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Brokers Open House
BAHIA MAR MARINA - FORT LAUDERDALE

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HYATT REGENCY SARASOTA

SEP 11-16, 2018
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SEP 18, 2018
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STARS N BARS - MONACO

SEP 20, 2018
Brokers Open House
BAHIA MAR MARINA - FORT LAUDERDALE

SEP 20-25, 2018
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From The Helm

BY PAUL FLANNERY, IYBA EXECUTIVE DIRECTOR

Summer Doldrums... ...I Think Not

For many years in this industry, you could pretty much fold up your tent on the 4th of July and disappear for a while as you waited for the fall surge in business. Nothing much happened until the Fort Lauderdale Boat Show, except for a little pick here or a flurry there. It was a time for family, relaxation, and travel. It gave you a chance to recharge your batteries and develop new opportunities for the coming season. Well, the internet certainly has changed that, and I am told by some pretty smart people that the world wide web is here to stay. Technology has transformed our industry to a 12-month-a-year business and the leads keep coming, day in and day out.

Reports from all sectors of the industry are that activity has remained brisk overall with big boat and small boat sales alike remaining strong. As you all know, the biggest challenge continues to be the availability of clean used inventory on the brokerage side so having sharp listing skills is more important than ever. Don't miss the opportunities to learn tips and tricks at IYBA seminars and I encourage you to do a little personal development to stay ahead of the competition as well.

New boat builders continue to have order books that are full well in to the future, so at least as we go forward, inventory should not be as scarce. Domestic manufacturers are building at a feverish rate and an interesting fact is that 43% of the boats over 100' being built internationally are under construction in Italy – and 50% of those boats are promised to American buyers. Politically, it seems like there is no shortage of fodder for the next news cycle but economically it appears that markets are strong domestically for the moment and consumer confidence remains high.



Your Association Board of Directors and staff continue to work hard to provide top-notch member services. Since our last issue, the East Coast Yacht Sales Summit was held at the Renaissance Hotel in Fort Lauderdale. An impressive number of items were on the day's agenda and topics ranging from "Foreign Trade Zones" to "The Global Economy" and "Your Luxury Client Experience" captivated the audience. Many thanks to Jeff Partin for assembling this event.



Speaking of seminars, these learning opportunities are available to our members four times a year with a focus on sales domestically, three times a year in Europe, and twice yearly to our Charter Professional members. Nowhere else can you find more relevant, insightful and well-presented tools to enhance your ability to succeed than at IYBA seminars. These learning experiences are unique to the yacht sales industry and to miss an event is to squander an opportunity to advance your skillset. Your license does not mandate any continuing education currently, but new developments in laws, policies, forms, insurance regulations and the like dictate how you do business so if you miss an update, it can be costly. These types of topics are the backbone of our seminars, so make sure to register on the IYBA website for the next event near you. Believe it or not, even old dogs can learn new tricks.

Next on the agenda is the West Coast Yacht Sales Summit in Sarasota on August 21st. Carmine Galati has constructed an action-packed program that calls for discussions on everything from "Central Listing Exemptions" presented by Robert Allen Law to a "Rules of Engagement" discussion with a panel of seasoned yacht sales professionals. As a new addition to our seminars, download the Sli.do app on your smartphone and engage in the conversation about the different topics being presented. Sli.do is an audience participation app that allows you to ask questions of the experts either anonymously or with your info attached. Our venue is the Hyatt Hotel and Conference Center and we have room for a great crowd. Again, visit the website or watch your email for a link to register.

During the month of September, we will hold a Yacht Sales and the Law seminar at the Stars & Bars in Monaco for our European members. IYBA membership in the EU community is steadily increasing, and the goal is to bring professionalism and cooperation amongst the yacht brokerage community to a global scale. Our forms (Listing Agreement, Purchase & Sale Agreement, Trade in Addendum) have just been revised and now offer a more international flavor as well as introducing the concept of Alternative Dispute Resolution (ADR) through arbitration. Please read the new forms in your member portal and bring your questions to the next seminar to have them answered.

Early October will bring the Charter Seminar and Charter Open House on the 2nd, and the 22nd edition of Yacht Sales & The Law on the 9th. Both events are in Fort Lauderdale so make room on your calendar to sharpen your skills and knowledge base prior to FLIBS.

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

Cheers,

Paul

Paul Flannery

Cover image provided by Superyacht Sales and Charter - FELIX

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Safely Navigating Exclusions in IYBA's Listing and Purchase and Sale Agreements

Yacht transactions can be complicated. That's why the IYBA has tried to speed up and simplify the process, fairly balancing the rights of buyers and sellers in transactions, while keeping in mind the protection of its members – you, the brokers.

IYBA has considered the most common issues that arise during yacht transactions and has built in procedures to resolve them in the standard IYBA Listing Agreement (Listing Agreement) and Purchase and Sale Agreement (PSA). While these agreements cover many topics, this article focuses on two subjects generally referred to as “Exclusions” – excluded customers and excluded items. In other words, customers who are outside a Listing Agreement and items that are not included in a sale.

It's important to realize that the Listing Agreement is not just a formality between a broker and yacht owner. It's an extremely useful tool with procedures to help deter potential commission disputes and help keep sellers, buyers, and brokers happy.

The first topic, excluded customers, is by far the most important of the “Exclusions” to brokers, since it's about your commission. To understand how the Listing Agreement handles this subject, consider this common fact situation.

Broker #1 had the listing for twelve months and showed the yacht to three potential buyers. Unhappy with Broker #1, the yacht owner engages Broker #2 when the original Listing Agreement expires. Within six months, Broker #2 unknowingly sells the yacht to one of the potential buyers that Broker #1 showed the yacht to. The question then becomes – who is entitled to the commission?

The Listing Agreement answers this question clearly.

If Broker #1's prospective customer buys the yacht within six months after the Listing Agreement expires, the yacht owner is required to pay the commission to Broker #1. But not always. Why? Because, as explained below, Broker #1 can make a mistake and lose its entitlement to that commission.

The Listing Agreement also provides that when a listing changes hands, upon the request of the yacht owner or Broker #2, Broker #1 must provide, within five business days of the request, a list of all potential buyers that Broker #1 physically showed the yacht to. If any potential buyers are not listed, or if the list is not provided within the five (5) business days, Broker #1 loses any claim to a commission for those buyers. In other words, when you lose a listing, you have to be really, really, really careful.

You may be wondering how Broker #1 can avoid this situation

BY ADRIAN KARBORANI & BOB ALLEN, Robert Allen Law

and avoid being in a rush to provide a list of customers or lose a commission simply because it didn't answer a request for a list within five business days. Maybe the broker was away on vacation and didn't check emails. The easiest way for a broker who loses a listing to protect itself is to send a “Thank You” card to the yacht owner and attach a list of the prospective buyers the broker showed the yacht to. Maybe (or maybe not) include a “friendly” reminder about being entitled to a commission if any of the potential buyers the yacht was shown to end up buying it.

The next category of Exclusions is what is called the “Exclusion List.” That list covers items that are not included in the sale of the yacht. To simplify deals, the Listing Agreement states that everything on the yacht is included unless it is listed on the Exclusion List. This means that the yacht owner's Picasso, Harley, and jet skis go with the yacht, unless they are on the Exclusion List – which is conveniently on the last page of the Listing Agreement. Space is somewhat limited there, so if your yacht owner has a lengthy list you may want to consider attaching an addendum.

But what happens if, after the buyer and seller sign the PSA, the seller, or worse, the broker, forgot to list something on the Exclusion List?

That scenario is covered by the PSA. Basically, the seller has another chance to exclude the item from the sale. So, if an item should have been excluded and is not listed on the Exclusion List (or on the actual boat listing), the yacht owner has five days from the date both parties sign the PSA to deliver a list of excluded items.

In other words, the seller gets a second chance. Even if you and the yacht owner included a list of exclusions in the listing agreement, you should make sure that the yacht owner provides the Exclusion List in a timely fashion so the buyer cannot claim that everything in the yacht is included.

At that point, the buyer can choose to either accept or reject the list. However, if the buyer rejects the list, that means the buyer rejects the entire agreement – and there is no deal. So before suggesting adding an excluded item, make sure you inform the yacht owner of the potential risk of the deal falling apart.

In summary, the IYBA Listing Agreement and PSA work in harmony to help protect sellers, buyers and even brokers. The agreements not only help to simplify and streamline yacht transactions, but they also include procedures to avoid and resolve potential disputes. Whenever possible, make sure you use the IYBA's Listing Agreement and PSA in your deals.

