



UNITED YACHT SALES

THE CAROLINAS

YACHT BROKERAGE DONE RIGHT!

Winter Dockage Information Packet

WELCOME! Thank you for considering The Winter Dockage Program with United Yacht Sales of the Carolinas. Our goal is to assist you in selling your power or sailboat and we pledge 110% to attaining that goal. In yacht sales, winterizing your vessel simply means that your boat is unlikely to sell until the following spring. When you total up the costs associated with winterization, and winter storage, bringing your boat to a warmer climate may be a better alternative. Over the 6-9 months your boat is winterized, a new model year begins and your boat becomes another year older-dropping its value considerably. Additionally, total up the cost of ownership during the time your boat is sitting idle winterized. It is virtually impossible to sell a winterized and winter stored boat until the following spring which discourages potential offers and sales.

We can offer you several alternatives. From dockage at almost any marina of your choice to a plan to deliver your boat, we can assist! We will work with you, our client, to find the best choice. Our goal is to sell your boat quickly, efficiently and for the best possible price.

Our staff can assist you in preparing your boat to sell. The approach is much like the sale of a home. Personal items should be removed, and a thorough cleaning should be completed and fresh staging elements should be considered. Getting your boat sale ready and in a "Boat Show" condition is allowing the buyer to imagine themselves enjoying your boat. We can arrange any of these services.

The dockage program is simple:

FREE DOCKAGE*: Simple! At closing we reimburse you the cost of dockage at any marina of your choice. The dockage cost for reimbursement is up to 6 months. If your boat is not required to be winterized or move to a warmer climate, you are still eligible for this program. If you are already docked at a marina and list your boat with United, we will reimburse your dockage as well. All new central listings are eligible for FREE DOCKAGE!

BROKERS: United Yacht Sales of the Carolinas has been the United Yacht **TOP PRODUCERS** since 2009. United has over 130 brokers in 19 states and we have lead them all. Additionally, John Peterson with UYS of the Carolinas has been the United Yacht **TOP GUN** (most boats sold) since 2010 and leads again in 2015. John has multiple years of experience and has the ability to advertise your boat on more web sites, including International web sites, then any other brokerage in the US...PERIOD!

United Yacht Sales of the Carolinas is a member of the Yacht Broker Association of America (YBAA), Florida Yacht Broker Association (FYBB) and John Peterson is one of only 440 worldwide Certified Professional Yacht Brokers (CPYB). The CPYB designation means that John passed a rigorous exam and has the experience necessary to become certified. Additionally, John is licensed and bonded in the State of Florida.

United Yacht Sales of the Carolinas is one of only 36 worldwide Endorsed Yacht Brokerages through the CPYB Program and Yacht Broker Association of America.

United Yacht Sales of the Carolinas is proud to be an Admiral Level Sponsor for America's Great Loop Cruising Association (AGLCA) and we look forward to remaining an Admiral Level sponsor for many years to come!



ADVERTISING: We will advertise your boat in one of our FULL PAGE ads in the magazine appropriate for your type of boat; SAIL, Power and Motor Yacht, Yachting, DuPont Registry, PASSAGEMAKER, Southern Boating or ALL AT SEAS. We also are present at major national boat shows, from Fort Lauderdale, Miami, Palm Beach, and Stuart to Norwalk, Annapolis and Newport, we represent those boats we have listed. You can also see additional advertising sites and examples at www.unitedyacht.com.

United places yacht listings on over 30 web sites, including 11 International sites. Some brokerages claim International advertising by using Yacht World which is viewed all over the world. We actually place ads on 11 International sites other than Yacht World so International exposure is even greater. We also use social media and Constant Contact for direct marketing of our monthly newsletter.

All of our listings are **ENHANCED** listings on Yacht World and Yacht World affiliated sites. That means your boat will show at the top of the search engine page giving your boat ability to be previewed "FIRST". We also will provide a YOUTUBE video with a narrated "walk through" of your boat from the bow to the stern; the video will highlight your boats best qualities. The internet listing ads provide a direct link to the video.

PREVIEWING LISTINGS: We rarely list a boat we have not personally seen. We do not believe a listing can be adequately prepared or represented without first-hand knowledge. A broker will travel to your location to gather listing information or wait for the boat to arrive at a marina. That decision is left between you and the broker.

We gather our own detailed information for each listing. Our listings are considered to be the most precise and detailed in the industry. We take pride in providing detailed information to potential buyers and believe that a detailed listing will lead to more sales....that why we are **TOP PRODUCERS**. Potential buyers "PREVIEW" boats on the internet first and those with great photos and excellent information will immediately gather the most interest resulting in the most sales.

We also take the time to stage our photos. Having staged photos allow the buyer to see the boat in the best possible light. We provide photographs using the finest cameras, latest technology, and an artistic vision to make your listing stand out above the competition. We provide staging items for each boat as needed. If your boat is already staged well we may simply add staging items to better represent your boat. Staging is much more than decorating- we know how to accent your boat's best features and make buyers feel comfortable from the time they see your boat in an ad to stepping onboard for the "WOW" factor.



