rosa - Just a note to thank you for the excellent service and professional manner in which you dealt with this process.

It's almost unexpected in today's world to receive the superior level of treatment that you deliver so willingly.”

Ken Evans – Bavaria 42 Owner

"Jamie - I'd just like to say Thank You! Having spoken with you and then visiting the other exhibitors at the Melbourne show I could not believe their level of disinterest. I have to man shows myself so I know what a drag they really are, but you have to keep the future in mind and how many people actually buy from shows vs developing their future plans?

We did see some other pretty nice boats, but when we do take the plunge we will be buying a Bavaria!

Andrew Head

"...It was a very exciting sail down from Pittwater. Minimum was 20 knots of breeze, and peaked at 34.5 knots... The boat was rarely going less than 8 knots, and it took us just on two hours between the heads. The extra 1.5 tons really showed in how steady the boat sailed through the chop.

[In last night's race] We beat both of our main rivals over the line in a good wind of about 12 knots with plenty of reaching, and again the weight carried us through some marks when the wind disappeared at a critical moment. We don't yet know what adjustment the club has made to our handicap, but 5th place, still in front of our enemies, was a pleasant surprise."

Paul Brassil - Bavaria 40 Owner

"Just a note of thanks for organising such a great event. The sail in company to the Harbour was great fun last week and the day and evening on Friday were excellent.

A special thanks to Bob for his expertise with a very 'green crew'..."

Brian Liddell - Bavaria 40 Vision Owner

"We chartered a Bavaria 50 in Airlie Beach for a family celebration and on our return to the marina noticed the new Bavaria 34 Cruiser was for sale. From our first call on April 27th we found our dealings with Stewart and North South Yachting as smooth and hassle free as we could have hoped. We really put the pressure on, requesting lots of work to prepare her for charter and installation of some additional options. Unbelievably Stewart made it all happen in record time. No detail was too small and our beautiful boat was delivered in immaculate condition. The boat was christened and we were sailing the Whitsundays in less than three weeks."

David and Melanie Godfrey-Smith - Bavaria 34 Owners

"First up thank you for the great service and support we have received from your team in Manly, Queensland. It has been one of the most pleasant experiences of purchasing this yacht we could have expected. And the yacht is just fantastic. The quality and finish is great. Thank you again. We have been playing and going over the yacht with curiosity in all the bits as any new owner would. We just wanted to thank you and your team for the great service. Especially Euan with his friendly manner. Nothing was any trouble for him"

Derek Green - Bavaria 37 Owner