

How we sell your boat

Selling a boat today means being chosen among many others.

There are many boats for sale, buyers take their time, and they choose the least expensive of the good boats. For 30 years we have been selling boats in Guadeloupe, Martinique and throughout the Caribbean — about thirty a year. Here, step by step, is what we do to make yours the next one sold.

1 The right price, from day one

Before your boat goes on the market, we study the market for your model: comparable boats for sale today, and those sold over the last 24 months, with their actual selling price. You receive a recommended price in writing, with our reasons.

A boat priced right in its first month sells; an overpriced boat becomes the benchmark that makes the others look good.

2 A simple listing agreement, on one page

Three options, from the most flexible to the most committed: non-exclusive, semi-exclusive, exclusive. The agreement is signed online in a few minutes. No hidden clause: you know what we do and what it costs — **6 to 10% of the selling price, excluding VAT**, depending on the boat.

3 Your boat online within 14 days, wherever buyers are

- A **photo and video shoot**, whatever the agreement, and a full listing in English and French on caraibe-yachts.com.
- **The major international portals**, depending on the boat: YachtWorld, boats.com, The Yacht Market, Annonces du Bateau, YouBoat, Boatshop24 (.com and .co.uk), Boats and Outboards, Boot24, Botentekoop, BotenBank, YachtFocus, Cosas de Barcos and TopBarcos.
- **Our newsletter**, sent to our list of more than 3,500 clients.
- Our Facebook page and sailing groups; the poster in the window of our office in Le Marin.

4 Every enquiry is followed up

All enquiries reach our system, whatever the portal. The broker in charge replies quickly, qualifies the buyer and arranges viewings. **You are told about every serious enquiry.**

5 Regular reports, signed by Jean Paul

How many buyers viewed your listing, saved it, wrote to us; what has changed in the market for your model; and our recommendation, plainly. **You decide**, in writing, whenever you wish.

A real example (boat not named) — a 13 m sailboat built in 2006, on the market since June: **3 enquiries in 4 months**. The owner follows our recommendation and lowers the price by 16%. In the next 16 days: **6 enquiries**, listing views **up 84%**, and 3 buyers save it, against none before. **At the right price, buyers come forward.**

6**From offer to bill of sale, we handle everything**

1. **The purchase agreement:** the buyer commits in writing before travelling.
2. **The buyer's deposit** (5 to 10% of the price) is paid into our transaction account and held in escrow.
3. **The survey and sea trial**, then acceptance of the boat.
4. **The bills of sale:** we draw them up, check that the boat is free of mortgage, and handle the change of ownership for French-flagged vessels.
5. **The payment** is made to you, usually directly into your account.

All signatures are made online: you can sell without travelling.

Our contracts may seem long and somewhat complicated, and we apologise for this. They must comply with the regulations, European in particular, and prevent disputes.

What we ask of you

A realistic price, accurate information (VAT, papers, maintenance) and a boat ready to be viewed. The rest is our job.