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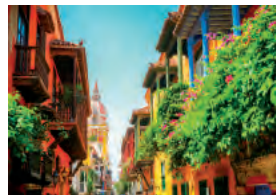
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Nelson's Dockyard, English Harbour, Antigua

DECEMBER 12

Marine Industry Holiday Party
The Flagship Ballroom at MIAASF
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JANUARY 26

IYBA Annual Dinner & Meeting
The Dalmar Hotel, Fort Lauderdale

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Image by Jim Raycroft

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Time Flies When You're Having Fun!



...and I think we would all agree that a robust economy and lots of boat sales is what we call fun.

Maybe I'm a little quirky but being busy is fun to me and the association is quite busy these days. As you all know, the IYBA.PRO portal is now a reality and open to all of our Professional members. At the present time, this is a free service

to our members, so please get on board and let's make this the powerful tool it can be.

Having just come out of FLIBS, I hope you are busy as well. My observation was that the show was well organized, well attended and most of the people I spoke to felt optimistic about the results. Kudos to Informa and MIA SF for a redesign of the entry, more new docks, a better flow, and the removal of most of the transformers from the docks. My pedometer app on my phone says that I put in 20.2 miles on the docks during the show so if I missed you, I hope you were working a deal.

Prior to FLIBS, your association presented two of our signature seminars in Fort Lauderdale. The Best Practices for Charter Professionals Seminar was held on October 2. Thank you to the Charter Professionals Committee, co-chaired by Daphne d'Offay and Jeff Shaffer, for once again bringing a wonderful presentation to 140 attendees.

Yacht Sales & the Law on Oct. 9 brought to the audience a range of very salient topics including a presentation by four-time USA Memory Champion Nelson Dellis. It was attended by a record registration of 193 members! I am really glad to see so many members taking advantage of these spectacular events. There is something new and important for everyone in these educational events so whether your focus is administrative, brokerage, charter or management, don't miss the IYBA seminars. Look for our 2019 seminar agenda, which will be released on the IYBA.YACHTS website soon. Where else can you get breakfast, lunch, drinks and a full day of education and networking for the price of a tank of gas in Brian Nopper's Escalade?

As I mentioned in the last issue, we have been working diligently with a legacy provider to develop a program for our members to enjoy group healthcare insurance options. Later in this issue you will find an article discussing IYBA CARE and by the time you are reading this, we will have laid a firm foundation for this long-anticipated benefit. This opportunity comes to us through the strength of our numbers.

Speaking of strength in numbers, I am happy to announce that while we have been the largest yacht brokers' association in the world for quite some time, we grew to top the 1,500-member mark in October!

A membership of this size requires involved leadership and once again it is time to consider Board of Directors elections. We have one Board member who has announced he will retire and there are six other seats up for re-election. If you have been thinking that you would like to get involved, now is the time to raise your hand. Board members give 12-15 hours per month of volunteer time to develop seminars, organize events, produce this magazine and determine the course of the association. A request for nominees has been made via our email blast system so if you haven't responded, please do so.

Next on the agenda is our Annual Members' Meeting & Dinner on January 26, 2019, to be held at the new Dalmar Hotel in Fort Lauderdale on Federal Highway, just north of the tunnel. Announcements and RSVP information will go out at the beginning of December, so reserve a spot on your social calendar for this great event.

That's all the news that's fit to print, now get out there and sell something, will ya....

Cheers,

A handwritten signature of Paul Flannery in cursive script.

Paul Flannery

A Memo from the Executive Director

I am pleased to announce that IYBA and Mr. Donald Douglas have reached an agreement under which IYBA will be the exclusive user of "International Yacht Brokers Association" going forward. Mr. Douglas, founder and president of the "International Marine Association", will accept membership applications from any person or business involved in the marine industry. Although the International Yacht Brokers Association is unaffiliated with the International Marine Association, the organizations hope to work together in bringing professionalism and camaraderie to the world of boating and yachting. Your membership in one organization does not convey membership to the other organization. If you wish to become a member of either organization, you must apply for membership directly with that organization.

On the cover: The new Baglietto 48M T-LINE

Bad Acts on Board – Which Ones Lead to Owner Liability?

How many times have you heard: Isn't that the yacht where... *[fill in the blank with an instance of something bad happening onboard]*?

Which brings me to the reality television program, "Below Decks Mediterranean". I love it. I particularly love watching Captain Sandy Yawn exert a level of parental control over those carriers of steroid hormones otherwise known as crew. I enjoy laughing at what is happening below decks while Sandy carries on running the ship safely and professionally in all respects.

But which acts by the crew specifically are within the scope of their employment and which are not?

This is usually construed broadly but there are limits.

Most of what I see the crew doing on the popular "Below Decks" series would be considered "within the scope" of their employment. Therefore, any claims arising out of their actions would be considered part of their job description. In other words, acts that are performed for the benefit of the yacht and her owners would be covered by the yacht's insurance or by the yacht itself in the absence of insurance.

Here are three examples of acts that resulted in lawsuits where the yacht owner was not liable:

- In the case of *Stoot v. D&D Catering Serv., Inc.*, 807 F.2d 1197 (5th Cir. 1987), the chef was not acting within the scope of her employment when she acted badly out of resentment over the captain's order to accommodate a fellow crewmember's schedule by serving him meals outside of regular crew meal hours. Acting out of anger and revenge and in the course of an argument with her co-employee, she slashed his fingers with a knife. Clearly, in *Stoot*, the knife-wielding chef was not acting within the scope of her employment.
- In *Sobieski v. Ispat Island, Inc.*, 413 F.3d 628 (7th Cir. 2005), a seaman who was not a chiropractor and not employed as such "cracked another crewmember's neck for chiropractic purposes". The Court found he was not acting within the scope of his employment. No matter how you define a seaman's duties, intentionally cracking the neck of a co-employee would almost never fit within them.

- In *Beech v. Hercules Drilling Co., LLC* 691 F.3d 566, 572 (5th Cir. 2012), a crewmember brought a pistol onboard, contrary to the vessel's clearly stated and written policies prohibiting bringing weapons onboard. The gun was then brought into the crew accommodations area when it was displayed to another seaman. The gun accidentally discharged and sadly killed the shipmate. The gun-wielding crewmember was clearly not acting within the scope of his duties as a seaman and for the benefit of the owner. In these circumstances, the yacht would not be liable for the wrongful death.



The superyacht Talisman Maiton from "Below Decks"

Photo credit: Bravo TV

The test to determine if the acts of the negligent seaman may be attributed to the yacht's owner and the yacht's underwriters is often referred to as the "Business Interest Test". In other words, to prove that the negligent employee's actions were in the course of employment, the injured seaman must show that the employee's tort was committed in furtherance of the employer's business.

The injured plaintiff must show that the coworker acted in furtherance of the ship's business. Regardless of how individual courts have stated the tests, in order

for an activity to qualify as being within the scope of employment, it must be a necessary incident of the day's work or be essential to the performance of the work. The category of acts commonly held to be outside the scope of employment are those undertaken by an employee for a private purpose and having no causal relationship with his employment.

The business interest standard has been deployed to determine course of employment in maritime cases following the standard as articulated under the Federal Employer's Liability Act. See *Beech v. Hercules Drilling Co., L.L.C.*, 691 F.3d 566, 568 (5th Cir. 2012)

So, there is a large gray area between slashing your fellow crewmember, breaking their necks or shooting them and what the yacht is liable for or whether the injured party will have the benefits of the yacht's insurance.

Hannah, are you reading this? ♦

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Illegal Charters – Part II: What Is a “Passenger for Hire”?

In Part I of this series (which ran in the October/November 2018 issue of *Compass*), we discussed some of the financial and even potential imprisonment risks that can result from operating illegal charters. As noted at the end of Part I, perhaps the most common factor in determining whether a charter is illegal is whether the vessel is carrying any “passengers for hire”, because the carriage of any “passengers for hire” will immediately transform a vessel from a mere “recreational” vessel into either an “uninspected passenger vessel”, a “small passenger vessel”, or a “passenger vessel” (depending on the tonnage of the vessel, the number of “passengers for hire” carried, and the type of charter agreement involved).

Such an instantaneous transformation in the legal status of a vessel will also immediately trigger the applicability of a host of additional statutes and regulations that do not apply to mere “recreational vessels”. These could include, by way of a few examples only, requirements relating to vessel inspection and the carriage of a Certificate of Inspection, stability letters, vessel documentation with appropriate trade endorsements, manning levels, licensing of operators and crew, watch standing, mandatory drug and alcohol testing, safety and firefighting equipment, charts and navigation equipment, safety orientation and instruction of passengers, pollution prevention, casualty reporting, and the list goes on and on.

So just what is that mysterious legal creature known as a “*passenger for hire*”, the mere carriage of which on a chartered vessel can produce such dramatic legal consequences?

