

SELLING OR BUYING ...

Here's some valuable advice from Annie & Fraser, North South Yacht Sales, who've moved more boats in our yard than any other broker we've come across!



Spring is nearly upon us and, as boaters, we start dusting off our plans for the boating season. There will be some of you who will be thinking about buying a new boat this year and others who will be contemplating selling their current vessel. We thought it might be helpful if we passed along some information about using the services of a Yacht Broker.

If selling your boat is in your plans, a Yacht Broker's expertise can be invaluable. As professionals with North South Nautical Group we have a great many resources at our disposal. We can help you find the right listing price for your vessel by doing a comparative market analysis using our extensive data base to see what is currently listed that would be in direct competition with your boat. Even more important is knowing what similar boats of the same year have been selling for. This is data that is not available to the general public. This information is vital to setting the right price the first time.

Many people make the mistake of giving in to the urge to set the price high to start with believing that the boat that they have lavished meticulous care on over the years is undoubtedly the best boat out there.



In fact, the care they have taken and the upgrades they have made will indeed make it sell faster and for more money than the competition but only if it is priced correctly in the first place. It is always a shame to see the market pass by an excellent boat because the price is out of line with other similar boats on the market. We are all aware that these are very difficult economic times, and this makes that critical decision on price all the more important. Sellers often say that they are willing to entertain offers but they might not always have that opportunity if the potential buyers are put off by the asking price.

Our professional assessment advice begins with a personal inspection of your boat (as soon as weather permits). At this time we can give you suggestions to help you make your boat

it's most attractive to a potential buyer. We may also suggest a marine survey to recommend cost effective improvements to ensure optimal presentation. As brokers we often find that if a recent survey has been performed it gives a potential buyer the confidence to proceed with an offer.

Advertising is, of course, essential and North South Nautical Group advertises aggressively to attract buyers to your vessel. We talk to a great many people daily who are responding to our ads either in print or electronically. When a purchaser expresses interest in your boat we qualify them and then make an appointment to view your boat at your convenience. People do not always make fast decisions and it is our role to follow up with them frequently, to answer their questions, address any concerns, and encourage them to make an offer.

Once the offer is signed we present it to you and help you and the buyer come to an agreement. For both parties to be able to negotiate at arm's length through a Broker is generally found to be more comfortable. Once an agreement is reached it is usually conditional upon items such as a survey, a mechanical inspection and a sea trial. The Broker can assist the buyer in finding a reputable marine surveyor and a qualified marine mechanic. Once those conditions have been met the sea trial is the last item to be dealt with and it is intended to demonstrate that the vessel is in good working order. The sale is then final and congratulations are in order all around.

As your Yacht Broker we usually provide the service of collecting and submitting the taxes due on the transaction and we do the paperwork for the transfer of ownership whether the boat is licensed or federally registered. All of the services we have mentioned are at no cost to you until your boat is successfully sold.

In the meantime you continue to enjoy your boat without the concerns about being available to answer calls or emails, having the expense of advertising, or being on hand to show the boat. If the excitement of buying a boat is part of your plans we can help. At North South Nautical Group we are pre-owned yacht specialists and we have the best resources to help you find the right boat. We have an extensive selection of used boat listings, both power and sail, and we also have a vast contact network to source additional boats. Our team has offices in Orillia, St. Catharines, Port Credit (head office) and we are located here in Ottawa and serve all of Eastern Ontario. All of our combined experience is at your disposal to help you find the perfect boat. North South Nautical Group was the first yacht brokerage in Canada to obtain the rating of "Endorsed Brokerage" by the Certified Professional Yacht Broker program.



We can also help you with international boat purchases if that is where your dream boat is located. We can act as your "Buyer's Agent" to help reduce the risk in international boat purchases and represent you with the seller's agent including negotiating with seller, interpreting and understanding the survey, negotiating changes to the offer and overseeing the secure handling of funds and currency conversion. We can help arrange transportation and managing importation fees, taxes and duties. North South Nautical Group has many strategic alliances throughout the industry to help you.

We can also help you to arrange financing through our preferred financial partner, Walker Financial Services. They can offer competitive chartered bank financing with extended amortization period to make your boat more affordable. All loans are open and your boat is the only collateral.

We find that when boat shopping, the most effective use of your time is spent utilizing the services of one broker who can coordinate all the available information and couple it with your list of wants and needs. This eliminates repetition and allows your broker to efficiently narrow down the choices to what will really suit your needs without you spending too much time on the road viewing vessels that were never going to suit you. Even if you see a boat advertised that is listed with another company, we can and will show it to you and represent your interests throughout the buying process. Again, this is at no cost to you.

We would welcome a call or email from you at any time if you have questions about using the services of a Broker to buy or sell your boat. In the meantime, you can visit the web site for North South Nautical Group at www.NorthSouthYachtSales.com to learn more about us and to view our current listings. If you would like to reach us by email we can be reached directly at fraserandannie@northsouthyachtsales.com. We look forward to hearing from you.

We wish you a very happy and safe boating season for 2011!

