



SELLERS GUIDE

A comprehensive guide to successful boat sales



INTERYACHTS
— NAUTICAL SALES & SERVICES —

AHOY THERE!

Welcome to the 'Good Seller Guide' by InterYachts - a compass for navigating the world of luxury yachting.

Based in the maritime hubs of Spain and the UK, we are specialists in connecting the affluent with the epitome of opulent vessels.

In this guide, we unveil the secrets of selling a yacht that embodies elegance, performance, and luxury. Our expertise, honed through years of facilitating extraordinary yacht transactions, is at your service.

Embark on this voyage with us, and let's set sail towards selling your once dream yacht and potentially buying your new one.

Smooth seas and fair winds,

Jose Antonio
InterYachts Partner

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ABOUT US

Our core business at InterYachts is to offer a comprehensive process to sell your vessel as quickly as possible.

We also offer a range of boat-related services including boat sourcing, insurance, servicing, equipment installation, anti-fouling, WiFi installations, and CCTV installations.

Our aim is to provide our customers with the best and most professional service, and make their boat ownership and selling experience as easy and enjoyable as possible.

In the heart of InterYachts lies a fusion of unwavering passion for boating and an unyielding commitment to exceptional customer service. This synergy came to life when Jose and Mark, both passionate devotees of the maritime world, joined forces.

Mark, hailing from a lineage of business owners, channels his energy into perfecting systems and processes. His relentless dedication ensures the delivery of nothing short of the best for our esteemed clientele. On the other helm, Jose, a second-generation boating fanatic, brings forth a rich tapestry of experience across diverse boat brands and types.

Their symbiotic collaboration has sculpted InterYachts into a beacon of trust, honesty, and reliability within the yachting industry. Our foundation is built on these pillars, providing you with the confidence to navigate the waters of yacht acquisition and sales.

At InterYachts, we don't just sell yachts; we curate dreams and chart aspirations. **Join us in this voyage, where passion sets sail, and your maritime ambitions find their true compass.**

OUR MISSION

Our founders, Jose and Mark, have a lifetime of experience in the industry and know exactly what buyers and boat owners require from their service provider.

OUR FOUNDERS

Trusted expertise that inspires trust and reliability.



Jose Antonio Espin

InterYachts was born when Jose met Mark, who shares the same passion for boats and customer service. Together, they have built a solid business based on trust, honesty, and reliability.

Jose is a second-generation boating professional with a wealth of experience in different brands and types of boats. Jose is our boat expert, and he is always willing to help you sell your boat, and find the best boat for your needs.