Let’s review three important statutory definitions:

- **“Passenger”**: 46 U.S. Code § 2101(21)(A) provides the definition that is applicable to most categories of vessels, including recreational vessels, uninspected passenger vessels, small passenger vessels, and passenger vessels. It defines the term **“passenger”** as; “an individual carried on the vessel except:
 - (i) the owner or an individual representative of the owner or, in the case of a vessel under charter, an individual charterer or individual representative of the charterer;
 - (ii) the master; or
 - (iii) a member of the crew engaged in the business of the vessel who has not contributed consideration for carriage and who is paid for on board services;”
- **“Passenger for hire”**: 46 U.S. Code § 2101(21a) defines **“passenger for hire”** as “a passenger for whom consideration is contributed as a condition of carriage on the vessel, whether directly or indirectly flowing to the owner, charterer, operator, agent, or any other person having an interest in the vessel.
- **“Consideration”**: 46 U.S. Code § 2101(5a) defines

“consideration” as: “an economic benefit, inducement, right, or profit including pecuniary payment accruing to an individual, person, or entity, but not including a voluntary sharing of the actual expenses of the voyage, by monetary contribution or donation of fuel, food, beverage, or other supplies.”



Based on these definitions, the simple act of payment or contribution of either direct or indirect “consideration”, as a *condition of carriage* on a vessel, will render a person a “passenger for hire.” The term “consideration” is interpreted broadly enough both by the Coast Guard and the courts to include the types of payments typically made by peer-to-peer charterers or by charter guests or passengers to the owners or operators of chartered vessels as a condition of their “carriage” on the vessel.

The statutory words “as a condition of carriage on a vessel” are important. Under well-established law a crewed charter (*i.e.*, one in which the owner operates the vessel himself or herself, or with a crew hired by the owner) is considered to be an arrangement for the “carriage” of charter guests. Thus, charter guests who pay money as a condition of their “carriage” under crewed charters are “passengers for hire”.

By contrast, a bareboat, or demise, charter is not considered to be an arrangement for the “carriage” of charter guests, but rather a contract for the rental of the vessel itself. So the charter guests under a bareboat charter are not considered “passengers for hire” (unless they paid or contributed “consideration” to the bareboat charterer as a condition of their carriage on the vessel).

Since the carriage of even one “passenger for hire” under a crewed charter will transform an otherwise lightly regulated “recreational vessel” into some other much more highly regulated category of vessel, the distinction between crewed charters and bareboat charters is crucial.

A future Part III of this series will delve further into the subject of bareboat charters and will also look at how the mere fact of chartering out a vessel, whether under a crewed charter or a bareboat charter, can restrict the number of “passengers” that lawfully may be carried aboard, even if they are not “passengers for hire”. ♦


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This article is intended for general informational purposes only, and does not constitute legal advice. Mark J. Buhler specializes in yacht transactions. He is Board Certified in Admiralty & Maritime Law by The Florida Bar. To contact him, email mark.buhler@earthlink.net or call 407-681-7000.

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Get to Know Your Board: Andy Miles, Westport Yachts

Andy Miles grew up on a farm in Lexington, South Carolina, spent six years in the U.S. Army Reserves, and had an eight-year career as a firefighter. While that may sound like an unlikely background for an IYBA Board member and successful member of the yachting industry, Andy's father was a boater who introduced him to fishing and boating off Charleston, S.C., at a young age. Starting out with a Sunfish and a 13-foot Whaler, Andy had worked his way up to owning a 32-foot Wellcraft, purchased from a repossession auction, by the time he was 26.

Today, Andy is a sales broker for Westport Yachts in Fort Lauderdale, which he joined in 2006, selling superyachts up to 164 feet in length. But he got his start in the boat business with much smaller boats – between his work and attending college, his hobby was buying and selling boats at auctions. That experience led him to start a career as a full-time broker in 1996, and he spent the first decade at such well-known firms as Bassett Boat Co., MarineMax and HMY Yachts. It was at HMY that he built a foundation in new yacht construction by selling Viking and Princess yachts.

COMPASS: What is your favorite boating destination?

AM: My absolute favorite place to go boating is Summerland Key in the Florida Keys. I have a home on an airstrip there with a friend, a 31-foot Contender and an 18-foot flats boat. I split my time between fishing, cruising and diving. That's where I spend most of my downtime.

COMPASS: What is your favorite business tool?

AM: My Cessna 182 aircraft. My goal in getting it was to shrink Florida and the Bahamas down to about an hour to an hour-and-a-half across, so I could travel more efficiently to service my client base.

COMPASS: What is the strangest thing that has happened to you in the course of your career in yachting?

AM: My most memorable stories mainly come from my early days of getting my feet wet selling yachts. These stories include entire families green with seasickness, several new-to-boating groundings, a fire, and closing a deal on a sportfish and watching my client literally full-throttle beach it in a crowded marina in front of a large audience. Each of those experiences in some small way has made me a better superyacht broker.

COMPASS: What differences do you see between selling new yachts and pre-owned ones?

AM: In my experience, new construction buyers are prepared to pay as much as double the money they would spend on a similar-size boat that's 8 to 10 years old. Typically, they know exactly what they want in a new yacht from having owned several different types of boat. They want to put their signature on it; they want it to reflect themselves and their family.

COMPASS: What tips can you pass onto a broker who is just getting into new yacht sales?



AM: You have to have an in-depth knowledge of new construction and everything that leads up to it. You have to know what brings the value to the customer, and to be able to help him weigh all the options – you may be able to satisfy what he wants by helping him to buy an existing hull and do a refit. If he goes with new construction, you have to be up to speed on all the technology and how it has changed. You need to have a good team around you – engineering, naval architecture, and design. Finally, you have to know when to say no. Some of the best new builds are the ones you don't do.

COMPASS: What, in your opinion, is the state of new large yacht construction today?

AM: It's almost as strong as it's ever been. Forty percent of the new construction projects over 100 feet in Europe are for U.S. buyers, so we are trying to revive interest in building your new yacht here in the U.S. ♦

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IYBA's Push to Pass Deferred Importation Legislation Awaits White House Approval

IYBA in early November was holding out hope that its effort to pass legislation eliminating the duty on pre-owned foreign-flagged boats offered for sale to U.S. residents while in U.S. waters could still win presidential approval this year. A meeting with officials from the U.S. Office of Management & Budget (OMB) at the White House was scheduled to take place at the end of November, according to Omar Franco of Becker & Poliakoff, IYBA's Washington, D.C.-based lobbyist. The hope is that the Trump Administration will approve the legislation as an administrative regulation deferring the duty on importation or eliminating the tariff altogether.

The meeting comes after IYBA in August responded to a Request for Information (RFI) issued by OMB related to maritime regulatory reform. IYBA, along with the Marine Industries Association of South Florida (MIASF), which has partnered with IYBA on a variety of legislative efforts, submitted an eight-page response.

OMB's support of the measure could lead the agency to submit a proposed regulation allowing for duties on foreign-flagged yachts offered for sale to U.S. residents to be deferred until the time of sale directly to President Trump requesting a change to current law via executive order or new regulation.

Filing of the RFI came amid a year when several bills seeking to pass deferred importation stalled in the current Congress. These measures were introduced by Lois Frankel (D-FL), Ted Yoho (R-FL), and Brian Mast (R-FL), as well as Senate legislative language authored by Senator Bill Nelson (D-FL) pending submission.

All of them would have removed the requirement that the seller must pay the duty before U.S. citizens interested in purchasing a foreign-flagged yacht can board and view the vessel; something few sellers agree to do. IYBA simply wants to defer payment of the duty until the actual time of purchase.

IYBA and other U.S. yachting industry experts have argued that removing the duty requirement or passing deferred importation legislation would help to create American jobs by encouraging the owners of these yachts to bring them to the U.S.'

well-established yachting markets in South Florida and other parts of the country to offer them for sale. Local marinas, yacht service and maintenance yards, yacht brokers, yacht crew, and many other marine service providers all would benefit from this legislation.

An executive order or new regulation issued by President Trump, in response to OMB's support, could pass with little resistance and be done much quicker.

Should the OMB effort stall out, IYBA plans to resubmit deferred importation legislation to the new Congress, which will start next January with a Congress controlled by the Democrats. Nonetheless, Franco believes that, given deferred importation's wide bi-partisan support and the fact that Rep. Frankel, a Democrat, authored one of the bills seeking its implementation, new legislation seeking passage of deferred importation should do well in the new Congress.