This information is provided for informational purposes only and does not constitute legal advice. Please contact your attorney regarding your specific legal concerns.

Adrian Karborani is a law clerk at Robert Allen Law and is in his third year of law school at Florida International University College of Law. Bob Allen is Bob Allen. ;-) To contact any of the attorneys at Robert Allen Law, please visit www.robertallenlaw.com or call 305-372-3300.



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Boat Show Bonds, State Use Tax, and the Care, Custody, and Control Exemption



Owners preparing to offer their yachts for sale at Florida's boat shows must consider issues related to U.S. customs duty and state use tax. As for customs duty, boat show bonds enable owners to offer foreign-built yachts for sale to U.S. residents without paying duty up front.

There is a catch, though: Foreign-flagged yachts entered under a boat show bond must surrender their cruising license, potentially exposing them to liability for Florida use tax. This article briefly explains the exemption from state use tax for vessels imported solely for sale – often called the “care, custody, and control” exemption – and how owners can use it, in conjunction with a boat show bond, to avoid liability for customs duty and use tax.

Foreign-flagged yachts generally avoid state use tax by entering Florida waters under a cruising license issued by U.S. Customs and Border Protection. The Florida Department of Revenue has long taken the position that foreign-flagged yachts with a valid cruising license that are used in a manner consistent with the license are exempt from state use tax.

But foreign-flagged yachts that are offered for sale under a boat show bond must surrender their cruising license, creating a potential use-tax liability. ¹ Fortunately, there is another way for foreign-flagged yachts under a boat show bond to avoid state use tax. Vessels brought into Florida for the sole purpose of being offered for sale are exempt from state use tax provided the vessel remains under the care, custody, and control of a registered broker or dealer and the owner makes no personal use of the vessel. ²

Most standard listing agreements, including the IYBA Listing Agreement for Brokerage Vessel, specifically provide that the owner retains care, custody, and control of the vessel. As a result, before an owner can take advantage of the exemption for vessels brought into Florida solely for sale, the owner and

BY DAVID R. MAASS, Alley, Maass, Rogers & Lindsay, P.A.

the broker must enter into an addendum to the listing agreement by which the owner delegates care, custody, and control of the vessel to the broker. This addendum should provide, among other things, that the owner will make no personal use of the vessel and that neither the owner nor the broker will allow anyone to use the vessel for any activity unrelated to offering the vessel for sale. If the owner nonetheless uses the vessel for an unrelated activity, the owner, not the broker, will be responsible for the resulting use tax.

The owner must immediately deliver care, custody, and control of the yacht to the broker. The owner's captain may remain on board while the addendum is in effect, but his activities must be related to offering the vessel for sale. Allowed activities include normal maintenance to keep the vessel in marketable condition. The owner should keep a detailed log of the vessel's movements and activities related to offering the vessel for sale, including showings.

Finally, the Florida Department of Revenue has indicated that the broker should obtain affidavits from the owner and his family confirming that they have made no personal use of the vessel during the term of the addendum. ³ If the owner complies with these terms, the yacht may remain in Florida for as long as it takes to find a buyer.

Of course, it is unnecessary to delegate care, custody, and control of a yacht that qualifies for another exemption from state use tax. For example, U.S.-documented yachts can avoid use tax if they were previously used in another state for six months under circumstances that would give rise to another state's taxing jurisdiction. ⁴ If a U.S.-documented yacht does not qualify for this exemption – because it was purchased more recently, for example, or because the owner moved the yacht frequently between states – it can still qualify for the exemption for yachts brought into Florida for sale.

¹ *Large Yachts Imported for Sale*, 19 C.F.R. § 4.94a(a)(5). Of course, boat show bonds are also available for U.S.-documented yachts that are otherwise dutiable. Because these yachts do not have a cruising license, they face the same use-tax issue as foreign-flagged yachts.

² *Fla. Stat. § 212.06(1)(e)(3)*.

³ *Importing Boats into Florida Solely for Sale*, TAA 03A-051 (Oct. 28, 2003).

⁴ *Fla. Stat. § 212.06(8)(a)*. More precisely, a rebuttable presumption arises that these yachts were not purchased for use in Florida.



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Get to Know Your Board Members: Jeff Partin, Superyacht Sales and Charter



In 1991, Jeff Partin gave up a career in corporate recruiting to pursue his dream of sailing around the world. He served on and captained a variety of notable vessels, both sail and power, up to 150 feet in length, logging over 100,000 miles at sea. After five years with Bartram and Brakenhoff, Jeff turned to global yacht brokerage in 2008, spending six years at Fraser Yachts and three with Camper and Nicholson's.

In June 2016, Jeff joined with former colleagues during the startup of Superyacht Sales and Charter, a boutique luxury yacht services firm headquartered in Fort Lauderdale. He provides service tailored to the needs of each client in the areas of yacht sales, purchase yacht management, charter, and new construction. His proficiencies also include yacht racing, refit management, charter, and technical support for marine-related film and television projects.

Jeff is in his fourth year on the IYBA Board of Directors. He is chairman of the Ethics Committee and also serves as chairman for the annual IYBA Golf Tournament, and the IYBA East and West Coast Yacht Sales Summits.

Q: What do you like best about the brokerage business?

A: The many great relationships I've built over the last 15 years with clients, colleagues and peers. I've also always liked traveling and have visited 48 countries to date. Interacting with different people around the world makes life interesting to me.

Most memorable hotel, food and service...staying at the Conrad in Hong Kong's financial district. I didn't want to leave.

Most memorable international sale...started with me sitting in a private helicopter on top of a high-rise building in Monterrey, Mexico, while waiting to meet a client for the first time. We lifted off and flew over the Sierra Madres Orientales and talked boats. Mountain tops poked through a sea of cloud cover, like islands in the sky. We landed in a meadow at 7,000 feet and ate lunch on a small picnic table overlooking the valley below. The menu was refried bean and chicken sandwiches made by his wife, washed down with a cold can of Sprite. Spectacular!

Q: What is your favorite place to travel for business? For pleasure?

A: The great thing about yachting is there are so many opportunities for mixing business and pleasure; it's practically a requirement! Holland, Italy, London, Palma, the Caribbean, are always a pleasure, and there is always something new to learn. Saint Barth's Bucket and Maine in summer with my daughter are must-do annual trips.

Q: Which of the fall boat shows do you think is the most important for the brokerage business and why?

A: They all have some importance for different reasons. Monaco is key for inspecting large yacht brokerage inventory, meeting designers, and seeing the latest creations from European yards. Fort Lauderdale is the best for inspecting multiple boats with buy-side clients and has something for everyone.

Q: What is the strangest thing that has happened you in the course of a brokerage sale?

A: Summer 2009, going to a yard in Italy to inspect warranty work being done for the owner so that we could sell the boat. Nothing had been done, so what I thought was a four-day trip ended up with me staying five weeks to project-manage 174 outstanding items. It was challenging and educational to say the least, but we got it done and found our buyer in September. Key takeaway – nothing happens in Italy without coffee.

Q: What yachting industry trends are you seeing this year?

A: Brokerage sales for 2017-18 have been robust as the global market experiences a sea change. Like distant waves coming to shore, the effects of contraction related to the financial crisis that started in late 2008 have arrived. As fewer boats were built and a number of once-productive shipyards no longer exist, brokerage inventory over 40 meters for boats 2010 or newer is in short supply while overall demand remains relatively strong on the back of good economic conditions. The shipyards with the best product and business models are building as fast as they can, the labor market for crew is competitive. I'm curious to see how these trends play out in 2019.

Technology also is impacting our industry at all levels. One example is innovation in stabilizer and foiling technology being brought to market by yards like Princess Yachts. They are also focused on delivering a better yachting lifestyle experience to the client. I believe innovations like these will make yachting more pleasurable and accessible to a greater number of people.



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Legislative Update

IYBA Responds to Trump Administration's Call for Maritime Regulatory Reform



On January 30, 2017, President Trump issued Executive Order 13771, "Reducing Regulation and Controlling Regulatory Costs". On May 17, the Office of Information and Regulatory Affairs (OIRA) within the Office of Management and Budget followed up by sending out a Notice requesting, "public input on how the Federal government may prudently manage regulatory costs imposed on the maritime sector."