Mainship Trawler Staged Main Salon and Head



Same Mainship Trawler Staged Master and Guest Staterooms



Irwin 52 Sailboat Staged Dinette and Port Salon



Jeanneau 43 Deck Salon Staged Salon and Forward Berth

PRICING: We provide realistic, researched and documented pricing. We take the time to present you with a detailed report of our recommended sales price. The goal is to sell your boat in the least amount of time for a price reflected in the current market. By researching current listings, SOLD boats, and BUC values, we can price your boat accordingly. Some brokerages will simply list your boat at a price you suggest...*BUT WILL IT SELL?* When you list with us we also provide you with a monthly report showing internet hits, inquires and showings, as well as current and changing market trends. Our report will also detail comments made by potential buyers.

We have established that a correctly priced boat should bring 200 or more “hits” a month on a combination of Yacht World and Boats.com. We watch the number of hits closely and will send you a marketing report weekly for the first few weeks and monthly thereafter. By monitoring the hits we can adequately advise you on pricing and other marketing strategies to sell your boat quickly.

We take pricing seriously and pricing is an important aspect to selling your boat! As we like to say, “BE IN THE MARKET... NOT ON THE MARKET”! Don’t be fooled by other brokerages that list your boat high and then work you down on price... wasting valuable sales time.

Our clients sometimes do not like the price we represent and since we work for “YOU” we are happy to further discuss the pricing strategy and listen to other options. We carefully consider all resources when we establish a selling price point with the goal of selling for over 90% of the asking price. Of course, this is not always the case but it is our goal.

This is an example of the internet report. The report will indicate the number of inquiries, with inquiry comment or concern, and number of showings with comment or concern. A very detailed monthly report indeed. Several clients tell us they never heard from their prior brokerage. Well, that will not be the case as we are available 24/7 to always answer calls from our clients as well as calls from potential buyers.

Boat Impressions Report for 48' Cheoy Lee Ketch Cutter, Boat ID 2634568 (Aug 01, 2015- Aug 31, 2015)

Print Report

Total	YachtWorld	boats.com	Date
1187	1133	54	Total Count
32	27	5	Aug 1, 2014
37	37	0	Aug 2, 2014
43	41	2	Aug 3, 2014
38	32	6	Aug 4, 2014
24	23	1	Aug 5, 2014
30	30	0	Aug 6, 2014
45	43	2	Aug 7, 2014
21	21	0	Aug 8, 2014
51	51	0	Aug 9, 2014
47	44	3	Aug 10, 2014
44	43	1	Aug 11, 2014
44	42	2	Aug 12, 2014
55	50	5	Aug 13, 2014
43	41	2	Aug 14, 2014
39	37	2	Aug 15, 2014
50	49	1	Aug 16, 2014
59	56	3	Aug 17, 2014
41	40	1	Aug 18, 2014
37	37	0	Aug 19, 2014
33	32	1	Aug 20, 2014
32	29	3	Aug 21, 2014
34	31	3	Aug 22, 2014
33	33	0	Aug 23, 2014
32	32	0	Aug 24, 2014

38	37	1	Aug 25, 2014
36	35	1	Aug 26, 2014
27	25	2	Aug 27, 2014
41	41	0	Aug 28, 2014
38	35	3	Aug 29, 2014
22	21	1	Aug 30, 2014
41	38	3	Aug 31, 2014

CLEANING and DETAIL SERVICES: We have contacts with multiple cleaning and detailing companies. There is no doubt cleaner boats sell faster. Although we cannot predict when your boat will sell, we can tell you that clean boats are in high demand.



A Newly Listed Boat that Shines!



Recently Renewed Teak on a Bayliner 4588

There are two areas of concerns to a potential buyer: COSMETICS AND MECHANICS.

COSMETICS: All exterior surfaces should be clean and free of scuffs and scrapes. The exterior should shine and metal surfaces should sparkle. All windows, ports and hatches should be clear and free of dirt and water. All hatches should be leak free. All hatch cylinders should work well or be replaced.

The bottom should be clean and ready for sea trial. If due, the bottom should be re-painted. We can recommend area divers to ensure your bottom is clean and ready for any sudden sea trial. All running gear should be checked and ensure cutlass bearings are not fully worn.

Enclosures and canvas should be clean and free of stains or tears and a recent application of a water repellent agent applied. Plastic windows should be clear without sun damaged or tears. All zippers should be operational and an application of zipper lubricate applied. All snaps should work and be present. All stitching should be in good shape with no tears.

Shore power cords should be fresh and clean. Electrical ends should be free of burn marks and the cords should be long enough and any adapters made available. Locking rings should be present.

All dock lines should be in excellent shape, white or color coordinated to match your boat. All fenders should be inflated and clean. Any fender holders should be tight and of the right size for your fenders. Fender covers should not be faded or torn.