"We don't think anything will happen in the lame duck session," Franco said. "But we are confident that a Democrat-controlled House still would be sympathetic to our cause and support the measure." ♦





U.S. 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	25,102	23,250	-7%
Value of Boats Sold - USD	\$3,363,125,441	\$3,261,652,597	-3%
Avg Boats Value - USD	\$133,817.63	\$146,890.65	10%
Value of Boats Sold - EUR	€ 2,997,049,237	€ 2,906,621,712	-3%
Avg Days to Sale	237	244	3%

EUROPEAN 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	7,006	6,769	-3%
Value of Boats Sold - USD	\$1,841,361,809	\$1,927,808,570	5%
Avg Boats Value - EUR	€ 240,645	€ 306,360	27%
Value of Boats Sold - EUR	€ 1,640,929,576	€ 1,717,966,607	5%
Avg Days to Sale	304	296	-3%

FLORIDA 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	5,345	4,966	-7%
Value of Boats Sold - USD	\$1,434,230,901	\$1,460,779,667	2%
Avg Boats Value - USD	\$264,357.57	\$291,020.27	10%
Value of Boats Sold - EUR	€ 1,278,114,867	€ 1,301,773,800	2%
Avg Days to Sale	210	224	7%

2018's Single-Digit Pre-Owned Yacht Sales Decline Continues*

Sales of pre-owned boats in the U.S., Europe and Florida continued to show declines, according to the latest figures released by YachtWorld from its SoldBoats.com database. For the January 1 – October 31, 2018 reporting period, the number of boats sold in the U.S. declined by 7 percent to 23,250 from 25,102 during the same period in 2017. Brokerage boat sales in Florida also declined by 7 percent to 4,966 from 5,345 while unit boat sales in Europe declined by 3 percent, to 6,769 from 7,006.

The average time it took to sell a brokerage boat increased in the U.S. by 3 percent and 7 percent in Florida but declined in Europe.

Monetary brokerage boat sales increased significantly during the 2018 period, reflecting substantially higher average per boat sales prices, due principally to a higher mix of larger boat sales. For more details, please see the chart to the right.

**This report should be used for comparative analysis for period sales. This information reflects only those sales recorded in YachtWorld's database.*

Happy Holidays
from our family to yours



Separating a troubled past
from a bright future.

Your friends at AMI Kids Boat Program wish you the very best this holiday season. Because of you, we have had 46 years of helping over 135,000 kids nationwide.

AMIKids.org



#WeAreAMIKids
#DiscoverYourPotential



Accessibility, Motion & Control



The first “touch” or experience a yacht owner or guest has with a vessel is in the boarding process. When the boarding stair or passerelle meets the quality standard and aesthetics of the yacht, generally that first experience is a very positive one.

Over the past couple of decades, yachts have become larger, more complex and the expectations of the yacht owner have increased proportionally. Today it is not uncommon to have multiple boarding locations providing access from both the quay as well as from the vessel's tender. This may require boarding to the main deck as well as the transom or a beach club area. Critical to a comfortable boarding experience is the stability of the boarding device, either a stairway or a passerelle. If the passerelle feels like a diving board while walking the plank, most people will feel a sense of unease and discomfort. If the stairway moves under your feet as you descend from the yacht, the experience is uncomfortable and may become dangerous. This is why it is so important that a proper design and appropriate interface is provided between the vessel and the boarding equipment. Most quality yacht designers and builders recognize this and address this in the equipment selection made.

Equipment designs and features are evolving in pace with the large yacht industry. Storage space on a yacht is always at a premium, and new yacht design is creating challenges not seen in previous builds. Stairways and passerelles are stowed in more limiting and creative locations, often positioned in underutilized space and typically becoming an integral part of the vessel's bulwarks or transom.

Advancements in our stair technology have allowed Nautical Structures to incorporate self-leveling stair treads in the passerelle, allowing the passerelle to transform from a plank

into a stairway. The ability to lower a boarding platform beneath the waterline allows divers and swimmers safer access in and out of the water. In circumstances where the yacht is tied to a higher fixed dock, having stairs becomes a much safer alternative to the ramp a passerelle provides. Designed properly, the passerelle also may become the vessel's tender dock, allowing comfortable and safe boarding to and from a tender, and a place to moor the tender for short periods of time.

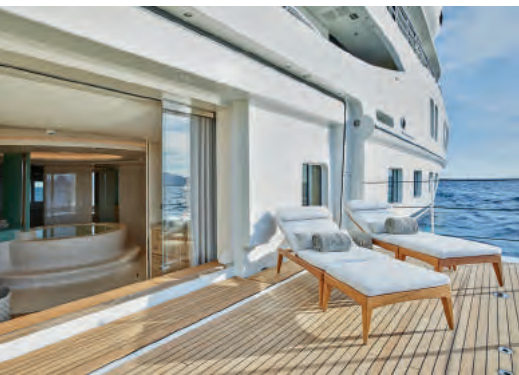
Recently Nautical Structures has found our stairway designs migrating from yacht architecture to residential architecture. Over the past couple years, we have delivered retractable stairway systems to high-end residences. In one application a beautiful wide stairway inside the home was built in such a way that it retracts into the second floor balcony. This allows the home owner the ability to “remove” the stairway from his first floor entertainment area, creating additional floor-space as-needed. It also provides an additional layer of security limiting access to the upper floor of the home while hosting parties and events.



In a different application we manufactured two exterior stairways that retract. These were installed at a waterfront home to provide access to the second-floor living areas. The purpose of these stairways is to enhance the home's security by eliminating access to the home by the simple act of retracting the stairway. This concept has been around as long as castles were built with a mote and drawbridge, but now with a high-end automated twist!

With good architecture, creative thought and proper hydraulic motion and control specialization, there is almost no limit to the ways boarding equipment will evolve to enhance accessibility, comfort and security control. ♦

**There Has Never Been
A Better Time To Join Us**



ABOUT THE SOCIETY

Founded in 1989, The International Superyacht Society represents the yachting industry worldwide. Through committees, events, educational opportunities and business-to-business collaboration, ISS works collectively to both strengthen and grow the business interests of society members, while serving as a unified voice for issues affecting the yachting marketplace. Join today to be apart of the superyacht industry's organization.

10% 

Our members include the top ten percent of executive management

245 

Over two hundred and forty-five international companies

1,000 

Over a thousand members

2019 Miami Yacht Show: Location, Location, Location



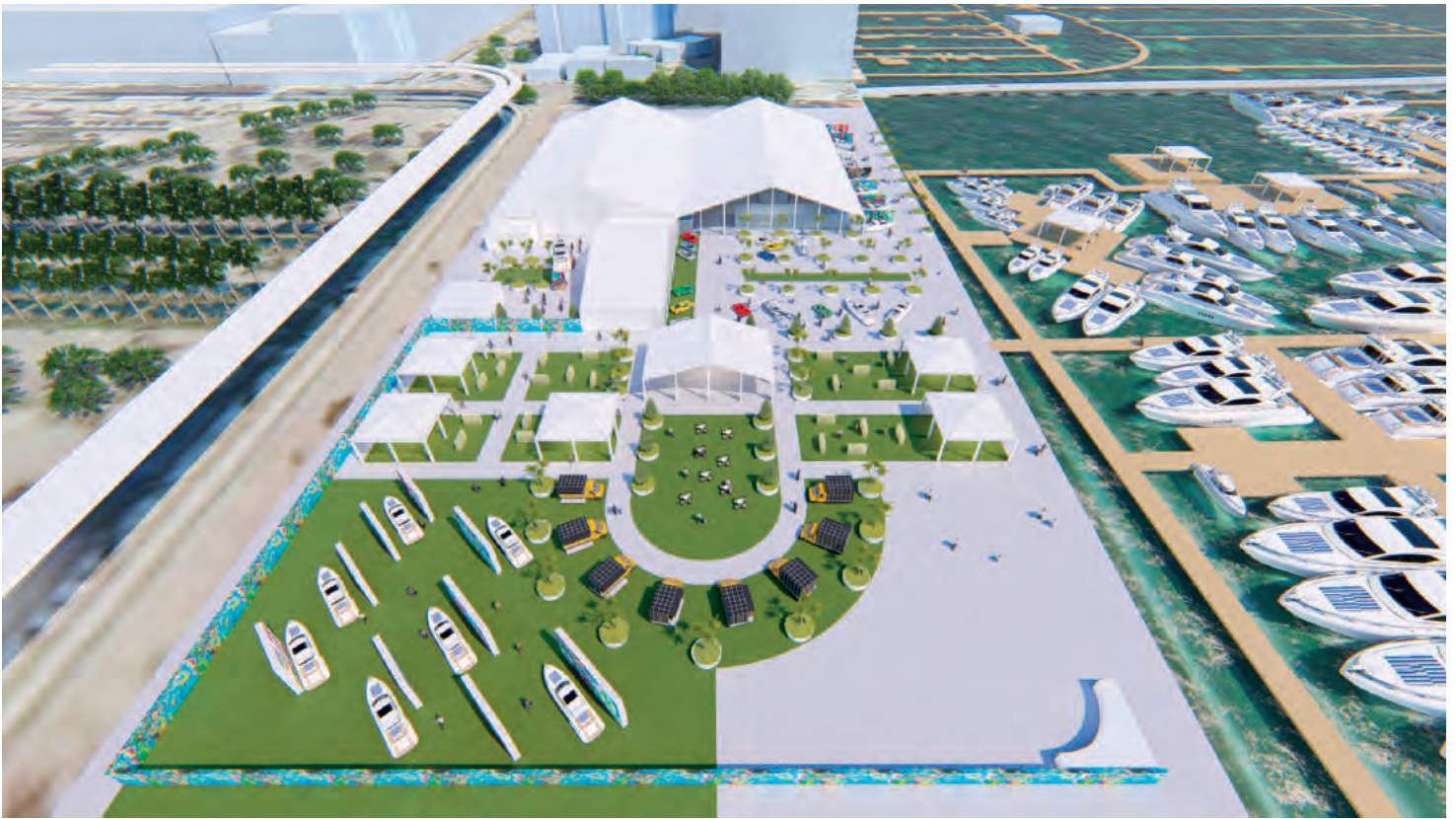
Miami Yacht Show organizer Informa Global Exhibitions has released more renderings of the show's new location off North Bayshore Drive in downtown Miami to whet our appetites for what is going to be a bigger, more upscale and accessible event. Scheduled for February 14-18, 2019, the 31st Annual Miami Yacht Show (MYS) will have far more space available for exhibitor displays on land in addition to the usual array of hundreds of in-water berths.

