



## WHY LIST WITH CAPE YACHTS?



### **WE'VE BUILT OUR BUSINESS ONE RELATIONSHIP AT A TIME**

Cape Yachts has been in the business of matching the right boat to the right family since 1986. In those years, we've learned a thing or two about building and maintaining long lasting relationships by providing exceptional new and brokerage inventory along with the advice, service and complete support to earn our clients trust and loyalty.



## TOOLS TO EXPOSE YOUR BOAT TO BUYERS

- Professional MLS Listing  
Yachtworld.com (Enhanced Listings)  
YachtMarket.com  
CapeYachts.com
- Publications  
New England Boating  
Power & Motoryacht  
Soundings  
PassageMaker
- Featured Ads on Yachtworld's main page
- Extensive internet advertising
- E-marketing to 30,000 customers, each personally met
- Access to real-time market data (what is selling, how long it took and how much it sold for)
- Walk-through video highlighting your boats unique features
- Extensive network of customers and brokers marketing our best listings by word of mouth
- Seasonal open houses
- Boat concierge care service for listings stored and shown at our yard in Padanaram



## FOR THE BUYER

A brand new boat is fantastic, but sometimes there is nothing like the feel of an older, well loved yacht...even to us! Cape Yachts is the place to find these treasured classics, or late model opportunities. Our experienced team of brokers and support staff have earned a worldwide reputation for being able to locate the right boat for the right boater at the right price.

## FOR THE SELLER

We make selling your boat as painless as possible. You've put a lot into making her the best yacht on the water over the years. We'll work tirelessly to find the buyer who will love her as much as you did - at the best possible price, of course! Our extensive marketing program utilizes print and digital mediums to give your boat the exposure it needs to get noticed. And we're not shy about contacting other brokers when it comes to finding that special buyer.

## THE YACHT BROKER BOATERS HAVE TRUSTED FOR 30 YEARS

We're proud of our sterling reputation within the brokerage community. That reputation was earned as a result of the relationships established with our clients. It's a relationship built on trust, respect and a shared passion for the boating lifestyle.

Whether you're buying or selling, our experienced team of accomplished brokers can help.



## WHAT MAKES US DIFFERENT?

We've built our business one relationship at a time through our expertise in selecting and maintaining yachts for the most knowledgeable boaters in the Northeast. After the sale, we provide the kind of no-compromise service that keeps a great yacht great and a boating family happy on the water. We realize that the only promises that mean anything are those kept.

That may not sound all that earth-shattering, but like the old saying goes - the most profound truths are the simple ones.

## OUR YARD

How many dealers can you think of that own a full-service boat yard and marina? There are many aspects that separate Cape Yachts from the rest, but this is certainly one of the bigger ones. When we bought the historic South Wharf Yacht Yard in 2006, it was to create a state-of-the-art facility able to handle just about any need our customers would have from routine maintenance to radical modification of today's most sophisticated yachts. This has included multi-million dollar upgrades to infrastructures, equipment, and most important-our team of technicians.

How many dealers can you think of that are not only the sales dealership, but more importantly, are the Authorized Factory Trained Service Center for equipment installed by the builder of your yacht - including Volvo, Cummins, Yanmar and Yamaha engines, Raymarine, Simrad, B&G and Garmin electronics and KVH and Intelian Satellite Systems?



## SERVICE

South Wharf Yacht Yard offers extensive capabilities in yacht outfitting, construction, repair and customization.

We are capable of addressing most any marine repair or modification and are best known for providing prompt, friendly and customer centric services. We manage and care for boats and yachts from a simple tender rigged with an outboard to complex 80'+ sailing and power vessels. We are always interested in making our service available to new clients and welcome you to stop by for a visit to discuss your needs.