The Notice read in part: "OIRA seeks public comment on how existing agency requirements affecting the maritime sector can be modified or repealed to increase efficiency, reduce or eliminate unnecessary or unjustified regulatory burdens, or simplify regulatory compliance while continuing to meet statutory missions."

IYBA's Public Affairs Committee immediately sprang into action.

"The President's Executive Order is to identify archaic laws that hinder job creation," said Staley Weideman III, IYBA Board member and Public Affairs Committee Chair. "We saw an opportunity here to advance IYBA's Deferred Importation agenda by pointing out the archaic legislation that prevents a foreign build or flagged yacht to be offered for sale to a U.S. resident while in U.S. waters until the yacht is formally imported and customs duties are paid."

The Public Affairs Committee drafted an eight-page response to the Notice that was submitted to OIRA on June 22nd by Customs & International Trade Attorney Jennifer R. Diaz, Esq. of Diaz Trade Law. It opens as follows:

"This comment is written on behalf of our client International Yacht Brokers Association (hereinafter "IYBA") (including their 1,450+ members). At the request of the Office of Information and Regulatory Affairs (OIRA), IYBA submits this comment in response to President Trump's Executive Order 13771. IYBA asserts its response is directly aligned with the Executive Order

policy to identify archaic laws and regulations promulgated by federal agencies which hinder job creation and prevent economic growth of the American economy. After reviewing the below, OIRA will agree the outdated laws and regulation at issue are not necessary to achieve U.S. Customs and Border Protection (CBP)'s purpose. Rather, an amendment or modification to the laws and regulation will result in a narrowly tailored legislation targeting increased revenue and job creation."

The IYBA's comment goes on to enumerate the reasons that the existing legislation, 46 U.S. Code § 60504 and 19 CFR 4.94, is out of date and is restricting legitimate trade in the recreational marine industry. The Public Affairs Committee states that, "The current laws and regulation of not allowing foreign build and/or flagged yachts is discouraging about \$2.46 billion in U.S. economic activity that could be generating thousands of well-paying American jobs and can be amended to remedy this.... [They] are archaic in practice – and do not align with the current interest and practice of the yachting industry and the U.S. economy and job creation as a whole."

The comment concludes: "IYBA believes removal of importation duty or a less restrictive cruising license, which allows used foreign flagged boats to be offered for sale to U.S. residents while in U.S. waters, and customs entry and duties to be paid once the yacht is sold, rather than before it is offered for sale, will have a positive economic impact on the yachting industry, and would support CBP's mission of trade facilitation and protection of domestic industries. We look forward to assisting OIRA in further identifying issues with the forth named regulations."

"This is just part of our multi-pronged strategy when it comes to Deferred Importation," Weideman said. "We also have two Bills currently in Congress, one sponsored by Representative Lois Frankel (D-FL) and the other by Representative Brian Mast (R-FL), that have slightly different versions of the legislative reform we are advocating. We know removal of duty or Deferred Importation is in the best interests of the yachting industry and the country as a whole."

On July 25, 2018 we met with Ms. Jennifer Bang, deputy assistant secretary of legislative affairs at the Dept. of Treasury to present the IYBA response to the OBM. The results of the meeting were positive, helping to recommend that the White House support IYBA's position and Bills by removing the outdated regulations regarding the collection of importations duty for pre-owned yacht by CBP for Treasury.



YachtWorld Figures Point to Continued Brokerage Sales Declines in the 2018 Second Quarter*



Brokerage sales in the U.S., Florida and Europe fell in both monetary and unit terms for the 2018 second quarter, ended June 30. The declines follow decreased sales reported in most brokerage sales categories in the 2018 first quarter, which ended March 31.

U.S. 1ST QUARTER 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	9,521	8,656	-9%
Value of Boats Sold - USD	\$1,266,706,914	\$1,100,270,117	-13%
Avg Boats Value - USD	\$133,043	\$127,111	-4%
Value of Boats Sold - EUR	€ 113,765	€ 108,694	-13%

EUROPEAN 1ST QUARTER 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	2,364	2,267	-4%
Value of Boats Sold - USD	\$667,508,145	\$568,555,122	-15%
Avg Boats Value - USD	€ 570,878,299	€ 486,249,918	-15%
Value of Boats Sold - EUR	€ 241,488	€ 214,490	-11%

FLORIDA 1ST QUARTER 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	1,941	1,715	-12%
Value of Boats Sold - USD	\$575,618,782	\$465,463,094	-19%
Avg Boats Value - USD	\$296,558	\$271,407	-8%
Value of Boats Sold - EUR	€ 492,314,672	€ 398,094,983	-19%

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

Yacht Donation Inventory Update



— Available for Lease —

Wimil
1986
82' Burger
John Todd
Luke Brown Yachts
561.329.0850

Insignia
2004
82' Lyman-Morse
Skip Denison
Denison Yacht Sales
954.806.6225



— Available for Lease —



Photography by Billy Black

Sonny
2014
70' Brooklin Boat Yard
Hank Halsted
Northrop & Johnson
401.965.3256

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ONE CHANCE TO MAKE A FIRST IMPRESSION... OUR 2018 WINTER CARIBBEAN CHARTER SEASON

Our mission should we decide to accept it.... deliver outstanding service to earn customers back to Caribbean waters for the 2018/2019 winter charter season. Outlined below are latest highlight activities and insights centric to advancing a successful 2018 winter charter season.

What is the status of Caribbean yachting destinations right now?

Marina infrastructure has bounced back with key improvements being made by IGY Marinas in both St. Thomas and St. Maarten. Both islands welcomed charter guests in 2017 and are currently offering robust service offerings in 2018. Island infrastructure and destination activities on the BVIs, USVIs and St. Barths are operational with IGY hosting a regularly updated reference link at <http://www.igymarinas.com/2018-caribbean-season>.

What activities are being planned to promote the Caribbean region?

A “Caribbean Update” event at the 2018 Monaco Yacht Show is being planned for Wednesday, September 26th. This event will bring together regional stakeholders and provide latest “boots on the ground” information to support charter business decision making for brokers, agents and guests. In addition, IGY will be hosting informative events at the ACREW & IMM Crew Lounge at La Rascasse during the Monaco Yacht Show on Thursday, September 27th and Friday, September 28th.

What is going to be different this year in the Caribbean for large vessels?

Planning – Although provisioning is readily available it is always recommended that Charter Chefs initiate provisioning orders earlier than usual to coordinate on time deliveries with provisioners in alignment with key 2018 holiday dates...

Christmas - Tuesday, December 25th

New Year’s Eve – Monday, December 31st

National Marine Suppliers operates out of both Yacht Haven Grande, St. Thomas and Yacht Club Isle De Sol, St. Maarten. As an IGY Anchor Club Strategic Partner, National Marine Suppliers will be working closely with IGY teams to support each vessel’s specific provisioning needs during the season.

Questions, questions and more questions –

If we thought we had readiness questions before, be prepared to be at the ready to provide customers with real time-based information regarding airports, destination activity and a host of other “are we ready” details.

This year, outstanding service delivery will need to be the norm for each customer interaction to justify the ROI of sending a vessel to the region for charter and to over-deliver on uniquely memorable experiences to charter guests.

This 2018 season will offer our best view toward an industry recovery from 2017’s weather activity and we only have one chance to make a first impression.

Let us know how IGY Marinas can assist with your 2018 charter planning – We’re in this together!

Bert Fowles
Vice President Marketing & Sales
IGY Marinas



Yacht Club Isle De Sol – St. Maarten



Yacht Haven Grande, St. Thomas



Blue Haven Marina – Turks and Caicos



Rodney Bay Marina – St. Lucia

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How to Sell an Exotic Yacht Charter

Tips to help brokers get American clients booked in off-the-beaten-path destinations such as Australia, Polynesia and the Asia-Pacific region



An April report from Research and Markets predicts that yacht-charter business in the Asia-Pacific region is poised to grow 6 percent by 2026—more than any other region in the world – because of its increasing popularity “as the next big destination for yacht charter.”

When Fleur Tomlinson read that report, she was not at all surprised. In fact, the longtime broker with New Zealand-based 37 South Yacht Charter says the projection matches the anecdotal evidence her company has been seeing for the past few years. Client interest in bookings is up, she says, and more yachts are entering the growing charter market on that side of the world.