"We are thrilled to expand the Miami Yacht Show and move to our new downtown location," says Andrew Doole, general manager and vice president for the U.S. boat shows at Informa. "The new site gives us infinite growth possibilities and has over 70 percent more land space to allow more than 250 wonderful exhibitors to be included at the show."

All told, the 2019 show will cover a land and water area totaling nearly 60 acres.

As the renderings show, MYS' new upland area is designed to fit in well with Miami's popular arts and entertainment district, which it adjoins. In addition to showcasing boats and a wide range of boating accessories and services, it also will feature more space for showgoers to dine, socialize and experience the luxury items that go hand

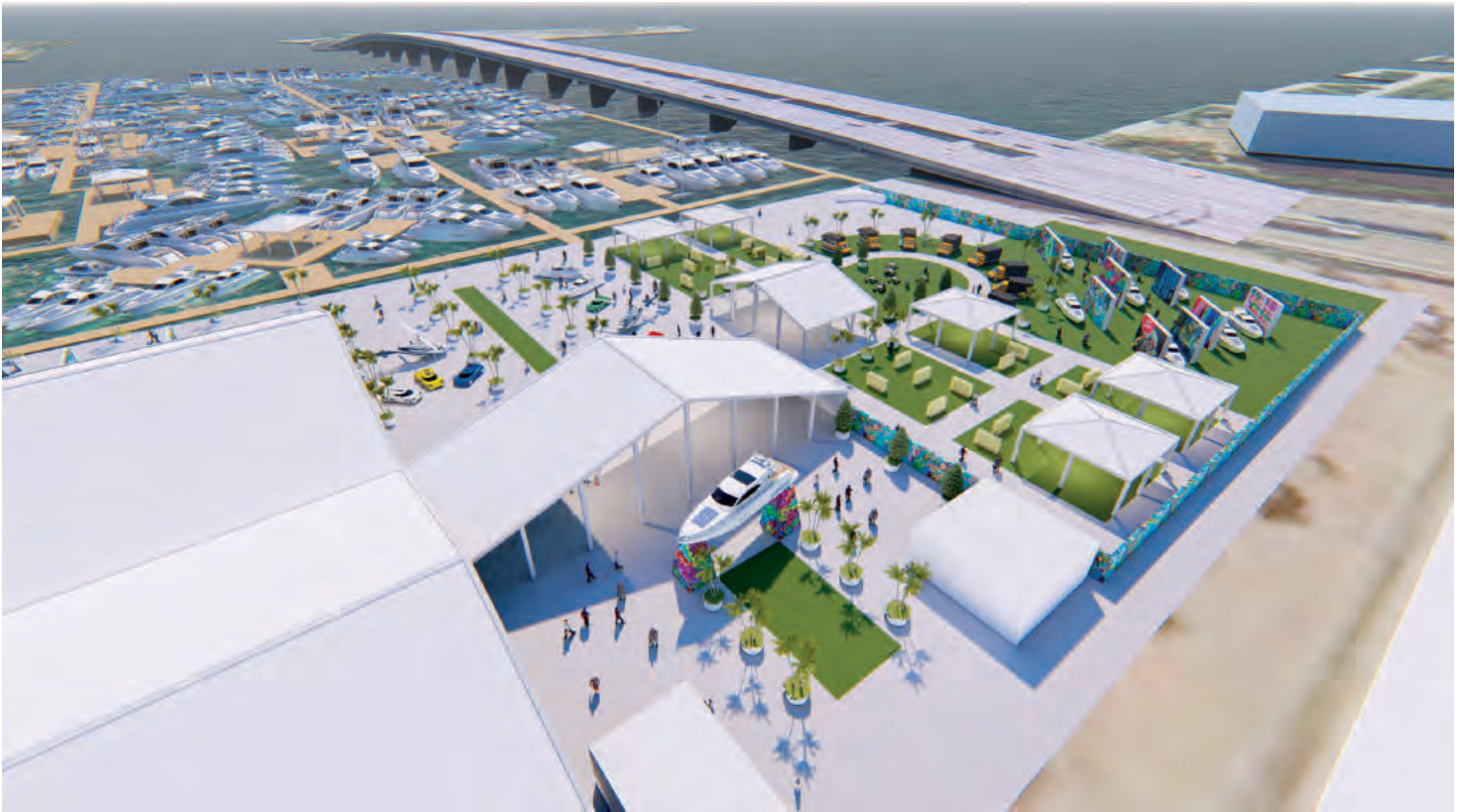




in hand with the yachting lifestyle. There will be areas dedicated to displaying exotic automobiles, aircraft, personal submarines and other yacht toys. Food offerings will be abundant; in addition to catering provided by Proof of the Pudding, which debuted its skills at the recent Fort Lauderdale International Boat Show, there is space for local restaurants to offer their cuisine, and even a “food truck invasion”.

The VIP lounge also has been expanded and will have the capacity to host more exclusive VIP events during the course of the show.

“People are really excited for the newly expanded space, parking and ease of transit,” said Lana Bernstein, Informa vice president of marketing, U.S. boat shows. “It’s a fantastic, fantastic location.” ♦





Introducing IYBA CARE – Group Health Insurance for You and Your Business

Starting on December 1, 2018, IYBA is offering an exciting new benefit to its members – the option to purchase 2019 health insurance coverage for yourself and your family, as well as to offer health insurance to members of your staff. Known as “IYBA CARE”, this healthcare insurance program is offered through SGRM Insurance – a globally licensed, privately owned insurance brokerage firm with in-depth experience in the private yacht, general maritime and aviation sector – and is provided by legacy global healthcare insurance carrier Cigna®.

When IYBA Executive Director Paul Flannery first approached SGRM with the concept for IYBA CARE, he was told it would be impossible under the current U.S. Federal Regulations. Then, in April 2018, when the Trump Administration issued its new rule for the Affordable Care Act (ACA), which made several significant changes to the law (along with removing the penalty for failure to purchase healthcare coverage starting in 2019), IYBA CARE was suddenly back on the table.

“Stephen Beck [SGRM’s financial services president] immediately saw the opportunity to get into the healthcare market for associations before anyone else,” said Mark Abba, SGRM’s COO.

“IYBA is the first association in the U.S. to offer its members group health insurance under the Trump Administration’s new policy change,” said Flannery. “IYBA and SGRM are taking advantage of the changes the Administration has made to the Affordable Care Act to pioneer this invaluable new member benefit.”

“It’s not a one-size-fits-all plan.”

IYBA CARE provided by Cigna operates like traditional large company group health insurance, which lowers costs across the board and offers no exclusions for pre-existing medical conditions. SGRM will present IYBA members a range of IYBA CARE plans, including single and family policies, high and low deductibles and HMO, PPO and HSA coverage. “It’s not a one-size-fits-all plan,” Abba said. “It is a full, mature tier program.”

In addition to providing healthcare coverage for individual IYBA members and their families, SGRM will work with business owners who are IYBA members to develop health insurance packages for their entire staff, under the umbrella of a larger group. “This is a major benefit that can help our members to attract and retain valuable employees,” Flannery said.



In order to secure annual IYBA CARE provided by Cigna health insurance for the new year starting on January 1, 2019, IYBA members need to enroll by December 15, 2018. Information on the different plan options and enrollment forms are available by contacting SGRM via iyba@sgrm-insurance.com.

“The IYBA CARE plan gives you all the benefits of an ACA plan, but we can extend our window further than some of the others in the ACA marketplace,” Abba said, emphasizing that, “ANYTIME a new or existing IYBA member wants to join IYBA CARE during the year, even if it’s in June, October or March, they will be eligible to apply.”

