



***Exclusive Delphia Yachts & Hauraki Yachts Dealer
Sea Independent New Zealand
International Used Boat Brokerage***

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12 Point Marketing Strategy

These 12 marketing activities are offered free of charge to all boat sellers listing their boat for sale with World Yacht Brokers, regardless whether it is a Central or General agency listing.

Unless otherwise stipulated in your Listing Agreement, World Yacht Brokers commission is 5% on sale price up to \$1 million. Sales over \$1 million attract 2.5% on amount over \$1 million

Your yacht may qualify for 'Offshore Listing' criteria (see below).

A General Listing with World Yacht Brokers automatically displays your yacht in the following marketplaces;

1. www.worldyachtbrokers.com
2. www.trademe.co.nz
3. Other sites by arrangement
4. Featured in our next newsletter 'New Listings' (extensive database).
5. Campaign to all New Zealand Yacht/Boat Clubs. You will receive a 'Test' campaign for your yacht from WYB site a few hours before any campaign launch. All listing information, campaign notices, newsletter listings, etc. to be approved by the listing seller before going 'live' or advertised.
6. Campaign to all West Coast USA Yacht/Boat Clubs (for qualifying boats)
7. Campaign to all 40' - 50' potential sail boat owners in database
8. You will get regular analytical reports for all the above activity generated.
9. You will get all Client Registration forms declaring any parties interested in your yacht generated from the above activities as WYB clients.
10. New Listing announcement on our Blog (www.worldyachtbrokers.com/blog) This listing is also automatically listed on our Facebook page.
11. Through our Global Brokers Network we can facilitate International Co-Brokerage Agreements to market your yacht in selected worldwide markets for qualifying boats.
12. Free listing on WYB affiliated Sea Independent websites worldwide;
seaindependent.com, seaindependent.nl, seaindependent.de, seaindependent.hr,
seaindependent.pt, seaindependent.it, seaindependent.ru, seaindependent.qa,
seaindependent.ae, seaindependent.es, yachtworld.com, rightboat.com,
theyachtmarket.com, boatshop24.com, cosasdebarcos.com, yachtfocus.com,
hiswamakelaar.nl, hiswa.nl, watersportbank.nl, scanboat.com, boats.com, boat24.com,
superboats.nl, and the social media (Twitter, Facebook and LinkedIn).

No other brokerage offers such an extensive arsenal of marketing tools