However, Tomlinson adds, brokers in the U.S. need to understand that destinations such as Indonesia, Fiji and Tahiti still have far smaller charter fleets than the Mediterranean does. By comparison, clients will have fewer option – and overall weeks available – during the high seasons. Thus, selling charters into the more exotic destinations requires brokers to adjust their pitch to clients. Everyone needs to be realistic about what's actually possible in paradise.

“This does present challenges when clients have very specific preferences in terms of the yacht they choose,” Tomlinson says. “It is important that clients are educated on this and it is explained that though there are not so many options; this is also part of the charm of the region: Less options also means less traffic and more anchorages that you have all to yourself.”

Selling charters in Australia requires a similar mental adjustment, says Cameron Bray, Northrop & Johnson's

BY KIM KAVIN

managing director for Australia. The company has made a push to increase the size and variety of its charter fleet, to dominate the bookings in Sydney Harbour, the Whitsunday Islands and the Great Barrier Reef. Bray says larger (above 120 feet length overall) new-build yachts are now entering the market, built a little differently to accommodate the types of client requests that are typical in Australia.

“They can comfortably accommodate 10 to 12 guests on a week charter,” Bray says, “and up to 100 guests on a Sydney Harbour corporate charter.”

In Australia, he adds, clients don't have to be tied to a 7- or 10-day minimum booking, like they are in the South of France during August or in Sint Maarten during Christmas and New Year's. Surf-and-turf itineraries that include numerous days on land are more common in Australia, Bray says, because clients coming halfway around the world from Miami or Manhattan want to see more than just what's on the water.

“We have recently sold a whole bunch of three-day charters on the Great Barrier Reef to various U.S. brokers,” he says. “It means their clients can still experience a yacht charter while still fitting in the highlights tour of Australia.”

Another good sales pitch for the South Pacific and Australia is that more and more charter yachts are including activities such as scuba in their standard pricing structure, as opposed to treating the activities as additional expenses. That's a big deal to diving enthusiasts who want to charter in bucket-list destinations such as Raja Ampat, Indonesia, the islands of Micronesia, French Polynesia's Tuamotu archipelago, and Australia's Great Barrier Reef.

As far as yachts go, some options that you can offer charter clients on “the exotic” side of the world include the 62-foot Sunreef IN THE WIND, which U.S. brokers may remember from recent Antigua Charter Yacht Show appearances at the Falmouth Harbour venue. She's now part of the 37 South fleet in Thailand and Southeast Asia, with a dive instructor and scuba setup on board.

Also new to 37 South's fleet is ATA RANGI, an 88-foot Viking sportfishing yacht that's available in Fiji this September and October, after which she'll move to New Zealand. She's kitted out not only for heavy-duty sportfishing, but also with surfboards, paddleboards, an onboard dive compressor for scuba tanks and more. Another “ultimate fishing” option is the 88-foot wave-piercing catamaran ULTIMATE LADY, also in the 37 South fleet, and based in French Polynesia.

Ocean Independence says the 111-foot wave-piercing catamaran SPIRIT, built by New Zealand yachts, will charter in Papua New Guinea through August. Northrop & Johnson just added the 85-foot Royal Denship SOPHIA to the fleet that alternates between Australia's Whitsundays and the Sydney Harbour region. Edmiston has the 188-foot Feadship HALO in Fiji right now.

For sailing enthusiasts, Perini Navi's charter division says the 183-foot Perini ROSEHEARTY is chartering through the end of August in French Polynesia, Tahiti, Bora Bora, Fiji and Tonga.

Neo Yachting has the 84-foot JFA sailing catamaran AZIZAM in the South Pacific until November, when she's heading to the shipyard in New Zealand.



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The Growing Yachting Industry

Focus on Ocean Conservation



This publication is about the business of yachting, focusing to a great extent on the people who work with the magnificent floating structures generically referred to as yachts. Historically, their owners were a rarified group sitting at the top of the global wealth pyramid. While the wealth requirements are of necessity still true today, the focus of these privileged few is changing. The world and specifically the world’s oceans are in trouble and yacht owners and the yacht world is responding. Clearly, yacht owners are moving to protect, preserve and restore what brought them to yachting in the first place: a love of the ocean.

Evidence of this new focus and attitude is everywhere. Only last year the first Gala for the Global Ocean was held in Monaco during Yacht Show week. That event raised \$14 million in one evening! This staggering amount is impressive, even for Monaco. Recently, the Fondation Prince Albert II de Monaco announced it will hold the 2nd Annual Gala for the Oceans during the 2018 Monaco Yacht Show. This charity is focusing on the Mediterranean and Polar regions. It will support greater innovation to challenge a range of marine threats facing marine species at risk of extinction. And, true to the yachting heritage of Monaco, it will promote more sustainable yachting practices. Monaco is all about yachting and having this event during the Yacht Show is not a coincidence.

Like everyone else, those in the yacht world read the reports of declining fish stocks and rising levels of plastics in the ocean. We read in disbelief that some 8 million metric tons of trash flows from land into the oceans every year. We take some comfort in noting that 80% of the trash in the ocean comes from land and only 20% comes from maritime vessels and only a fraction of that comes from yachts. In fact, yacht people and

BY MICHAEL T. MOORE, Founding Partner, Moore & Co.

those professionally managed vessels are excellent stewards of the oceans. When we read that 640,000 metric tons of fishing gear is abandoned into our oceans every year, we know that none of that comes from yachts. We are not to blame! In fact, the yachting world is now leading private-sector efforts to solve and combat threats to the global oceans.

We have seen a proliferation of yacht-centric organizations focused on addressing the variety of ills facing the world’s oceans. One of the first, The International SeaKeepers Society, was founded in Monaco 20 years ago in 1998, The yacht-owning founders had the resources to address in a meaningful way the health of the oceans. They were way ahead of the power curve. Yacht Owners like Agnes b with her Tara Ocean Foundation, Wendy Schmidt of The Schmidt Ocean Institute or Paul Allen with his various ocean initiatives, have persevered in an effort to find solutions. Following their lead, over the ensuing 20 years and with an increasing frequency, more and more groups have advocated for the health of our oceans. To name a few with yachting connections: Highseaalliance.org; MRDC.org; Oceans5.org; Oceanconservancy.org; Oceanunite.org; Panda.org; Sailors for the Sea, and Oceana.org.

The evidence is now clear that a Third Wave of environmentalists is now bringing a tsunami of wealth and genius to the fore. This new wave, inspired by groups like the Danish consortium of more than 70 local governments, haul more than 4,500 tons of garbage from the Baltic Sea every year. We hear that soon one Norwegian billionaire hopes to single-handily eliminate the Great Pacific Gyre with his plastic-gobbling yacht.

If all goes well, one American billionaire will soon launch a global network of satellites that will finger and help to prosecute the ocean’s outlaws.