A healthcare insurance broker that specializes in global travel health insurance in addition to U.S. domestic coverage, SGRM also can provide health insurance coverage for IYBA members who travel abroad on business and for international members looking for coverage while they are in the U.S. For more information on SGRM, please visit its website at www.sgrm-insurance.com.

“In SGRM, with its international focus and experience, IYBA has found the ideal partner to provide our members in the U.S. and Europe with a healthcare insurance solution that is tailored to your specific needs, and to those of your business,” Flannery said. ♦



IYBA CARE - A FIRST FOR OUR MEMBERS!



As a member of IYBA you now qualify for group health insurance benefits!

Inquire now at info@sgrm-insurance.com

Brought to you in partnership with SGRM



Questions about IYBA Care?

+1 954 727 5354

MLS Best Listing Practices: 10 Tips for Taking Money-Making Photos

You work hard for good listings: they are priced right, in great condition and well-equipped. Unfortunately, very little of this matters if boat buyers see that great listing through the lens of a bad camera, taken by a hurried yacht broker, on a cloudy day. IYBA's MLS Committee has compiled a Top 10 List for taking photos worthy of great listings.

- 1) **Your Phone Is Not a Camera:** Invest in a good camera. Despite what the guy in the blue T-shirt told you at the Apple Store, your phone was never designed to take professional photographs.
- 2) **Know Your Camera:** Most good cameras are pretty easy to figure out. Take the time to know all the settings and features. There are free tutorials on YouTube for just about every major camera brand and model.
- 3) **Love Lighting:** The enemy of a good photo is bad lighting. If you're taking photos of a small boat it's important avoid the "cave effect". Turn on all the lights you can find, open the blinds and let the light come pouring in from every direction.
- 4) **Consider Claustrophobics:** No need to take that picture of the guest head if you don't know how. We've all seen the bad "head shot" – door half open, 30% of the shower, a portion of the vanity and a used towel on the rack. Shots like these add nothing to your listing and scare the claustrophobic in all of us.
- 5) **Watch Out for Mirrors:** Yeah...we see you.
- 6) **Set the Stage:** Preparation is the mark of a pro. Take the time to set the dining table, make the bed, put out a few clean rolled towels on the aft deck. Make it easy for prospects to imagine themselves enjoying every room of your listing.
- 7) **Kill the Clutter:** Show up early and put away all the knick-knacks, porpoise figurines, and that *Southern Boating* swimsuit issue from 1995.
- 8) **Spin her Around:** The most common mistake of every listing: that crowded photo from the dock. Your listing's best lines should be seen on the front page of every listing. Get her off the dock, spin her around and show off her best angles.
- 9) **Label All Photos:** Make browsing easy for prospects. Nothing is more annoying to a client than having to scroll through dozens of photos labeled "Photo 1" – "Photo 72" to find out what the galley looks like.
- 10) **Hire a Photographer:** For your best listings, hire a pro. No matter how good you think you are, you're not as good as a professional photographer. It's a small investment to make your listing stand out from the crowd. ♦



Courtesy of Westport Yachts



IYBA.PRO VESSEL PORTAL

Our industry's only member listing service with over 1,000 active members & 13,500+ co-brokerage listings to advertise, the IYBA Portal unites our members for the benefit of our members – get involved now!

A Major Refit for LMC

In late 2015, when the Carlyle Group purchased Lauderdale Marine Center in Fort Lauderdale, the largest dedicated yacht service and repair facility in the U.S., there was much angst within the industry that it would be turned into condos. To date, more than \$30 million has been invested in the facility and it has undergone improvements in almost every area of the property. Lauderdale Marine Center decidedly is not going to become condos – instead, it has attracted some of the biggest brands in yachting to call the facility home.

LMC Timeline:

- Fall 2016 – “Southwest Laydays” – the first project undertaken by the team after LMC was acquired was to clean up, add power, and lay concrete in an area of the property that was not utilized. The project resulted in the addition of five hard spaces for vessels up to 164’.
- Spring 2017 – “West Yard Reconfiguration” – In response to growing demand in the 100’+ market, the west yard was reconfigured to accommodate yachts in the 100-120’ range. Because the area would now accommodate larger boats, the project also required upgrades to the existing power.
- Spring 2017 – “Ferretti” – Taking office, workshop, and slip space at the facility, Ferretti joined the LMC family in the spring of 2017. The company utilizes its space to complete warranty work and commissioning.
- Summer 2017 – “Brutus and The Beast” – One of the biggest projects of 2017, LMC purchased two new boat lifts. Brutus, a 220-ton Cimolai, was constructed in the yard first and went into service in June 2017. The Beast, a 485-ton Cimolai, was second to be built and began hauling boats in August 2017. The new lifts increased capacity for haul-out from 300 tons to 485 tons, allowing the facility to service more customers in the 150’+ range.
- Summer 2017 – “Foreign Trade Zone” – A first of its kind in the industry, LMC received designation as a Foreign Trade Zone (FTZ) on June 7, 2017. The FTZ allows brokers to locally and legally show foreign-flagged vessels to American buyers. To date, the FTZ has assisted in the sale of several vessels.
- Fall 2017 – “Superyacht Sales & Charter” – The sales, charter, and management firm moved into a newly renovated space on SW 20th Street.
- Fall 2017 – “Riverbend at LMC” – Located at the far east of the property, the old “Riverbend Marina” was a dirt lot with dilapidated buildings. After purchase, the property was completely refurbished – including new concrete, power, floating docks, and building remodels – and reopened under the LMC brand. This facility added 15 acres and a total of 58 hard, and 32 wet slips. This portion of the facility is dedicated to serving vessels under 80’ and is equipped with a 75-ton lift.
- Winter 2018 – “Northrop & Johnson” – After completing renovation of the entire top floor of the 2015 building at LMC, in January of 2018, Northrop & Johnson relocated its worldwide headquarters to the facility.
- Winter 2018 – “Benetti Americas” – Benetti took office space within the LMC facility in January 2018 for its after-market team. LMC has also become an official Benetti Service Partner and has provided the space for several vessels as Benetti completes warranty work on them.
- Winter 2018 – “Crew Gym” – Realizing that a stay at LMC should be more comfortable for the crew onboard the vessels, LMC went to work on what matters to them. A gym was added in February and then expanded in June.



- Summer 2018 – “WiFi” – Nothing is more frustrating than poor or slow WiFi signal. The LMC team has fully updated the WiFi to ensure fast access anywhere in the yard.
- Fall 2018 – “BWA Yachting” – Noticing all the upgrades going on at LMC and having had great reviews from its own customers who had visited the yard, BWA moved its Florida/Bahamas operation into the facility.
- Fall 2018 – “West Dock Reconfiguration” – The West Docks were previously configured to accommodate a number of smaller vessels, with the largest slip being around 80’. During peak season, LMC frequently had to turn larger vessels away because of limited large slip availability. Meanwhile, smaller slips were not fully utilized. The opportunity to better serve customers was obvious, and the project to reconfigure dockage for larger vessels began. The new Bellingham docks accommodate fewer total boats, but have more slips for vessels 80’+.

Coming Soon:

- Winter 2019 – Just weeks away, the highly anticipated 2,500-square foot restaurant will soon be a hotspot for the marine industry and a great new eatery on the river for locals. Open to the public, the restaurant will serve breakfast, lunch and dinner. It also will operate the bar, which sits atop a 5,000-square foot platform on LMC’s new floating docks.
- 2019 – “Catamaran Lift” – Currently LMC is one of the only places in South Florida that catamarans can be serviced. Because of their beams, most of these catamarans must be hauled on our 220-ton lift and placed into our West Yard. This limits availability to our customers in the 100’-120’ range. LMC is working to add a 140-ton wide lift that will service Riverbend at LMC to accommodate catamarans. Permitting is in progress now, with expected completion of the project before Summer 2019.
- And Beyond – “Parking Structure” – It’s no secret that parking can be difficult at LMC. The team is working on solutions, including the addition of a parking structure in the far west portion of the facility. Permitting has begun on the project, but it is expected that it will take more than a year to complete.

Along with the extensive upgrades, the business model at LMC whereby captains and managers can select their preferred contractors is making LMC a worldwide refit destination. The new marina, FTZ designation, and crew amenities position the facility as an excellent place for brokerage vessels to remain while for sale. If you haven’t been to Lauderdale Marine Center recently, stop by; there is much to be impressed with. *For more information, visit www.lauderdalemarinecenter.com.* ♦

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Caribbean Classic: Experiencing Mandarin Oriental, Canouan



Just as our savvy charter yacht owners employ a proactive and innately gracious crew to add wow-factor to every moment of their clients' experience onboard, the team at Mandarin Oriental, Canouan has succeeded in mastering the art of hospitality. Whether guests enjoy all the amenities the resort has to offer before they embark on their luxury yacht charter vacation in St. Vincent and the Grenadines or spend a few days afterward (or both!), Mandarin Oriental, Canouan is not to be missed.

