

*For Sale? Sell with expertise, sell with insight, sell with confidence,*  
***Sell with Sunseeker Brokerage***



**Sunseeker**  
**Brokerage**

# Why Sunseeker Brokerage?

Sunseeker is a World Renowned and leading brand that promises quality and prestige in every vessel they manufacture.

For over 25 Years, Sunseeker Brokerage has built a strong and successful reputation by providing complete yacht brokerage services for their clients. Sunseeker Brokerage continually better industry sales figures year on year. It is now the world's largest Brokerage House for the sale of Sunseeker motor yachts as well as plethora of other manufacturers.

As the world's largest Sunseeker Dealer, covering all of the key areas across Europe, we currently operate in over 40 offices within 20 territories and cover most of the key International Boat Shows, giving your boat maximum exposure to the marketplace. No matter the location of your boat, one of our experienced sales brokers will be on hand to assist you, at any time. From initial enquiry to after-sales, service and final registration, your entire acquisition will be expertly managed.

## *Key Information*

- *Over 25 years brokerage experience*
- *Largest Brokerage House for Sunseeker Yachts*
- *Over 40 Offices in 20 Territories*
- *Expert Service and management from initial enquiry to final registration*
- *126 Yachts Sold in 2020*
- *Approx €110M Sales Value of Boats in 2020*
- *Approx 200 new listings added each year*



# A Truly Global Presence

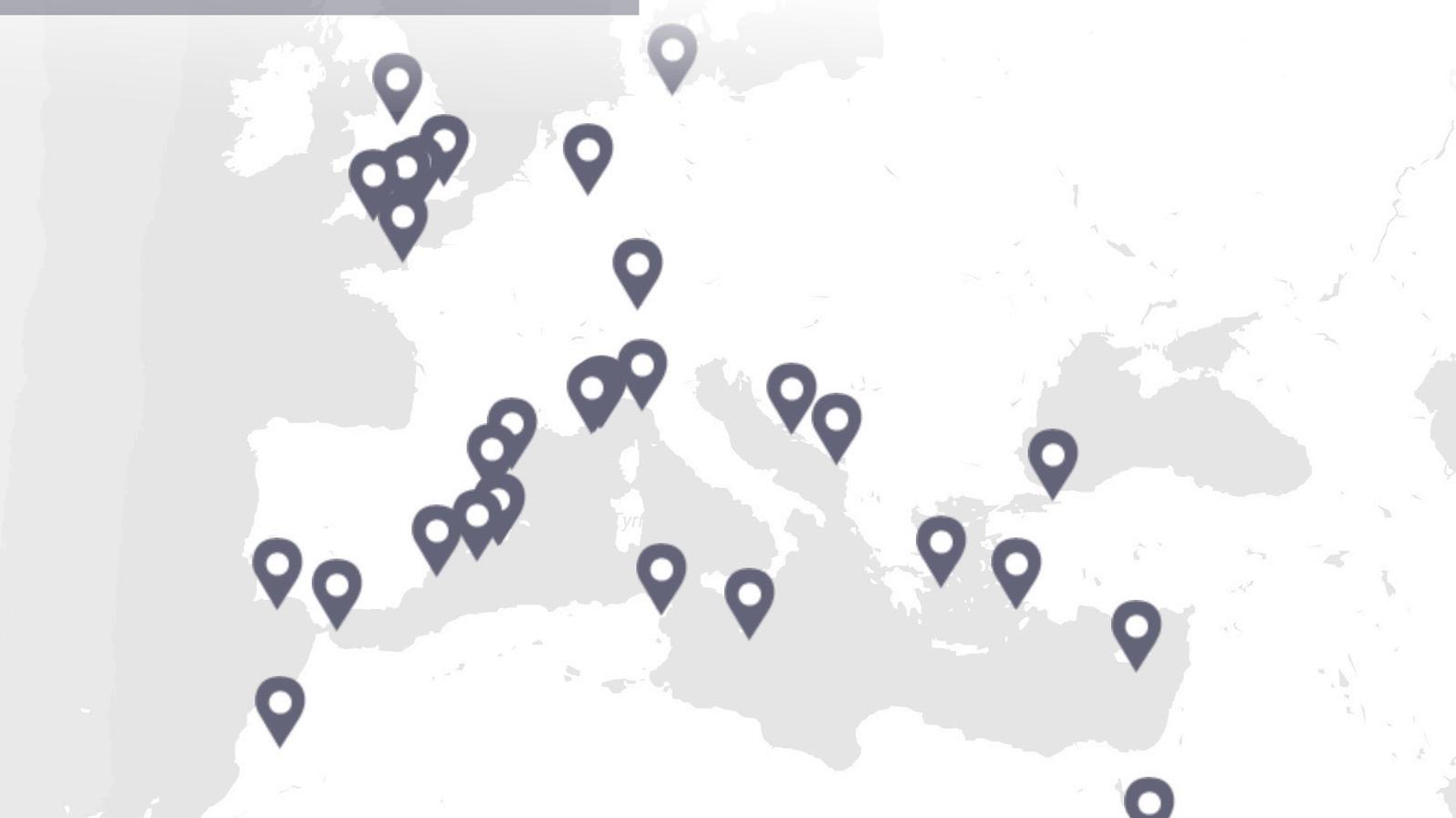
With Sunseeker Brokerage's unique setup, we offer unparalleled international reach. With 40 offices in over 20 countries, we can offer support at a local level that other brokerage houses simply can't.