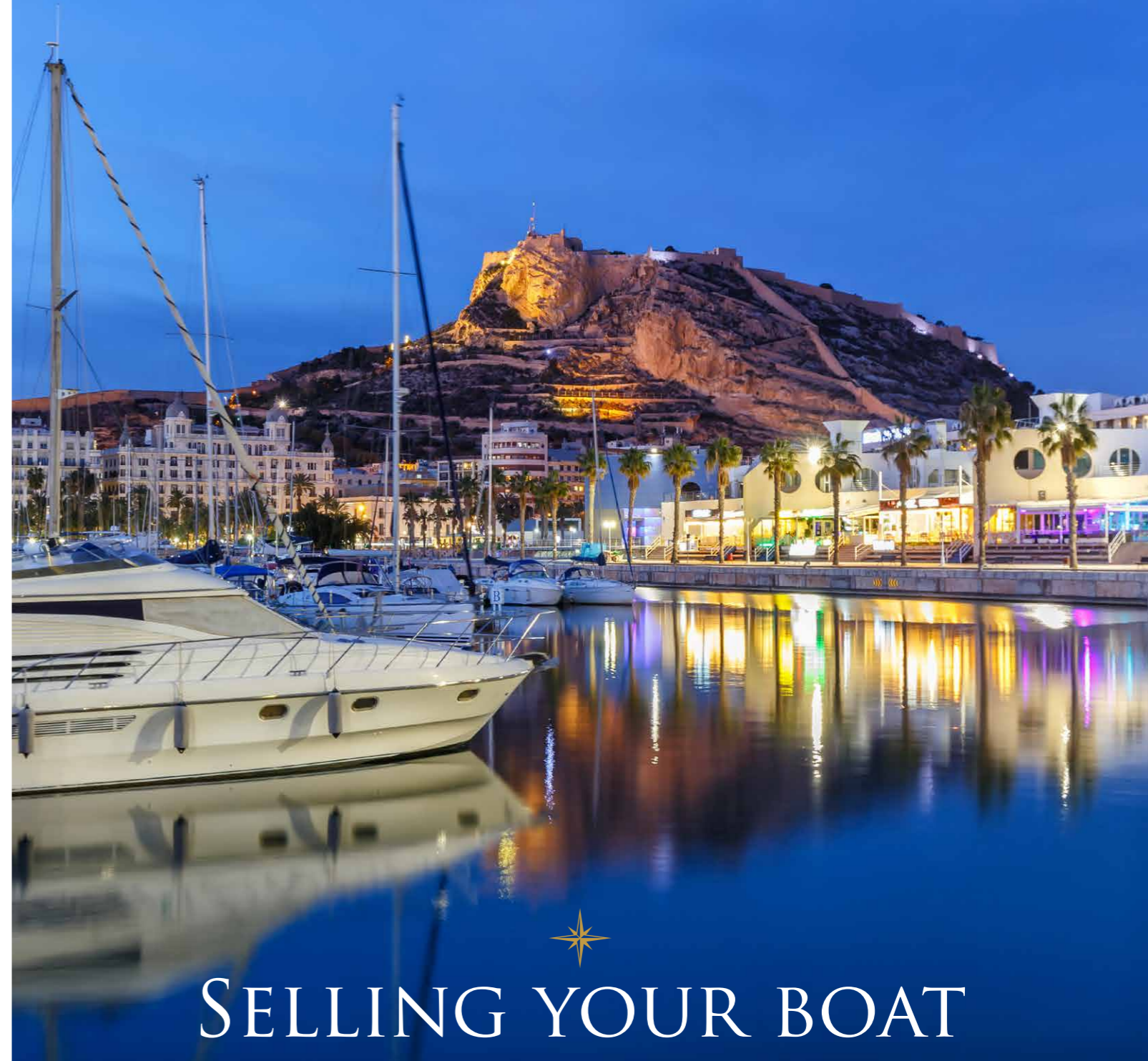
Mark David Wood

Mark comes from a family of business owners and has a relentless focus on continuous development of systems and processes to deliver the best possible outcomes for boat sellers.

Mark is our systems and processes expert, and he ensures that all of our customers receive the best possible service. Our team is committed to ensuring that you enjoy your experience with InterYachts.

MAIN AREAS WE COVER:

- Valencia
- Marbella
- Alicante
- Murcia
- Cartagena



SELLING YOUR BOAT

Selling your boat can be an exciting endeavour, but it requires careful planning, preparation, and execution to ensure you get the best deal possible.

Whether you're an experienced boat owner or a first-time seller, following a systematic approach can help you navigate the selling process smoothly and achieve a swift sale at a desirable price point.

If you're considering selling your boat in Spain, particularly in the areas of Valencia, Marbella, Murcia, Alicante and Cartagena, InterYachts is here to offer its expertise and support.

This is a step-by-step guide to selling your boat effectively, along with details on how InterYachts can assist you every step of the way.

STEP 1:

Personalised Consultation with Our Experienced Brokers

Your journey begins by meeting one of our highly experienced brokers. We understand that each yacht is unique, and so are your expectations. During this consultation, we attentively listen to your specific needs, desires, and goals. Our brokers provide valuable insights and expertise to tailor a personalised strategy that aligns with your vision.

STEP 2:

Yacht Assessment and Issue Rectification by InterYachts

After gaining a comprehensive understanding of your yacht, we deploy the dedicated team at InterYachts to conduct a meticulous assessment. Any issues or necessary improvements are swiftly identified and rectified, ensuring your vessel is presented in its optimal condition. Our commitment is to enhance its market appeal and value, preparing it for a successful sale.

STEP 3:

Strategic Yacht Marketing and Document Preparation

With a polished vessel ready for market, we move forward to market your yacht strategically. Our team, armed with industry insights and marketing expertise, launches a comprehensive marketing campaign.

Concurrently, we meticulously prepare all the necessary paperwork and legal documentation, ensuring a seamless transition as we prepare to present your yacht to potential buyers.

STEP 4:

Transparent Progress Updates

Communication is our priority. Throughout the sales process, we keep you informed of every significant development. Regular updates regarding inquiries, viewings, and potential buyers are shared promptly. Our dedication to transparency ensures you're well-informed and confident in the progress of your yacht's sale.