Some of the committee members of the IYBA Charter Professionals Committee recently attended a familiarization trip in order to learn more about Mandarin Oriental, Canouan and Canouan Island. This is what we learned:

Nestled along a white powder stretch of Godahl Beach on Carenage Bay, Mandarin Oriental, Canouan was created with impeccable attention to detail. The resort is home to a collection of atmospheric restaurants offering a variety of culinary experiences



accompanied by stunning ocean views. Offering just 26 suites and 7 villas, Mandarin Oriental, Canouan is an all-ocean-view luxury hideaway perfect for families and groups of friends. At Mandarin Oriental, Canouan, you can relax and enjoy the beach, delight in hikes, challenge yourself with tennis and golf, or simply disconnect from it all at one of the finest spas in the Grenadines archipelago.

With the launch of the new Glossy Bay Marina, and the extension of the Canouan Airport, Canouan has become the next "best port" for a Windward Islands yacht charter itinerary. The luxury Glossy Bay Marina already is booking slips, although it is still in development, and intends to berth up to 120 luxury superyachts with an emphasis on quality and detail-oriented service. Marina facilities include security, pool, restaurants, shopping, facilities and services for crew. The largest berths can accommodate motor yachts up to 100 meters. Glossy Bay Marina intends to be receiving yachts by November 2018.

Getting to Canouan has never been easier. We recommend direct flights (offered by American Airlines, JetBlue, Caribbean Airlines, Air Canada, WestJet, Air France, Air Antilles Express, British Airways, Copa, Virgin Atlantic or Condor) into Barbados BGI, where you will have a hassle-free transfer experience thanks to the dedicated VIP Airport Concierge, who will meet you and escort you and your luggage. When you are a guest of the Mandarin Oriental, Canouan, the resort gladly takes care of arranging your inter-island transfers.



You will feel as though your yacht charter has begun the moment you step out of the quaint Canouan Airport to be greeted by a warm, welcoming smile, chilled and fragrant towels, and Mercedes airport transfers to the Mandarin Oriental, Canouan Reception.

The hospitable resort staff will greet you with a customized coconut in which your welcome drink is proudly

presented. Each guest is assigned a personal butler for the entire duration of your stay, given a thorough orientation on the extravagant features of your suite, and an offer to unpack and iron your luggage (which is already waiting in your suite).

The suites are extremely generous at 1,300 square feet of absolute luxury. Choose between the One-Bedroom Oceanview Suite offering panoramic ocean views, or the One-Bedroom Beachfront Suite offering direct access (within steps!) to the powder white beach. Each suite includes a king-size bed, desk, light-filled living room, walk-in wardrobe, furnished private terrace/balcony, marble bathroom with tub and separate shower, and dedicated butler service. Need more room for a larger family? Ask about the two- and three- bedroom Patio Villas, each with studio. Plenty of options for the whole family.

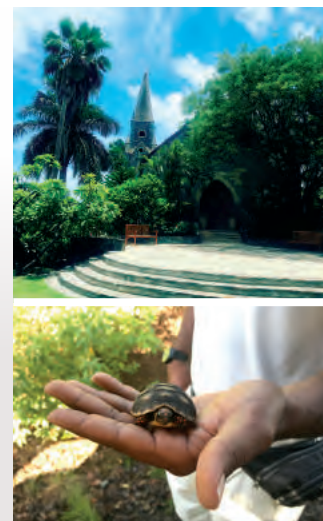
With Canouan being the safe, accessible, and secluded island that

Canouan Fast Facts:

- **Canouan Airport (CIW):** 5,876 ft accommodating private jets and commercial flights up to Boeing B737 and Airbus A320.
- **Official Language:** English
- **Time Zone:** Atlantic Standard Time Zone (1 hour ahead of EST and 4 hours behind GMT during daylight savings time).
- **Climate:** Temperatures range from 75F – 94F. The dry season lasts from January to April, and the rainy season runs from July to November.
- **Population:** Approx. 1,500
- **Government:** St. Vincent and the Grenadines is a fully independent country within the British Commonwealth.
- **Currency:** Eastern Caribbean Dollar (XCD), approx. \$2,70/1 USD
- **Internet and Cellphone Reception:** Good internet service is available in many locations on the island including excellent, high-speed wireless internet at Mandarin Oriental, Canouan. Solid cellphone signal is available over the majority of the island.

Typical 8-day yacht charter itinerary:

- Day 1:** Canouan, Arrival Day
- Day 2:** Canouan, enjoy all that Mandarin Oriental, Canouan has to offer
- Day 3:** Bequia
- Day 4:** Mustique
- Day 5:** Tobago Cays
- Day 6:** Mayreau or Union Island
- Day 7:** Petit St. Vincent or Carriacou



it is, you will have the independence to cruise the Grenadines Estate by golf cart. With so many activities to enjoy and areas to explore, you can keep the whole family entertained for up to week, at least.

- **Tennis:** The Mandarin Oriental, Canouan tennis center at Carenage Bay comprises three all-weather night-lit tennis courts with rental equipment, as well as a pro shop and resident tennis professionals to help you up your game.
- **Gym:** Everything you need for a full-body workout, including a large selection of cardiovascular and weightlifting equipment, running and cycling machines, steppers and elliptical machines, and Pilates studio. There is a full-time Yoga and Pilates instructor on site in-season.
- **Golf:** 18-hole Jim Fazio course with panoramic views.
- **Beach:** Activities include kayaking, Hobie-cat sailing, windsurfing, snorkeling, scuba. Boasting a dreamy Caribbean setting of glass-clear seas, powdery sand beaches and vibrant greenery, the Mandarin Oriental, Canouan is surrounded by the Caribbean's largest living coral reef. For this reason, jet skis are not allowed, however you can still enjoy non-motorized sports. You also can take a day sail out to the Tobago Cays on a catamaran charter.
- **Spa:** In a picturesque, utterly peaceful location, the Mandarin Oriental, Canouan Spa is a retreat for body and soul – approach along the wooden walkway on the beach, then take a little funicular to find your treatment suite nestled in the lush hillside and overlooking the ocean with nothing but the sound of crashing waves and a gentle breeze to fill your mind.
- **Swimming:** The infinity pool on the terrace is as perfect for taking

laps as it is for lounging with a cocktail and drinking in the view.

- **Kid's Camp, Pirates of Canouan:** A heap of fun games awaits the tots in a fully equipped Kids' and Teenagers' Club (complimentary for children aged 3 and above. Guests on charter in the vicinity pay a daily resort fee per person). There's Beach Olympics, cricket and yoga for keeping kids active, a pool table, Foosball, playground, PlayStation/Xbox, and arts and crafts for creative little minds when it's time to get out of the sun. Babysitting service is also available on request.
- **Hiking and Biking:** Guided hikes up Mount Royal, the highest point on the island, can be arranged – the truly amazing 360-degree views are worth the effort. Guided cycling tours are also available.
- **Dining:** You could never get bored with the menus or ambience as there are so many options to choose from: Shell Beach, Turtles, Lagoon, Pool Bar, Asianne, Tides, L'Ance Guyac, or if you want to venture off property, you can enjoy the setting of Shenanigans at the new Glossy Bay Marina.
- **Church:** There's a beautiful Anglican Cathedral close to Mandarin Oriental, Canouan and plenty of other denomination churches on the island.

Please feel free to reach out to IYBA's Charter Professionals Committee should you have any questions regarding the Mandarin Oriental, Canouan and surrounds as a yachting destination for your next charter. #IamaFAN

For Additional information, please visit: <https://www.mandarinoriental.com/canouan/pink-sand-beach/luxury-hotel> ♦



Member News

BLUEWATER YACHT SALES is pleased to announce we have increased our Maryland staff by over 40 percent with the addition of two new sales professionals and our own in-house financing department. Our new finance and documentation team will help our customers get into their new boats without dealing with the unnecessary hassles of the traditional loan process. Bluewater is tirelessly working to find the next best way to serve our customers. We are invested in continuing our growth in the Mid-Atlantic and pushing forward to meet the demands of our industry.

THE CATAMARAN COMPANY'S

Staley Weidman, a member of the IYBA Board of Directors, has been appointed chairman of the Certification Advisory Council (CAC) which oversees the Certified Professional Yacht Brokers (CPYB) Program. Staley's appointment was announced at the CAC Meeting held in Seabrook, Texas, on Nov. 14-15, 2018.

GALATI YACHT SALES announces the sale of the 203' Benetti MINE GAMES. Brandon Kummer of Galati Yachts Sales represented the seller. Ann Avery with Northrop & Johnson and Shannon McCoy with Worth Avenue introduced the buyer. MINE GAMES was built in 2010

and enjoyed a refit in 2015. True to Benetti's heritage, MINE GAMES is built to the finest specifications and accommodates 12 guests. Her sleek exterior was designed by Stefano Natucci and stunning interior design is by Studio Massari. MINE GAMES was asking \$29,950,000.