Over 50 brokers and well over 75 members of support staff allow us to manage the entire yacht sales process, from start to finish.

From Servicing to Marketing, Sales or Legal Advice and Conveyancing, we have dedicated members of staff to manage every aspect of your brokerage experience, with knowledge and expertise.

## Key Information

- Full sales management, from listing to sale
- Over 100 members of staff
- Over 40 Offices
- Over 20 territories



# *Don't have a Sunseeker? Not a problem!*

Our experience and knowledge spans much further than the Sunseeker range.

Princess, Ferretti, Azimut, Riva, Fairline, Sealine and many more yachts from other International manufacturers have all recently sold with Sunseeker Brokerage.

Just take a look at the yachts for sale on our website [www.sunseekerbrokerage.com](http://www.sunseekerbrokerage.com) with around 100 non-Sunseekers currently listed for sale\*.

With non-Sunseeker sales making approximately 29% of our brokerage sales each year (2020), rest assured that we have the experience, knowledge, network and tools to market and ultimately sell your Yacht.

## *Key Information*

- *29% of 2020 sales were non Sunseeker Models*
- *On average, we sell another branded vessel every 10 days*

**PRINCESS**

**AZIMUT**  
YACHTS

**FAIRLINE**  
YACHTS

**FERRETTI**

**SANLORENZO**

*Riva*

**PERSHING**

**SEALINE**



*\*Correct information as of January 2021*

# *How will we market your yacht? Professional Photography & Videography*

It is a fact that quality imagery plays a huge part in product saleability. Our experience in the marketplace suggests the most important factor when it comes to marketing a yacht is how she looks to a potential buyer. An attractively photographed vessel will generate considerably more interest than any others on the market.

## *Key Information*

*Evidence provided by the world's leading marine portals prove that displaying over 25 quality images improves your enquiry rate by up to 35%.*

Whilst your appointed Sunseeker Broker will endeavour to take the very best quality photographs of your yacht themselves, we also encourage the use of Sunseeker recommended professional photography services to ensure that your vessel is quite literally seen in the best light possible.

Another advantage offered by Sunseeker Brokerage as part of our marketing package for clients, is the production of a unique promotional video of your Yacht.

A professional video of your Yacht will be the most valuable marketing material when selling your boat. Creating video content is extremely quick and easy and Sunseeker Brokerage can organise the entire production process for you. From arranging the logistics of the filming of your boat out at sea to the video montage which will form your promotional video, we employ all of the latest drone technologies and work together with specialist teams to bring you the very best videos for your Yacht.

*\*Prices available upon request.*

# How will we market your yacht? Virtual Tours & Viewings

Moving into the digital age has seen many technological advances. Using the latest Matterport camera technology we are able to create a 360-degree virtual tour of your Yacht. A detailed and in depth 360° walkthrough, precisely measured and fully to scale.

Not only a fantastic marketing tool but it also means that we can now put the prospective buyer on your Yacht without them ever stepping outside their front door!

## Key Information

- Matterport 360 virtual tour
- Online advertising aid
- Virtual viewings



\*Prices available upon request.

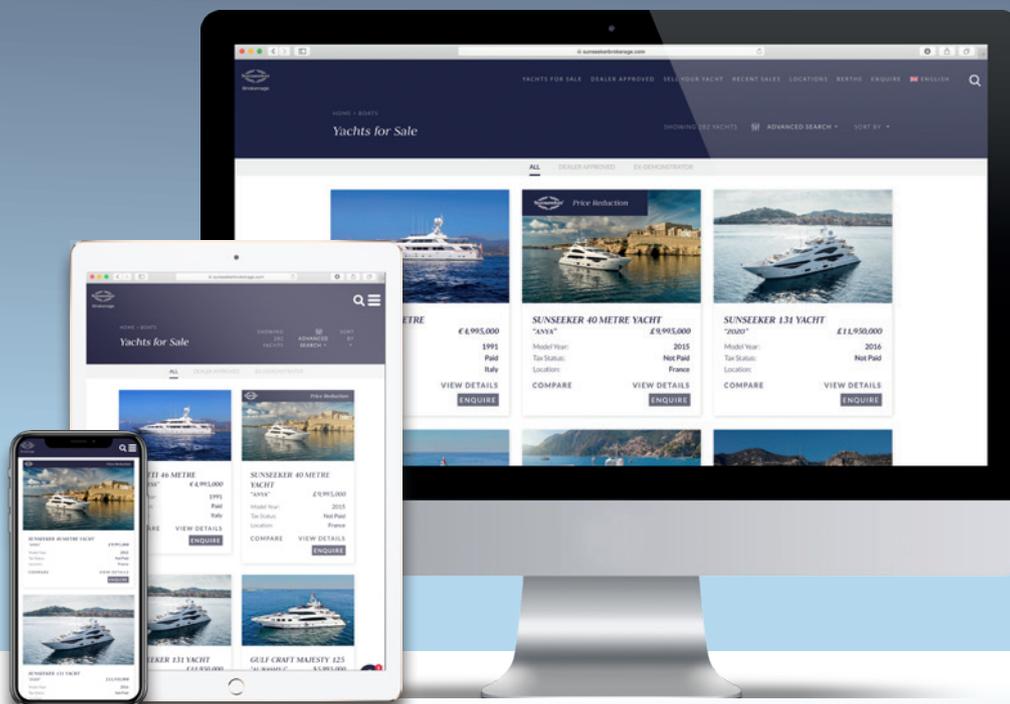
# How will we market your yacht? Website Promotion