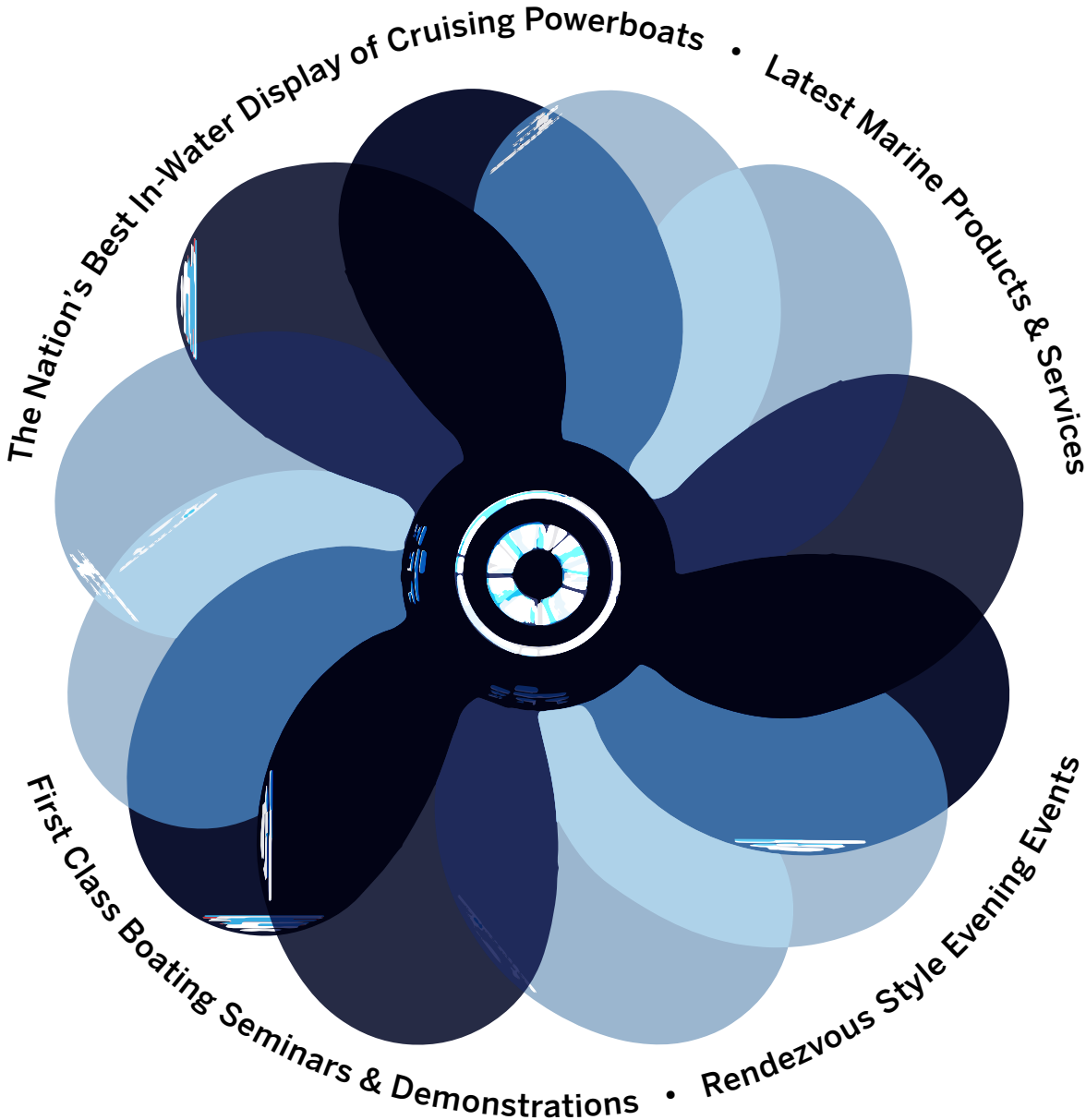
Quite simply, the Yacht World is not oblivious to the fact that fish are being removed from the world’s oceans at a rate faster than previously thought and in volumes about 50% greater than previously thought. While yachting is not synonymous with fishing, yacht owners know these practices upset the vast ocean eco system and must be stopped. One successful yacht-owning American billionaire is said to be well on his way to changing his legacy from “Former Hedge Fund Billionaire” to “He changed Ocean Science and left the world a better place” . Some call it the Rise of the REVS as the wealthiest people on the planet take up the cause of the oceans with their massive Research Expedition Vessels. Just as they saw the future in the business and information technology that created their wealth, they now see what must be done for the planet.

There is in fact a new wave of interest in designing and building the ultimate craft that will wage war on what’s negatively impacting the world’s oceans. In the rise of the REVs we will see expressly, specifically and magnificently designed yachts used to impact the health of the planet and the world will be grateful.

Michael T. Moore is the Founding Partner of Moore & Co. a firm specializing in matters concerning the marine and aviation industries. www.Moore-and-Co.com Mr. Moore is also Chairman of the International SeaKeepers Society. www.SeaKeepers.com

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 GRAND BANKS YACHTS
 









Boat Show Preview



Yachting Festival Cannes
September 11-16, 2018
Vieux Port & Port Pierre Canto, Cannes, France

Over the past 41 years, Yachting Festival Cannes has grown to the point where it almost rivals the Cannes Film Festival for caché. The lead show of the autumn season, it has become the venue of choice for many European shipyards to launch their new yachts. The show organizers predict that this year, as many as 100 yachts will make their world premieres in Cannes.

Nearly 600 yachts, power and sail, ranging up to 65 meters in length, will be displayed in two ports. Some of the yachts are available for sea trials – one of the Cannes show's main attractions. More than 50,000 people are expected to attend this year, so be sure to check out the VIP Club options for yourself and your clients, especially if a shady private terrace, a glass or two of Champagne and concierge services would be welcome amid the show's hustle and bustle.

The Luxury Gallery, now in its third year, is a must-see "show within the show" located inside the Palais des Festivals near the main entrance of the show. The Gallery is dedicated to luxury goods, including watches, jewelry, spirits, fashion and accessories, household linens, furniture, design, art, high-tech products, services, etc. For more info, visit www.cannesyachtingfestival.com.

On Thursday, September 13th from 1930 to 2130, IYBA will co-host a Wine Tasting event at 1862 Wines & Spirits in Cannes. Check our website at www.IYBA.yachts for more details.



Monaco Yacht Show
September 26-29, 2018
Port Hercules, Monaco

Far more than a mere boat show, the Monaco Yacht Show is one of the large yacht industry's most important annual events,

where owners, shipyards, naval architects, and designers gather to collaborate on projects and help to shape the future of luxury yachting. The 28th edition of the show once again emphasizes quality over quantity, with just 100 yachts on display, of which 40 will be new launches.

This year's Monaco Yacht Show will benefit from the recent "refit" of the Quai des États-Unis. There also will be a new row of superyachts positioned at right-angles to the quai, replacing the former floating pontoon connected to the Central T. This reorganization of the on-water display will be tied into a new themed orientation of the show's various exhibition zones with the aim of making the experience of current yacht owners and future yacht buyers even more enjoyable.

The show's tents will showcase the latest in high-tech equipment (Darse Sud) and offerings by prestige luxury goods firms and craftsmen (Parvis Piscine). Quai Jarlan hosts luxury tenders, with more on display in the Tenders & Toys zone (Quai Antoine Ier), which commands an even larger area this year. The superyacht lifestyle display on Quai Antoine Ier also will include the Car Deck and the Starboard, a lounge and exhibition area featuring the new Art Pavilion.

Monaco Yacht Show tends to be a VIP experience in itself, but the show does offer owners and charter clients a higher level: the Sapphire Experience and Sapphire Experience Infinite. These passes secure private viewings of some of the superyachts on display, a VIP tour of Monaco Bay by boat, lunch at the official restaurant, and evening receptions with the show's partners. For more information, visit www.monacoyachtshow.com.

On Wednesday, Sept. 26th from 1730 to 1930, please join us for the 2nd Annual IYBA Meet & Greet at Jack Monaco on the Route de la Piscine. Visit our website at www.IYBA.yachts for more details about this fun event.

2018 Fall Boat Show Calendar

In addition to Cannes and Monaco, these fall boat shows offer opportunities for networking with yacht owners and other yachting industry professionals in different regions and different sectors of the business:

September

7-9: Progressive Insurance Tampa Boat Show, Tampa, Fla.
13-16: Newport International Boat Show/Newport Brokerage Boat Show, Newport, R.I.
13-16: Seattle Boats Afloat, Seattle, Wash.
14-23: Southampton Boat Show, Southampton, UK
20-25: Salon Nautico Genova, Genoa, Italy

October

2-4: International BoatBuilders Exhibition & Conference (IBEX), Tampa, Fla. (trade only)
4-8: United States Sailboat Show, Annapolis, Md.
11-14: United States Powerboat Show, Annapolis, Md.
17-20: Abu Dhabi International Boat Show, Abu Dhabi, UAE
31-Nov. 4: Fort Lauderdale International Boat Show, Fort Lauderdale, Fla. (Stay tuned for a preview in the next issue.)

November

13-15: The METSTRADE Show, Amsterdam, the Netherlands (trade only)

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- ☐ Affiliate Active Licensed Brokers \$400 Owner, principal, manager of marine industry firm
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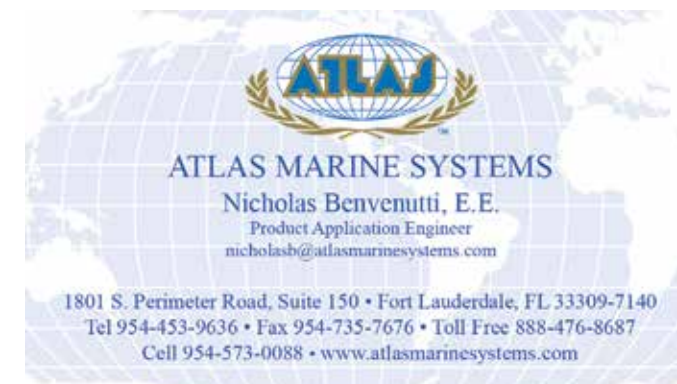
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Member News

IGY MARINAS is the largest international marina company in the world and a leading point of contact for megayachts across the globe. The IGY marina network includes 18 marinas operating in 10 countries (United States, Turks & Caicos, St. Maarten, St. Lucia, Colombia, Mexico, Costa Rica, Panama, France and Italy), servicing more than 10,000 unique vessels and approximately 100,000 customers per annum. With more than 3,500 slips under management, IGY Marinas caters to a variety of vessel markets including megayacht, sportfish, cruise and sail. IGY's 400 purpose-built megayacht slips accommodate vessels from 80ft (24m) to 800ft (243m), serving as leading destination ports for the world's largest yachts with more than 1,500 unique megayacht visits per year (25% of the global megayacht fleet).