INTERMARINE is pleased to announce it had close to 60 boats at the Fort Lauderdale International Boat Show and recently added Belzona Boats and Wellcraft to its lineup. New listings were added by Mike Smalley: 2014 Prestige 500 and 2013 Prestige 620. InterMarine also was selling broker on a 2016 Pershing 70. Rick Dubois added a 2015 Prestige 550 listing. InterMarine represents multiple new boat lines including Prestige Yachts and is the exclusive distributor for Dreamline Yachts in

the Americas. For more information contact: Mike Smalley, 954-665-7138. Employment opportunities available, inquire within.

PIER ONE YACHT CHARTERS is pleased to announce the following additions to our charter yacht fleet: 100ft Hargrave 2002/15 SANCTUARY, sleeping 8 guests in 4 ensuite cabins with 3 crew. Available in Fla./Bahamas Winter 2018/19 for \$34,000-39,000 USD per week*. CHOP CHOP, 88ft RIVA 2017, sleeping 8 guests in 4 guest



New Members

Professional Active

Randolph Coleman – Ferretti Group of America
Sponsors: Jon Burkard & Randy Sweers

Page Obenshain – St. Petersburg Yacht Sales & Service, LLC
Sponsors: Lee Messina & Ed Massey

Jon Gregg – Horizon Yachts, Inc.
Sponsors: Roger Sowerbutts & Elise Moffitt

Professional Associate

Chuck Newman – United Yacht Sales
Sponsors: Peter Schmidt & John Dial

Jim Derks – Rick Obey & Associates
Sponsors: Rick Obey & Jason Dunbar

Barrett Smith – 26 North Yacht Sales, Inc.
Sponsors: Mike Carlson & Jose Arana

Tim Devaney – United Yacht Sales
Sponsors: Dave Sell & Neal Morris

Norm Russick – St. Petersburg Yacht Sales
Sponsors: Joe Zammataro & Lee Messina

Charter Active

Leigh Ford – Richleigh Yachts Inc.
Sponsors: Richard Ford & Sharon Bahmer

Charter Associate

Jessica Frank – Allied Marine
Sponsors: Jon Burkard & Justin Blue

Carolyn Sweet – Pier One Yacht Sales
Sponsors: Len Garofoli & Tony Mondello

Affiliate Associate

Richard Marney – Boattroller.com
Sponsors: Rob Bownman & Tom Downey

Jack Mahoney – Boathouse Auctions, Inc.
Sponsors: Peter Amos & Leslie Quarrier

Korin Castro – ONE Sotheby's International Realty
Sponsors: Michael Internoscia & Bob Saxon

Support

James Luria – Schooner Yachts
Sponsors: Mitchel Milesi & Henry Schoone

cabins with 3 crew. Available in Fla./Bahamas year-round for \$48-55,000 USD per week*. ELLA CLARE, 76ft Horizon, sleeping 6 guests in 3 ensuite cabins with 3 crew. Available in Fla./Bahamas for Winter of 2018/19 for \$25,500 -28,500 USD per week*. **plus all expenses.*

ROBERT ALLEN LAW Founding Partner Bob Allen was a featured speaker at PG Legal's annual "Yachting and the Law" business breakfast in Monaco, where he spoke about the merits of the new IYBA and MYBA purchase and sale agreements. He participated in a panel on best practices for yacht brokers at IYBA's Yacht Sales and the Law Seminar in Fort Lauderdale. He also made a presentation at the Maritime Law Association's fall meeting focused on recent changes to the IYBA agreements.

Robert Allen Law is pleased to welcome Sandra Ramirez to its Miami attorney team. Ramirez will specialize in yacht law litigation, commercial litigation, civil litigation and corporate law. Prior to joining Robert Allen Law as an associate attorney, Ramirez worked as a law clerk at the firm. Ramirez, who is fluent in English and Spanish, received her juris doctor, magna cum laude, from Florida International University's College of Law, graduating in the top 5% of her class. Sandra can be reached at sramirez@robertallenlaw.com.



THE YACHT GROUP, known for providing "innovative technology for the marine industry", and Garmin announced the integration of the Yacht Controller information and control panel on compatible Garmin multifunction displays (MFDs) with OneHelm™ functionality at the recent Fort Lauderdale International Boat Show. This integration allows users to take advantage of the Garmin display for accessing the Yacht Controller panel on their boat, giving them a vivid color visual and an easy method to utilize the system without needing another dedicated Yacht Controller screen on board. For more information and a video demonstration, please visit www.yachtcontroller.com/garmin-integration.

UNITED YACHT SALES of Key Largo, Fla., announces that Rick Furtado has a Central Listing on BACKSTREET BOAT, the 2014 Robalo 300 owned by Nick Carter of the Backstreet Boys.

While Nick is an avid fisherman in and around the Keys, his boating needs have changed. He will be moving up to a fishing machine with an air-conditioned cabin for the family. With less than 200 hours since new, the boat is well maintained and in

pristine condition. Nick will be available for the sea trial and promotional photos. Contact Rick Furtado at rick@portroyalinvestments.com for further details.

IYBA
INTERNATIONAL YACHT
BROKERS ASSOCIATION

**Welcome
Aboard,
Jonne!**

We are delighted to announce that Jonne Houwing has joined the IYBA staff as Communication Specialist. A native of The Netherlands, Jonne earned a B.A. in Sales and Marketing Management with a minor in International Communications at the University of Applied Sciences in Utrecht. After graduation, she worked in the communications field until she moved to Fort Lauderdale last July. Jonne's passion is discovering new places and cultures; she has spent three months traveling in Asia and four months touring South America.

"I am excited to start at IYBA, get to know the yachting industry and use my experience to help the Association improve communication with our members," Jonne said. "And of course, moving here is a great opportunity to explore the U.S.!"



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4 Key Trends Driving the Shift Towards Self-Educating Buyers



We've entered a new information age. Gone are the days when buyers are forced to rely strictly on information from your sales teams and marketing materials. The Internet has created a shift in power from seller to buyer.

As a result, prospects are self-educating, and they're postponing interactions with salespeople until the latest possible moment in the buying process. In fact, numerous studies report that **buyers get more than halfway through the buying decision before they're even willing to talk to a sales rep.**

Some have tried to argue away this self-educating buyer phenomenon as simply a fad, but it's more than that. It's a fundamental shift in the way people gather information to make informed purchasing decisions. It's what Andy Grove, then CEO of Intel, christened in his book, *Only the Paranoid Survive*, a "strategic inflection point" – a time in the life of a business (or category) when its fundamentals are about to change.

Well, the world has changed. The buying process has increasingly become invisible as the buyer hides behind the anonymity of a Google search, freely available digital content and increasingly, social media recommendations of friends and followers.

We are moving from an age of cold-calls and networking to an age of Social Selling. Here are the four key cultural and technological trends I believe are driving this shift:

1) The Google Effect

There was a time when a person searching for information would have turned to a library, opened an encyclopedia, or maybe contacted a professional for the answer. Today that same individual goes to his or her computer, smartphone, or tablet, points that device to Google (or their search engine of choice), and within seconds accesses not one, but many possible sources of answers to their query.

This belief that the answers to every question imaginable lie on the other end of a Google search has tipped the balance of information power decidedly away from the seller and towards the buyer. But all is not lost. Smart brands and manufacturers are recognizing this

and changing their approaches to leverage this new dynamic. By reimagining their role as professor vs. salesperson, they produce and publish helpful content designed to act as a virtual salesperson, one that seeks to help the self-educating buyer complete their education and in doing so, establishes a base of trust that evolves into Top of Mind Preference for the brand. By achieving this primary position in the prospective buyer's mind, these brands remain not just relevant but preferred.

2) Ubiquitous Access to Broadband Internet

According to a recent FCC Broadband Progress Report, **94% of Americans currently have access to broadband-speed Internet.** At these speeds, text, audio, video, and interactive applications are all accessible at the click of a mouse or a thumb. Information that used to be delivered via mail or FedEx is now transmitted almost instantly, regardless of file size.

3) Rapid Growth in Smartphone Penetration

As of May 2018, **71.5% of U.S. mobile subscribers owned smartphones.** We now have a rapidly growing population that is walking around with a computer in their pocket—and using it to do a whole lot more than just talk.

4) The Encyclopedia Phantastica

With broadband access speeds at their smartphone-toting fingertips, people find themselves literally a click away from the answer to every question they can think of, delivered immediately to the palm of their hand.

We are being trained by this technology to intuit that if we need information to satisfy a curiosity, meet an intellectual need, or provide a foundation for a purchasing decision, we need look no further than a simple Internet search.

How This Shift Impacts Your Sales Prospecting Process

The impact of this cultural and technological shift on the sales and marketing industry cannot be ignored because it fundamentally changes the buying process. Consumers – your prospects – have been trained to look to the Internet for product information, pricing, and reviews before they make a purchase. They have been trained that it's more efficient and more empowering.