Any ancillary equipment such as boat hooks should be clean and easy to use. Lubricate any telescoping pieces. Store all equipment neatly, including buckets and brushes. Roll up hoses and extra power cords and store. Any extra engine oils, lubricates, cleaning materials etc. should be safely stored in a manner that would prevent spills or leaks.

All exterior or interior carpets should be clean and free of stains and carpet runners should be washed and an application of water repellent applied. If necessary, have all drapes, berth covers and pillows dry cleaned.

Clean out all drawers, lockers, and areas and remove clutter and personal items not intended to remain onboard. Place scented laundry sheets in all drawers and lockers to remove any stale odors. Remove old spices, canned goods, liquor, paper products, and cozies. If in doubt-throw it out!

Clean the refrigerator and freezer and add a box of baking powder to remove stale odors. The stove and microwave should be clean and operational.

Pump out the holding tank and clean all toilets. One of the most prevalent odors on a boat is the odor of the head and holding tank. Sometimes holding tanks lines need replacement if the odors cannot be removed. Holding tanks should be flushed several times with water and a holding tank disinfectant used to prevent further odors.

Clean the shower sump and any sump used for sinks etc. Clean the sump trap of debris and hair. Often that will eliminate the odor of stale water.

All bilges must be spotless! Use absorbent pads under machinery. Clean all areas of the engine and other machinery spaces. Clean all engines and transmissions and remove any rust, seal it with a product such as Osmo, and repaint. Clean engine spaces are a must to a potential buyer.

MACHINERY: Many times we see a substantially clean boat disappoint potential buyers when they open the engine room hatch. When a buyer sees a dirty engine room, it immediately displays the seller's lack of initiative to keep the spaces clean. The feeling is "if you can't even keep the engine room clean, I doubt the preventative services have been performed". What we want is the buyer to say "holy cow-now that is a clean engine room"!

All systems should be operational. Don't hesitate to repair or replace even simple items as they begin to add up at survey. The less survey findings the more impressed the surveyor and buyer will be.

Ensure all engine and generator gauges are working. In addition, all alarms should be in good working order. Replace any worn out or worn appearing hose and replace any clamp that is rusted or no longer working correctly. Watch your engine for any small water or coolant leaks and tighten all clamps

Clean out all sea strainers and ensure that thru-hulls are operating correctly. Sometime just a little lubrication can save you valuable time and expense. Replace sea strainer screens or baskets that have become worn or rusty appearing.

Engine, transmission, and generator fluids should be changed for several reasons. The most important reason is to show preventative care. Mark each filter with the date and hours on that piece of machinery. Maintenance logs are vital. If you do not have one but have receipts available, make one!

Fill your fuel tanks. Over the winter or during times with lack of use, fuel tanks will condensate while full tanks less so. Additionally, water tanks should be filled and a small ½ cap full of bleach used to provide stable water and water odors.

A diver will ensure your bottom and running gear are ready for any survey or sea trial. Although the buyer will most likely haul the boat for a bottom inspection and survey, the boat has to operate correctly to the haul out yard.

Prepare a list of any machinery spares including props and document their location.

Separate and document all receipts, invoices and technical information. Place manuals in notebooks and separate each section. Buyers absolutely want to see organized boats and certainly respect the seller for their diligence. If you do not have a certain manual, most are available by downloading and printing off the internet. Any items that may still be under warranty should be listed and identified.

Organize all maintenance records, Captain's logs and other information. Detail logs are important and show that a seller is detailed and organized. Old logs from previous owners should be reviewed and any major repair or addition detailed. Old receipts should be kept for documentation and organized by date or repair.



1981 Jefferson Engine Room! Spotless!! 1995 Hatteras Convertible! Spotless!!

PICK UP AND DELIVERY SERVICE: If you want to participate in the winter dockage program but have concerns about getting your boat to us, we can help! We can provide you a list of licensed captains and crew who can provide delivery and move your boat quickly and safely to your chosen location.

Should you have the boat delivered we can pack up your personal items and those items you do not wish to convey with the sale. We will pack them and ship them directly to you via ground shipping with a complete inventory and tracking information.

There is no doubt that our list is detailed and substantial and we understand that getting your boat ready to sell takes some time and expense. However, in the final analysis clean boats that are ready to sell will bring more value; will sell faster and for a higher price than boats that are not ready to be sold. In the long-run you will net a higher return.

This outlines our suggestions and we realize not every seller has the capability to complete these suggestions. However, the cleaner and more organized the boat appears the faster it will sell. We advise potential buyers or other brokers that we represent the listing and that all the information and photos were obtained by the listing broker directly. In fact, we often guarantee that and will reimburse the buyers travel if found inaccurate. Peace of mind is valuable to the potential buyer.

We are here to answer any questions or concerns you may have. Please feel free to contact us and we will spend some time with you to ensure our dockage program meets your needs. Of course, testimonials and recommendations are available.

Thank you for considering United Yacht Sales of the Carolinas for your brokerage needs.

John A. Peterson, CPYB
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Admiral Sponsor-AGLCA
International Yacht and Ship Broker
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