Sunseeker Brokerage have heavily invested in getting the best exposure for your listings. Through the ongoing development of websites, analytics and targeted marketing campaigns, we work towards delivering visitors to the websites, to ultimately deliver more leads to sell your Yacht.

It's this emphasis and focus on growth that saw;

## Key Information

- Over 1,75 Million pages viewed in 2020
- Over 290,000 New visitors reaching our website in 2020
- Average of 25% in Returning Users to our website within a 30 day period



# How will we market your yacht?

## Web Portals

Our digital footprint is extensive; not just with our Sunseeker Brokerage Website and our network of 40 Sunseeker London Group dealer sites. We also include our listings on host of specialised 3rd party marine classified sites.

The 3rd party sites your Yacht will be listed on:

- Yachtworld
- Cosas de Barcos / Inautia
- Boats.com
- Annonces de Bateau
- YATCO
- Boat International
- TheYachtMarket
- Rightboat
- Boatshop24.com
- Boatshop24.co.uk
- Boats and Outboards
- TopBoats
- Boot24
- MondialBroker
- Scanboat

### *Key Information*

- *Combined total of over 250,000 listings on these sites*
- *Over 250 Million pages being viewed over the last 12 months*

This is truly global exposure, in multiple languages to ensure that your Yacht is seen by as many potential customers as possible.



# *How will we market your yacht?*

## *Digital Mail-Outs*

Along with our valued clients, a worldwide broker network is supplied with regular mailshots of our brokerage listings with full descriptions and photographs. Subscribers are kept informed of new listings, price reductions and location changes.

### *Key Information*

- *Extensive worldwide broker partner network built up over the last 25 years*
- *Over 3000 brokers across the industry for the past 25 years*
- *Network of 19,000 valued in-house clients*

## *Printed Advertising*

As well as marketing in domestic publications within our territories, regular adverts for Sunseeker Brokerage are placed in the most popular industry magazines; Boat International and Motor Boat & Yachting.

With a circulation of approximately 38,500 and 10,200 respectively, our full-page publications are seen by approximately 50,000 readers in print each month.

Please contact your listing broker to discuss advertising opportunities and rates in further detail.



# How will we market your yacht?

## Social Media

With Social Media users reaching over 4.5 billion in 2020 we will make sure that we use our entire social footprint to promote your Yacht in all the relevant places. With Daily posts on Facebook, Instagram, YouTube, Twitter and LinkedIn, you can rest assured that your Yacht listing will reach all our followers, on all the most popular social media platforms.

### *Key Information*

- Facebook, Instagram, YouTube, Twitter and LinkedIn
- 15,000 social media followers
- Daily Posts



# Market Intelligence

With a huge team supporting our brokers we now can make sure that you have all the key information when it comes to making the correct decisions for your Yacht.

Market and yacht comparative research can help us to gauge and suggest how you should price your Yacht. Following the markets trends we can also make sure this value remains correct in an ever-changing marketplace.

## Key Information

- *Market Analysis and Market Trends*
- *Listed and Sale Price Analysis*
- *A Proper Science to Valuations*



# *What's Next For You?*

Throughout this entire process, it is incredibly important to know what is next for you, after we successfully sell your Yacht.

With our extensive resources, market knowledge and unparalleled expert network in the industry, let our vast team of professional brokers and support staff do the hard work for you through our bespoke service.

Whether you are looking to upgrade or downsize from your previous vessel, with a brief of what you are looking for, we can pinpoint the key opportunities in the market for you and secure every aspect of a seamless sale & purchase.

Our team are always pleased to discuss your requirements and most importantly, assist you in every way possible to the high standards you would expect and find your next perfect Yacht opportunity.





**Brokerage**

*Contact Us*

Browse our full selection of Brokerage boats for sale online now. For more information on listing your boat for sale, please either contact your Sunseeker Broker or contact us online:

[www.sunseekerbrokerage.com/sell-your-yacht](http://www.sunseekerbrokerage.com/sell-your-yacht)  
[info@sunseekerbrokerage.com](mailto:info@sunseekerbrokerage.com)