STEP 5:

Effortless Execution and Finalisation

Rest assured as we take the helm, managing negotiations, offers, and the intricacies of the sales process. Our team tirelessly coordinates all aspects of the sale, working diligently to secure the best deal on your behalf. Sit back, relax, and let us handle the details, ensuring a seamless and successful sale, and allowing you to focus on what matters most.



STEP 6:

Marketing Your Boat

Effective marketing is key to reaching potential buyers. Here are some of the regular marketing strategies we employ on a daily basis.

Online Listings:

We advertise in most of the top websites on the world wide web so you don't have to, with solid relationships with these platforms we often have featured adverts that do the business. We are constantly monitoring these adverts and building trust so rest assured we are going to be found if someone wants your vessel.

Social Media:

Leveraging all marketing platforms is important, and that includes social media, we take advantage of Facebook, Instagram and even TikTok to ensure whoever is looking for your boat is having visibility from us.

Blog Posts:

Our website is a go to place for thousands of visitors, and so as you can expect from a professional Yacht Broker we invest a lot of time and money in making sure we are at the top of Google and so posting your vessel onto our blog helps us to get even more potential clients to see your advertised yacht.

Email Campaigns:

We now have an extensive list of potential buyers already on a database, we use a dedicate CRM system to track these buyers and have them in a myriad of specific categories to enable us to email market specifically to these potential buyers.

Window Listings:

We are based in a busy marina and so lets take full advantage of that by advertising your yacht on nothing less than a 75 inch screen for all passers by to see.

360 Degree Walk-Through & Video Tour:

We do not do things by half's we go all out, if your vessel needs a little more of a push we also have 360 degree cameras shoot to capture every corner of your yacht, furthermore we also offer a complete video tour which we then host on YouTube.



STEP 7:

Interacting with Buyers

When enquiries start rolling in, be prepared to answer questions promptly and provide accurate information about your boat.

Selling your boat doesn't have to be a daunting task. By following these steps and enlisting the help of a reputable yacht broker like InterYachts, you can navigate the selling process with confidence and maximise your chances of a successful sale.

Contact InterYachts today to explore how we can help you sell your boat efficiently and effectively in the vibrant Spanish regions of Valencia, Marbella, Murcia, Alicante and Cartagena.

Your journey to a successful boat sale begins with us!



HOW WE CAN HELP YOU?

Navigating Your Yacht Sale Journey

At InterYachts, our commitment is simple yet profound: we dedicate ourselves to realising the successful sale of your yacht by any means necessary. We firmly believe in going above and beyond, employing every tool at our disposal to ensure your vessel finds its deserving new captain.

Leveraging Extensive Reach through Social Media

With an ardent following of over 3000 enthusiasts on Facebook, a captivating presence on Instagram, and even embracing the spirited world of TikTok, we utilise the power of social media to amplify your yacht's visibility. Our engaging campaigns reach potential buyers across platforms, ensuring your yacht is showcased to a vast and discerning audience.

Targeted Communication with Potential Buyers

We believe in the personal touch. Our dedicated efforts extend to sending your yacht's details directly to our curated list of potential buyers. Through email, hard copy, and personal phone calls, we ensure that those seeking remarkable yachts are acquainted with the gem that is your vessel.

Captivating Visual Showcase

We understand that showcasing your yacht in the best light is paramount. That's why we can offer an immersive 360 degree walk-through vessel photo shoot, breathtaking drone footage, and a comprehensive video tour. These captivating visuals allow prospective buyers to virtually step aboard and experience the allure of your yacht first-hand.

Going the Extra Nautical Mile

At InterYachts, we believe in taking every necessary step to sell your yacht. We do not shy away from investing the effort and resources required to secure a successful sale. From comprehensive marketing strategies to hands-on negotiations, we leave no stone unturned in realising your yacht's sale at the best possible terms.

Your trust is our compass, and your yacht's sale is our mission. We invite you to partner with InterYachts, where our dedication knows no bounds. Let's sail towards a seamless and fruitful yacht sale together.

Need advice on buying a boat?
Contact info@interyachts.es for buyers guides!

Our local expertise in the areas of Valencia, Marbella, Murcia, Alicante and Cartagena will ensure that your boat is effectively marketed to the right audience.

InterYachts' commitment to excellence and personalised service makes us the ideal partner to assist you in selling your boat quickly and for the best price.



If you are looking for a professional nautical services partner that you can trust, look no further than InterYachts.

Contact us today to learn more about our services or to book a consultation. We look forward to hearing from you.

INTERYACHTS

— NAUTICAL SALES & SERVICES —

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