



# What brokers and clients need from Captains

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Annapolis Yacht Sales

# Agenda

- State of the Industry
- Deliveries
- Instruction
- Survey/Sea-trial
- Resume/Credentials
- Q & A



# 2016 Sailboat Brokerage Sales in U.S. in units

	<26'	26'-35'	36'-45'	46'-55'	56'-79'	80'+	Total
2016	491	2360	2037	353	39	10	5290
2015	497	2452	2030	335	49	4	5367
2014	516	2513	2074	340	54	6	5503
2013	524	2721	2111	335	52	9	5752
Change 2016 - 2015	-1%	-4%	-	+5%	-20%	+150%	-1%

Unit brokerage sales down slightly again, off 1% from 2015. Down 9% since 2013. Huge percentage increase in boats over 80'.

# 2016 Sailboat Brokerage Sales vs. Total Brokerage Sales

	2013	2014	2015	2016
Sailboats Sold	5,752	5,503	5,367	5,290
All Boats Sold	31,652	30,191	30,013	29,431
Sailboats Days on Market	290	304	306	302
All Boats Days On Market	260	269	263	256

**Sailboats maintain a level at 18% of the brokerage units sold annually in the US, and they are generally on the market 46 days longer than the national average for all boats.**

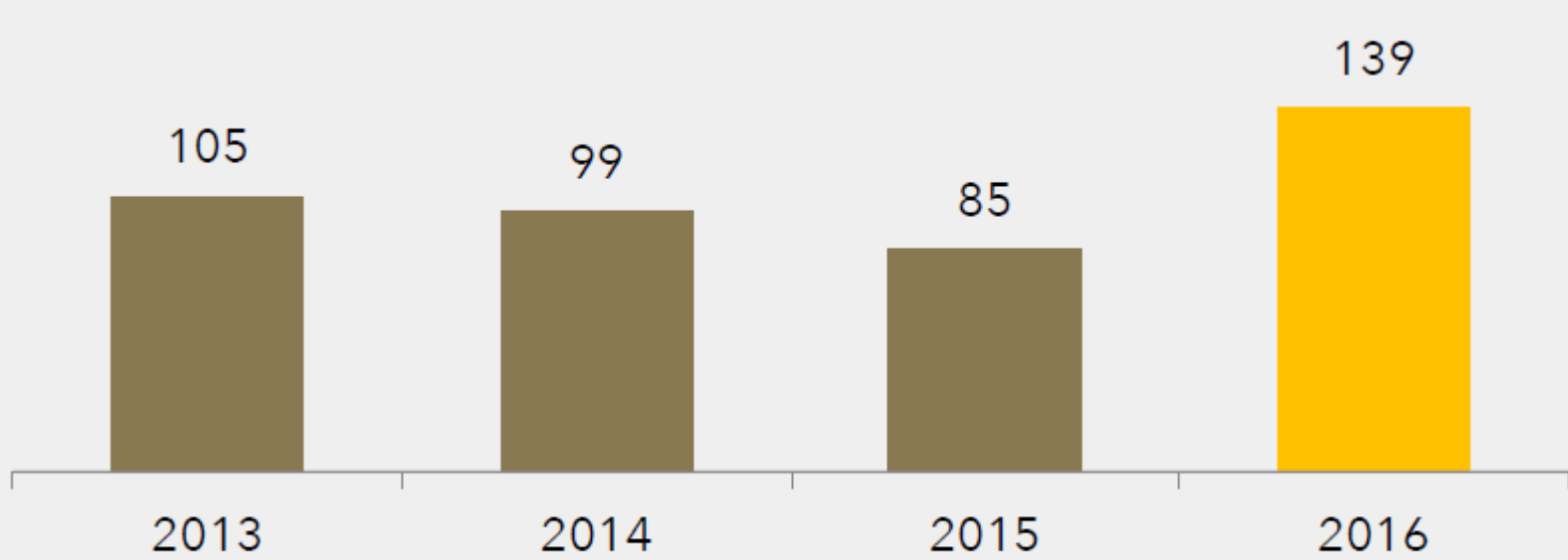
# Imported Sailboats to North America from 21 Countries

## Imports Explode in 2016, Up 44%

Units	2014	2015	2016	Unit Change 2016 vs. 2015	% Change 2016 vs. 2015
Under 20'	613	517	829	+312	+60%
20'- 35'	96	122	135	+13	+11%
36'- 45'	95	132	169	+37	+28%
46' or more	143	117	145	+28	+19%
<b>Total Imports</b>	<b>947</b>	<b>888</b>	<b>1278</b>	<b>+390</b>	<b>+44%</b>

# Larger Multihull Imports See Huge Growth, Up 64%

Imported Multihulls 20 feet and over, in Units



**Multihull imports over 20' are up 54 units in 2016 vs. 2015**

# 2016 Import Study Observations



- Imports exploded up to 1278 total units, for 44% growth.
- Imports under 20' fueled the growth, up by 60%.
- Larger imports over 20' were up 21%, following on 21% growth from 2013-2015.
- Multihulls represented 31% of all imports over 20', and were up 64% in terms of units over the previous year.
- Importers beat their 2016 forecasts by almost double, racking up 44% gains vs. their original +24% projection.
- Importers are once again projecting a strong year ahead, looking for 35% gains in 2017.