Like it or not, in the new digital-first world, your company's online content is your salesperson. If you aren't providing the kind of online information your prospects are searching for, you may be losing up to 50% of your sales opportunities – and you won't realize it's happening until it's too late. But instead, if you develop online content that caters to these invisible buyers, you will help customers before you even know they exist, meaning you'll work less to sell more.

Tom Martin is an internationally recognized digital marketing keynote speaker, founder of Converse Digital, and Author of The Invisible Sale. Tom marries his two passions, marketing and technology, to teach companies how to leverage digital marketing channels to achieve and sustain sales growth, enhance brand perception and painlessly prospect for new customers. Follow him on Twitter @TomMartin or contact him at <http://ConverseDigital.com>. ♦

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IYBA Europe

PHOTOS BY SUKI FINNERTY, YachtingToday.TV

IYBA Cocktail Reception Monaco Yacht Show

Jack Monaco | Sept. 26, 2018



2018-19 Caribbean Charter Season Outlook

This year's Caribbean season is shaping up like the luxury yacht charter market version of *A Tale of Two Cities*. It's not the absolute best of times or the worst of times, but two storylines are clearly developing.

In the large-yacht market, following a gangbusters Mediterranean season that saw yacht owners limiting client discounts to 5 or 10 percent, brokers are reporting slow to average demand for the Caribbean season.

Meanwhile, for yachts smaller than about 80 feet length overall, Caribbean charter inquiries are reportedly strong. That demand includes regions such as Sint Maarten and the Virgin Islands, which took a pummeling during last year's blitz of powerful hurricanes.

The difference in market segments is perhaps clearest in terms of holiday charter dates, as Christmas and New Year's traditionally tend to be among the strongest Caribbean-booking periods for all sizes of yachts.

Pat Codere, head of USA charter management for Fraser, said in late October that, "The Caribbean has been slow starting this winter, with boats still available for the holiday period which are normally booked by now."

Tamsin Priestly, director of yacht charter at Y.CO, reported that client interest is drifting beyond the Caribbean altogether: "What we are seeing for the winter is an increased interest in other areas: Southeast Asia and exploration charter, such as Antarctica."

In the smaller-yacht market, though, Ann E. McHorney of Select Yachts is reporting an overflow of Christmas inquiries. Typically, she said, New Year's sells out while Christmas is harder to book. This year, all 45 boats in her fleet were booked for Christmas before the end of October.

"And we never used to book the week after Christmas and New Year's, but our boats are booking then too," she said. "I think some wise brokers are saying, 'You know, if you wait the one week, you have more of a selection and you pay 15 percent less.'"

McHorney is also seeing a shift in bookings scheduled for later in the season, creating openings for brokers who want to get clients a Valentine's Day deal.

"February used to be our busiest month," she said. "Now it's looking like March. It's like everything has been set back a month, and I don't know why. We're running some Valentine's specials."



ELIXIR, available for charter via Y.CO. Photo by Christopher Scholey

McHorney and Codere both said clients want to book in the northern Caribbean this winter, following the hurricane destruction last year that sent many yachts to the southern islands.

The bulk of Fraser's inquiries, according to Codere and charter manager Vicky Holmes, are for the northern ports of Sint Maarten, St. Barth's and the British Virgin Islands, with additional interest in the

Bahamas. In the smaller-boat segment, McHorney said clients are requesting the northern islands, BVI and U.S. Virgin Islands.

McHorney added that some of the demand for yachts visiting islands like Sint Maarten—where her company has an office—might be because reconstruction is still continuing on land. "It's hard to actually get hotels in Sint Maarten," she says. "Some of them aren't reopened. It's all the more reason to charter a yacht. Maybe that's part of why it's so busy."



AIR, available for charter via Y.CO. Photo by Quin Bisset

Priestly said that despite the slow start to inquiries, Y.CO is sending a fleet to the Caribbean, with most yachts expected to start the season in the northern islands. Fraser, too, will have boats available—including the new-to-fleet 205-foot Oceanco LUCKY LADY and 126-foot Custom Line

VISTA BLUE, as well as the recently refitted 99-foot Benetti JAZZ.

LUCKY LADY is among a dozen yachts 200 feet or larger that are scheduled to be at the Antigua Charter Yacht Show, which runs Dec. 4-10. The largest is the 296-foot Lürssen PHOENIX 2, with Moran Yacht & Ship. (Her weekly base rate is a cool \$1 million.) SSH Maritime has the 271-foot Golden Yachts O'MEGA on its list of attendees, and Burgess is set to dominate with the 269-foot Oceanco ALFA NERO, 241-foot Nobiskrug SIREN, 229-foot Feadship JOY, 213-foot Codecasa ETERNITY and 205-foot Icon BATON ROUGE.

The newest large yacht expected to be in Antigua is the 254-foot Turquoise GO, delivered in June and marketed with Master Yachts. ♦

A Short Trip to Magical Colombia

With the trend toward many luxury yacht charter clients looking for destinations that are “off the beaten path”, Colombia’s Caribbean coast offers a spectacular alternative. The following suggested list of locations to visit by yacht in and around Cartagena from the captain of a 132-foot motor yacht in the Neptune Group Yachting Charter Fleet includes a half-dozen “must-see” stops. It combines the historic sites and civilized pleasures of the city with natural island settings and memorable underwater seascapes. For adventurous yacht owners and charter clients, it’s also important to note the region’s proximity to the Eastern entrance of the Panama Canal.



1. Cartagena

After landing at Rafael Núñez International Airport, spend time enjoying the city of Cartagena, its Latin atmosphere and dozens of things to do. Without a doubt, Cartagena’s old city is its principal attraction, particularly the inner walled town, consisting of the historical districts of El Centro and San Diego. It is a real gem of colonial architecture, packed with churches, monasteries, plazas, palaces and mansions with their famous overhangs. Shopping here is very convenient; you will find a gift for everybody!

2. Tierra Bomba Island

This is the closest island to Cartagena, located directly in front of the city’s Bocagrande peninsula. Primarily popular for its beaches, Tierra Bomba also has four small towns where you can have a cool drink and sample the local cuisine.



3. Barú

Barú is the largest island in the coastal area, extending from Cartagena all the way to the Rosario Islands. It boasts excellent diving and features an area with underwater sculptures. Dive sites generally have very little current, few waves, warm water, and in general easy conditions year-round. The colorful fishing village of Barú, on the southern tip of Isla Barú, is a great stop where you can enjoy the delicious local flavors of fish soup and fried fresh fish with a side of *arroz con titoté* (rice with raisins and coconut).

4: Islas del Rosario

Also referred to as Corales Islas del Rosario, this is an archipelago located off the coast of Colombia approximately 15 miles from Cartagena. Here, you will enter Rosario and San Bernardo Corals National Natural Park, created to protect one of the most important coral reefs on Colombia’s Caribbean coast. The park has an area of 120,000 square kilometers abundant with biodiversity, tropical flora, corals and other sea





life at their maximum beauty. There are great diving conditions year-round, with a variety of sites for divers of all levels, including shallow reefs, deep walls, sunken art, and shipwrecks, all surrounded by picturesque islands and turquoise waters.

4: San Bernardo Archipelago

Farther south, approximately 80 km from Cartagena, the Archipelago of San Bernardo is a set of nine coastal coral islands that only can be visited by boat. Even here the territory is under the protection of the Rosario and San Bernardo Corals National Natural Park. Snorkeling in the archipelago is a unique experience; you will leave with unforgettable memories of pristine nature and the importance of preserving it.

For those interested in booking a luxury yacht charter on the 132' M/Y LADY LEILA, please visit Neptune Group Yachting at www.ngyi.com/charters.



Giving Back

BY SAMANTHA WEILER, President,
Young Professionals in Yachting USA

YPY's Global Get-Together at 2018 FLIBS

The 2018 Annual FLIBS Breakfast – the traditional gathering of the Young Professionals in Yachting – was held at the boat show on November 3rd. The breakfast serves as a chance to talk business and discuss the latest industry developments in an informal way. This networking opportunity brought together members from our seven chapters around the world, allowing the local YPY members a chance for face-to-face interaction with peers from a diverse array of backgrounds.

At YPY, we try to connect and share knowledge with our members by creating a welcoming community of like-minded and ambitious yachting professionals. One of our prime goals is to nurture and encourage the development of emerging leaders in the yachting community.

The mission of the Young Professionals of Yachting Mentorship Program is to help our members realize their full potential by pairing them with valued Mentors within our maritime industry. By facilitating



mentoring relationships, we hope this will foster opportunities for reflection and self-examination and teach our members practical leadership skills that can help them advance within their chosen profession. For more information, please visit www.youngprofessionalsinyachting.org.

Members Gallery

PHOTOS BY SUKI FINNERTY, *YachtingToday.TV*

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ICE 5
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LADY S
MAGICAL DAYS

MARCATO
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Applicant's Signature

Date



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— Michael DiCondina, Pres.

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