IGY Marinas also boasts one of the world's leading megayacht support networks, the IGY Anchor Club, which encompasses an array of services from provisioning to crew training, along with medical and private jet travel. IGY Marinas hosts top international megayacht crew, sailing, sport fishing and nautical-related events, making its marinas highly sought-after maritime activity destinations. With a passion for giving back on a global scale, the company supports its marinas twice a year as part of its "Inspire Giving Through You" philanthropic initiative.

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As heavily involved members of these committees and organizations, we are helping to make critical changes to legislation that influence the requirements for reporting and publicizing boat accidents and negative events, and impact consumer safety. Our commitment to these programs is a commitment to both you, the broker, and your clients to continue to improve the boat-buying process for our industry.

BRADFORD MARINE YACHT SALES welcomes Judy Waldman as the latest addition to its brokerage team. Judy's current central listings are: 65' Bering NAMASTE, 63' Cape Horn STEEL OASIS, 59' Kanter GREAT BLUE, 58' Hatteras MASTERPLAN, 54' Privateer DON PIPO, and 50' Diesel Duck MAURI. Other new central listings featured by Bradford are: 127' Camper & Nicholson's GREY MIST by Tucker Fallon; 102' Swiftship/Teledyne WILLIAM I and 85' Aicon ORA O MAI PIU by Tony Hernandez; 85' Azimut SUN ADVENTURES by Carlos Navarro; 58' Viking Princess Sport Cruiser and 47' Sea Ray GOOD TIMES by Chris Saumsiegle; 44' Tiara NO MAS by Mitch Fliinn.

The firm also announces the following recent sales: 117' Delta Marine GRUMPY, 81' Cheoy Lee D'VERSION and 57' Carver KALIALYN by Tucker Fallon; 90' Broward SEA LOAFERS II by Barry Flanigan; 86' Falcon ONE MORE TIME by Carlos Navarro; 72' Cheoy Lee WATER RANCH by Chris Saumsiegle; 55' Uniesse BOUNDLESS by Jack Nitabach. For more information, please contact a Bradford Marine broker or call 954-377-3900.

EVERSEA YACHT SOCIETY is pleased to announce its Private Yacht Membership program begins September 2018 out of Miami Beach and various ports in the Mediterranean shortly thereafter. EverSea members enjoy unlimited use of seven yachts ranging from 55' to 116', 365 days a year. Members pay an annual fee of \$150,000 plus cost of fuel and incidentals. EverSea yachts are maintained in excellent condition, and have captain and crew as requested. Almost any possible amenity or concierge service on land or sea is available. At the end of the cruise, members simply bring the yacht back. EverSea members enjoy savings up to 75% below the comparable cost of yacht ownership or luxury charter. Contact David Burton at 786-471-0281 or dburton@everseasociety.com

GALATI YACHT SALES reports that Viking Yachts flagship 92 Sky Bridge has made her way along the Gulf on the Viking Summer Tour, resulting in a lot of jaws dropping all over the coast this summer. Making stops at multiple Galati Yacht Sales locations such as Naples, Sarasota, Destin, Orange Beach and Texas, Team Galati has hosted VIP events for customers in the area to experience this incredible yacht. The 92 also has been a part of billfish tournaments across the Northern Gulf, serving as the lead boat for the kickoff and on display at the Emerald Coast Blue Marlin Classic, Blue Marlin Grand Championship, Poco Bueno, and the Lonestar Shootout.

GILMAN YACHTS of Fort Lauderdale is pleased to announce a successful first half of 2018. We closed on 40 pre-owned/brokerage boats and new-build contracts ranging from a 28' Carolina Skiff to a 50m Westport. The new builds consisted of a 112' Johnson Yachts 2018 sold by Jeff Stanley and a 110' Horizon 2019 sold by Wayne Cannava. Our brokerage sales included AQUA VITA, 164' Westport 2009; ALICE'S RESTAURANT, 130' Westport 2011; ATTITUDE, 108' Benetti 2014; MON SHERI, 105' Broward 1998, and SHORE GIRL, 92' West Bay 2003. To view our inventory please visit Gilmanyachts.com. LOVE THAT YACHT announces three new listings: The 2002 65'

Enclosed Bridge Viking, a combination sportfisher and comfortable cruiser with a huge enclosed bridge and MTU V12 engines. She spent most of her life in fresh water in Michigan prior to arriving in Fort Lauderdale. Priced at \$899,000. The 2004 58' Riviera Enclosed Bridge is a "battlegon" sportfisher topping out at 36 knots. Built for the American market; offered for \$998,000. The 2013 42' Viking Open w/full tower and IPS drives is in near-new condition w/low hours on her Cummins QSC 600 diesels. Offered for \$779,000.

Love That Yacht also announces the sale of 80' Lazzara Skylounge RAISING DOUGH, selling broker: Randall Burg; listing broker: Bobby Randolph, SYS Yacht Sales. For more information, contact Broker Randall Burg, 954-870-3667, info.lovethatyacht@gmail.com.

LUKE BROWN YACHTS announces that Jason Dunbar, our vice president, has been appointed central agent on CLARITY, 145' Bilgin Motor Yacht, built in 2015. Jason and Greg Sturgis have been appointed the marketing and sales agents for the principal creditor of LADY SARA, 187' Trinity, currently under the custody of the U.S. Marshall.

Andrew Cilla, the firm's president, was honored at the Marine Industries Association of South Florida annual dinner and awards ceremony with its Golden Anchor Award, given in recognition of a lifetime of industry contributions and achievements.

On the sales side, Alan Bernard, our Newport broker, closed on WHERE'S WALDO, 100' Ocean Alexander, built in 2015, with the assistance of central agent Bruce Siler of Marine Max. Jason Dunbar sold the NO NAME, 84' Cheoy Lee Bravo, built in 2012, which was listed with Panu Viertanen of Cheoy Lee. Veteran broker Ron McTighe has accomplished a feat never before achieved in the firm's 50-year history...nine boats closed in a span of only two months!

MOTOR SERVICES HUGO STAMP, INC (MSHS) is part of the MSHS Group of companies with over 200 members and eight service facilities in the USA and the Caribbean, providing yacht services globally 24/7. Our engineers are trained to service the latest mechanical and electronic equipment. MSHS is positioned to deliver turnkey projects from product selection to installation and commissioning. For a complete listing of all the products and services we offer, visit www.mshs.com or call 800-622-6747.

NORTHROP & JOHNSON is seeking a sales assistant for the Fort Lauderdale office. The ideal candidate has a bachelor's degree, prior yachting industry experience — including yacht closings and experience working with yachting MLS sites — is extremely computer literate with excellent typing, Microsoft, Adobe, CRM and CMS skills; is exceptionally organized and detail-oriented; has strong written and verbal skills; is self-motivated and possesses a team-player mentality, positive attitude and a friendly disposition. Multilingual abilities are a plus. Northrop & Johnson, a leading global yacht brokerage, offers an exemplary benefits package, a fun, fast-paced work environment and a friendly, team-oriented atmosphere. Please send resumes, in confidence, to careers@northropandjohnson.com

ROBERT ALLEN LAW announces that IYBA members Robert Allen, the senior partner at Robert Allen Law, and Umberto Bonavita, a partner at Robert Allen Law, participated in educational presentations at the IYBA's East Coast Yacht Sales Summit on June

26 in Fort Lauderdale.

Robert Allen Law also is pleased to announce the addition of two new team members: Attorney Cristina Campelo and Public Relations and Marketing Director Sharon Abramson.

Campelo's areas of focus will include yacht law, immigration law, business immigration, crew visas, crew employment agreements, charter agreements, international business compliance, trademarks and foreign investments. Campelo, whose practice focuses on federal and international matters, will be based in Miami but also work out of Fort Lauderdale.