# Deliveries





# Increase in deliveries due to growth in imports

- Imports are coming to U.S. from 21 different countries
- 50% of the new Lagoons that AYS sold are sailed across from France to BVI (eight of the 17 on order will be sailed)
- Average trip from France to Tortola is 36-39 days on the ocean with 2 sailors
- Large demand for boats coming from South Africa, France and other parts of Europe
- Align yourself with Charter companies and brokers who are selling the boats at shows like Annapolis or Miami
- Rates are about half of what the freighter cost for delivery to a U.S. port
- Private clients may take delivery in Annapolis but then want the boat to go to other destinations

# Delivery history on your resume

- Show your delivery history - ICW, Panama Canal, Great Lakes, Transatlantic
- List your strengths and any race history – ARC, VIC - Maui
- Number of trips and mileage is more important to clients than licenses
- What types of vessels have you delivered
- Any other certifications – ABYC or manufacturer certifications etc.
- Liability Insurance

# Instruction



# Teaching new buyers on their vessel

- Many buyers need instruction for sail or power boats
- Market to the brokerages so they have a hand out to give to new clients
- Half or whole day instruction
- Docking practice
- Delivery from closing location to the new dock
- Attend owner's rendezvous or club meetings to offer services
- Advertise – Spinsheet/Proptalk

# Surveys & Sea Trials



# Surveys & Sea Trials

- ✓ Brokers have about one survey per week or more in peak seasons
- ✓ Seller is responsible for operating the boat but need to hire a captain to operate the boat on their behalf if not attending
- ✓ Boat is taken for haul out around 11 and then sea trial is about an hour or so on the water
- ✓ Be familiar with electronics, engines, sails, etc.
- ✓ Charge hourly or by the day
- ✓ Surveys are not weather dependent – Rain, Snow or Shine!
- ✓ Market to the brokerages so you are on the list that is given to clients for surveyors, insurance, financing, captains

# Resume/Credentials



## Anthony Smith

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### BOAT CAPTAIN

**PROFESSIONAL SUMMARY:** Dedicated maritime professional with documented success in steering and operating large and small floating vessels using depth finders, radars, lights and buoys. Deep insight into navigating the waters owing to extensive experience on the sea.

### CAREER HIGHLIGHTS

- Hands-on experience in computing positions, setting courses and determining appropriate boat speeds
- Qualified to inspect vessels to ensure efficient and safe operation and conformance to regulations
- Demonstrated expertise in performing dedicated maritime activities including checking for oil spills and patrolling beaches
- Proficient in directing and coordinating crew members in activities such as loading and unloading cargo and operating engines

### COMPETENCIES

- Course setting
- Engine operations
- Vessel inspection
- Preventative maintenance
- Panel instruments use
- Line handling
- Vessel maneuvering
- Oceanographic equipment
- Onboard safety
- Weather prediction
- Passenger services
- Cargo handling

### PROFESSIONAL EXPERIENCE

LUCAS GROUP, Lee Summit, MO (6/2005 to Present)

#### Boat Captain

- Greet passengers as they embark the boat and ensure that they are securely seated
- Ascertain that all deckhands and the first mate is aware of the route that needs to be taken
- Provide passengers with information on following safety instructions properly
- Compute positions and set courses to the designated destinations
- Determine speeds by using charts, area plotting sheets and compasses
- Measure water depths using depth measuring instruments
- Supervise crew members performing cargo loading and unloading duties
- Monitor the embarking and disembarking of passengers to ensure their safety

# Resume handout or PDF to send via email

- ✓ Clients want to see more than a business card
- ✓ In addition to licenses, list experience in a general format
- ✓ Include a photograph with your resume
- ✓ List types of boats you are most experienced with and areas of operation
- ✓ List areas of interest – long term deliveries, surveys, instruction
- ✓ Use of client reviews or articles on race results are helpful
- ✓ Have web site or email contact to provide quotes as needed



ANY  
QUESTIONS  
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