Abramson previously worked in marketing at Denison Yacht Sales and was director of marketing and public relations at the Marine Industries Association of South Florida. She will be based in Fort Lauderdale and will oversee Robert Allen Law's public relations, boat show events, email marketing, website, social media and other marketing efforts.

SEATON YACHTS announces it has formed a strategic limited partnership with Nicholson Yachts, merging decades of expertise in yacht brokerage, refit and project management with years of leadership in luxury crewed charter fleet management as well as purchase and sale of yachts for charter. The two companies will continue to operate globally from bases in Newport, R.I. A branch office of Nicholson in Palma de Mallorca, Spain, will serve both Seaton and Nicholson for sales, refit, project management, and charter queries. The Nicholson Southeast U.S. satellite office will bolster both companies' ability to better serve clients in Charleston, S.C., as well as in Savannah, Ga.

SUMMER'S END GROUP is pleased to announce the advancement of the St. John Marina at Summer's End in St. John, USVI, application by the United States Army Corps of Engineers (USACE). The application now moves to the consultation phase with federal agencies with the goal for Summer's End to ultimately receive all necessary permits to begin final development and groundbreaking for the project. On September 6, 2017, Category 5 Hurricane Irma damaged or destroyed 90% of St. John's homes and nearly half of its businesses. The St. John Marina at Summer's End projects economic impact and job creation for St. John and the territory of the USVI as a result of the project, including:

- \$29.7 million initial economic impact of which \$19.2 million is initial labor income
- 80+ direct and indirect, long-term, local FTE in Coral Bay and 240 jobs territory-wide
- \$45.2 million economic impact in the first five years of operation with \$8.3 million annual operational economic impact locally on St. John.

SUPERYACHT SALES AND CHARTER is looking for an experienced yacht sales broker and charter Broker. We are looking for candidates who are professional and highly motivated. Knowledge of the yachting industry and proven sales/charter track record preferred. Qualified candidates are invited to submit a resume to Rusty Preston via email: rusty@superyachtsac.com. All inquiries are kept strictly confidential.

4 Ways to Integrate User-Generated Content



Your customers are your greatest selling tools. Here's how to leverage their power more effectively.

In November 2015, Hewlett-Packard (HP) asked Rudy Mancuso, a musician and social media star, to re-create the Star Wars theme song on its x360 laptop. Mancuso did what he always does: filmed a video of the recording and posted to his Vine and Instagram accounts, inviting his followers to click a link to see and hear it. With 9.8 million Vine followers and 350,000 Instagram followers at the time, Mancuso provided HP with extraordinary marketing reach. What's more, by making Mancuso the star of that campaign, HP tapped into one of the most powerful promotional tools available: user-generated content.

User-generated content is exactly what it sounds like, consumer-created awareness of a product or service. It's a human connection to a brand. More important, it increasingly holds more sway over buying decisions than brand-generated marketing does. According to a variety of research, consumers find user-generated content to be more authentic and credible than corporate-produced initiatives. It should come as no surprise, then, that more companies are leveraging their customers' power.

The four strategies below are good examples of user-generated content you can start incorporating, as quickly as today. Better yet, some are low- or no- cost.

1. Photo contests with hashtags. These are wildly popular, particularly on Instagram, and ideal for reaching a niche audience. They're also easy to manage. First, pick a theme: selfies, funny caption contests, summertime fun with your yacht, etc. Then create a concise, catchy hashtag tied to that theme. This allows you to track and share submissions. Also decide what kind of

BY DIANE M. BYRNE, Founder, MegaYachtNews.com

prize the winners get and highlight it. Don't forget to promote the contest across all your platforms, too, including newsletters and other social media channels. Sea Ray is currently doing this with #searaysummer. The photos are flooding in; there are more than 3,000 submissions on Instagram as of this writing.



2. Photo contests for an ad campaign. Take the above-mentioned idea one step further: Tell your customers you want them to star in your next new ad campaign, in print and/or online. Set a theme that embodies what your brand and your customers are all about, such as family time or luxury cruising. Create a hashtag, and decide on additional ground rules, like whether you'll allow some digital editing of images (fun filters vs. full-fledged retouching, for instance). Whatever social media platforms you use, make sure you read their rules governing contests first, to ensure compliance. Also, while some companies determine winners by likes or comments, consider instead having professional photographers and art directors serve as the jury, for added artistic integrity.



3. Video reviews from customers. You probably already have a YouTube channel for your business. You or others on your team may appear in your videos, walking viewers through a boat they can buy. Why not put some of your happiest customers on camera instead, sharing what they like best about their boats? Depending on your budget, you can hire a professional to shoot and edit the videos. Princess Yachts did this with the owners of a 35M; it has garnered more than 328,000 YouTube views to day. Alternately, if you have a video-savvy staffer, invest as little as \$300 in a GoPro camera and have him or her shoot vignettes for Facebook and more. Either way, whether at your boat-show display or an event you're hosting, the opportunities are endless. Some of your customers might even have video footage of their own adventures. Encourage them to share the videos with you so that you can share them further on your YouTube channel.

4. Forums. Your customers have been talking about your brand or the brands you represent online for years. By incorporating a forum into your own website, you give loyal clients and future customers a way to share experiences, observations, and questions with you directly, as well as with fellow enthusiasts. Forums can engender strong, regular engagement, so dedicate a staff member to monitoring and answering posts. Expect criticisms, too, and don't shy away from them. Censoring makes you appear you have something to hide. (This, of course, excludes inappropriate language. Most forums contain a "rules of conduct" section outlining what is and isn't permissible, along with potential consequences, like banning.) Instead, do what smart brands do: Post a reply inviting the customer to call or email a specific person and/or department for further assistance, and instruct them to reference the forum conversation. This means educating all personnel about the forum, and increasing internal communications – well worth the effort. The good news is, well-run forums often become self-policing, because loyal users want to keep the lines of dialog open with their favorite brands.

Many more options are at your disposal for user-generated content. No matter which ones you leverage, you're sure to gain even more insight into your customers' minds, plus strengthen loyalty.

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NMMA Croatia Fact-Finding Mission: October 2018



Dubrovnik, Croatia

Join the NMMA, the Croatian Boating Industry Association and the U.S. Commercial Service for a week-long fact-finding mission to learn firsthand about the growing boating market in Croatia. During this trip, we'll travel as a small group to explore potential business opportunities and growth areas for our industry in key areas of Croatia. We will focus on gathering information on new projects, new contacts and new opportunities through multiple site visits and networking with industry stakeholders and potential customers.

The trip includes a full day at the Biograd International Boat Show, considered to be Croatia's premier boating event. Attendance also includes participation in Biograd B2B, a nautical business networking event held during the show.

Why Croatia?

Croatia's economic growth since its independence and accession to the European Union in 2013 has created steady growth for the country and an increased demand for recreational boats and marine equipment.



Biokovo Mountains, Croatia

With what is arguably one of the most beautiful coastlines in the world, Croatia offers great opportunities for marine businesses. Boat ownership is on the rise as is access to financing and leasing and the number of boats in charter. This increase

By Julie Balzano, Sr. Director, Export Development,
NATIONAL MARINE MANUFACTURERS ASSOCIATION

in demand for boats not only has boosted imports but also local production and marina development, creating opportunities for boat builders and equipment/component manufacturers alike. Currently, about 90 percent of raw materials and boat equipment for production are imported.

Croatia has almost 140 nautical ports (half of which are marinas) along its mainland and island coastline which house over 17,000 in-water berths and almost 5,000 dry berths – creating a vast market for U.S. marine products of all types.

Overall, Croatia is on the cusp of emerging as an important market and gateway for the southeast European region. Establishing key contacts and laying the groundwork now to capitalize on this emergence is encouraged for NMMA members looking to establish a position in this growing market.

Trip Itinerary*

Sunday, October 14: Dubrovnik

- Welcome Group Dinner

Monday, Oct. 15: Dubrovnik to Split

- Group Breakfast "Country Briefing" - Overview of Croatia, its recreational boating sector and business considerations for doing business in Croatia
- ACI Marina Dubrovnik & charter company Sunsail. Considered one of the best marinas in the Adriatic, ACI Marina Dubrovnik provides year-round shelter with 380 wet berths and 140 dry berths
- Marina Frapa Gruz, Dubrovnik's biggest – still under construction
- Group lunch
- Depart via bus to Split early evening

Tuesday, Oct. 16: Split

- Nautika Centar Nava - one of the oldest privately owned nautical companies in Croatia. It started as a charter company in 1990 and evolved to a firm with over 30 employees, experts on boating industry.
- ACI Marina Split – This 360-berth marina is located in the southwestern corner of Split's harbor
- More Brodovi - yacht builder
- Group lunch
- AD Boats (Salona Yachts) - yacht builder & shipyard
- Lalizas Distributor & Marina Store – distributor of more than 10,000 products

Wednesday, Oct. 17: Trogir

- Marina Kaštela - provides docking space for the Bavaria fleet of sailing yachts
- SCT Marina, marina and refit facility for all types of vessels
- Nautica Kufner – leading charter company with fleet of 58 yachts
- Working lunch - presentation on opportunities in Slovenia
- Baotić Marina

Thursday, Oct. 18: Biograd

- D-Marin Dalmacija (Sukošan), Croatia's largest marina operator with 11 marinas

- Group lunch on site at the marina
- Travel to Biograd, Croatia
- Networking Sailing Excursion
- Private group networking dinner at Biograd Boat Show
- Overnight in Biograd

Friday, Oct. 19: Biograd Boat Show

- All day boat show and B2B networking appointments via the Biograd B2B - a Nautical Business Networking Event held during the Biograd Boat Show, connecting professionals from the boating and nautical tourism industries. You will have the opportunity to register in a Business to Business Directory, and to search and schedule meetings with other participants
- Biograd B2B Bash – networking event
- Overnight in Biograd.

The deadline to register is no later than mid-August or once the trip is filled. Space is very limited so only up to two representatives per company can be accommodated. Registration fee is \$895** per first company delegate; \$795** per second company delegate. To register, please contact me at JBalzano@nmma.org or call 954-441-3234.

*All activities subject to change

** Registration fee includes all activities noted on itinerary. Excludes airfare, hotel, some meals, airport transfers and incidentals.



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Charter Itinerary

Thanksgiving – and Giving Back – in the Virgin Islands



'Tis the season for holiday charter bookings. Savvy clients know it's important to book early so you get the yacht, the crew and the destination of your choice. This year, clients have the opportunity to "give back" as well as to have fun during their holiday charter vacation – by spending their money in the Caribbean islands that still are recovering from the deadly hurricanes that struck last fall. Although many of the resorts that yachties associate with the Virgin Islands will remain closed through 2018, including Caneel Bay on St. John, Peter Island Resort & Spa, The Bitter End Yacht Club and Yacht Club Costa Smeralda on Virgin Gorda, the Virgin Islands still offer the spectacular beaches, clear aquamarine water, laid-back charm and short distances between ports that have made them one of the world's most popular charter destinations.

While a few years ago, some charter clients might dismiss the U.S. and British Virgin Islands as "the milk run", these green, volcanic isles now offer clients the opportunity to enjoy a luxury holiday on the water and feel good about it, too.

Here is a sample 7-day charter itinerary in the U.S. and B.V.I.:



Day 1: St. Thomas

Fly into Cyril E. King Airport, which is fully operational. (In fact, it is scheduled to have a new roof by late November.) Meet your

yacht at IGY's flagship Yacht Haven Grande marina in Charlotte Amalie. Enjoy welcome cocktails on the sundeck as you watch your first of many sunsets, then head to the aft deck for a sumptuous, locally sourced dinner.

Day 2: St. John/Jost Van Dyke

Cruise along the coast of St. John, most of which is a U.S. National Park filled with unspoiled tropical vistas. Stop for lunch and snorkeling at Henley Cay, which is accessible only by boat, and enjoy the amazing variety of corals and fish. Head on to Jost Van Dyke, where you will clear customs into the B.V.I. Enjoy a painkiller at the world-famous Foxy's Tamarind Bar on the beach in Great Harbour. Foxy's has been rebuilt stronger than ever, and the rum is flowing just as fast. Dance on the beach under the stars.

Day 3: Tortola/Norman Island

Take a short run to Cane Garden Bay on the "back side" of Tortola. Enjoy the calm, sparkling water, then have a fun lunch at one of the beach-shack restaurants that have re-opened for business. That afternoon, head to Norman Island and drop anchor in the Bight. Enjoy the view of the cay reputed to have inspired Robert Louis Stevenson's *Treasure Island*. Have a pirate-themed party of your own on board the yacht that night.



Day 3: Norman Island/Peter Island

In the morning, take the tender to Treasure Point to snorkel in the three caves located there. Then it's off to nearby Peter Island. Even though the resort is closed, the natural setting is as beautiful as ever. Spend the afternoon on Deadman's Beach, which despite its name is known as one of the most romantic beaches in the B.V.I. At happy hour, pay a visit by tender to the notorious WILLIAM THORNTON (WILLY T) ship bar, which used to be a fixture in the Bight at Norman Island. If all goes according to plan, Peter Island will be its new home by the time you get there.

Day 4: Salt Island/Cooper Island

In October, 1867, the UK Royal Mail Ship RHONE was wrecked in a storm off the coast of Salt Island in the B.V.I. Today, it is one of the most popular wreck dives in all of the Caribbean. If there are any scuba divers in your charter party, meet one of the local dive operators at the RHONE for a memorable dive on this historic ship. But even if you prefer to stay on the surface and snorkel over the wreck, on a calm day, the RHONE is still a "must-see" experience. In the afternoon, cruise to Cooper Island and head into Marchioneel Bay. Pay a visit to the Cooper Island Beach Club, a family-owned "eco-resort" that recently reopened. Check

out the brewery, and sample the IPA – \$1 from every IPA sold is donated to sea turtle conservation.

Day 5: Virgin Gorda

Early in the morning, run to the B.V.I.'s most famous natural attraction, the Baths, and anchor offshore. A giant's garden of boulders scattered on the beach and in the sea, the Baths had no problem surviving last year's hurricanes. Spend the day snorkeling amid the boulders, then re-board the yacht for a fabulous Thanksgiving feast on the aft deck.

Day 6: Tortola

Voyage back to Nanny Cay on Tortola's Drake Passage coast and dock at the superyacht marina, which has renovated its outer

docks and is working on the inner harbor. Take a taxi to Pusser's in Road Town, or if you are in the mood for a more upscale experience, head to Brandywine Estate, reputed to be the best restaurant on the island, for dinner ashore.

Day 7: St. John/St. Thomas

Return to the U.S. Virgins via another cruise along the verdant coast of St. John. Enjoy a last snorkeling stop at Leinster Bay or visit the ruins of the Annaberg Sugar Plantation and step back into the island's colonial past. In the afternoon, head to Red Hook, St. Thomas. Sample the night life in Red Hook, including a tropical libation at Duffy's Love Shack, dubbed "the best parking lot bar in the world" on your last night in this paradise regained.




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IYBA'S 7TH ANNUAL GOLF SCRAMBLE

Tuesday, June 5, 2018

Jacaranda Golf Club - West Course

Images by: Suki@YachtingToday.TV

See full photo gallery on IYBA website.



Brokers Open House

July 19, 2018 - Bahia Mar, Fort Lauderdale

More than 120 yachting industry professionals attended the July Brokers Open House at Bahia Mar Yachting Center. There were 19 participating yachts ranging in size from 42' to 152'. Yacht brokers enjoyed the opportunity to tour these vessels, assess their sales potential, and network with each other.

Images by Tom Serio Photography (See full photo gallery on the IYBA website)

Yachts in Attendance

ALPHA 76
FLYBRIDGE
ANDIAMO!
BALISTA
BRUNELLO
CAPTIVATOR
DIVINE

DESTINY
DREAMER
FORE ACES
GLADIATOR
INSATIABLE
KATHERINE E
LADY DORIS

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3. **THEY ACTUALLY DO KNOW WHAT THEY WANT** – The boats you presented are all in perfect condition and yet there is something about each one that they absolutely will not accept. Hargrave owners tell us that all the time – I would have bought this boat if they changed this, or bought that boat if only it had X. You begin to get the feeling they may not buy anything.

The next time, bring that client to our office and within a very short period of time they will be staring at exactly the boat they said they wanted. In nine out of ten cases they back down and wind up buying one of the brokerage boats you've already presented because they just won't wait to build a boat. And, so what about the one in ten guy? That's the Hargrave client!

Call me and we can set up a visit to our office and I'll show you how we work and what we can do for you and your clients.

— Michael DiCondina, Pres.

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