

Sell with...  
Confidence  
Expertise  
Insight

Management from  
Enquiry to Sale



SELL WITH SUNSEEKER BROKERAGE



WORLD RENOWNED

## Why Sunseeker Brokerage

Sunseeker is a World Renowned and leading brand that promises quality and prestige in every vessel they manufacture.

For over 30 Years, we have built a strong and successful reputation by providing complete yacht brokerage services for our clients. We continually better industry sales figures year on year, through market intelligence and strategic investment to ensure maximum exposure to potential purchasers. It is now the world's largest Brokerage House for the sale of Sunseeker motor yachts as well as a plethora of other manufacturers.

As the world's largest Sunseeker Dealer, covering all of the key areas across Europe, we currently operate within 33 territories and cover most of the key International Boat Shows and events. No matter the location of your boat, one of our experienced sales brokers will be on hand to assist you, at any time. From initial enquiry to after-sales, service and final registration, your entire acquisition will be expertly managed.



26

OFFICES  
COVERING 33  
TERRITORIES

419

YACHTS SOLD  
SINCE 2021

190

NEW LISTINGS  
EACH YEAR

€477M

SALE VALUE OF  
BOATS SINCE 2021





UNPARALLELED REACH

# A Truly Global Presence

With Sunseeker Brokerage’s unique setup, we offer unparalleled international reach.

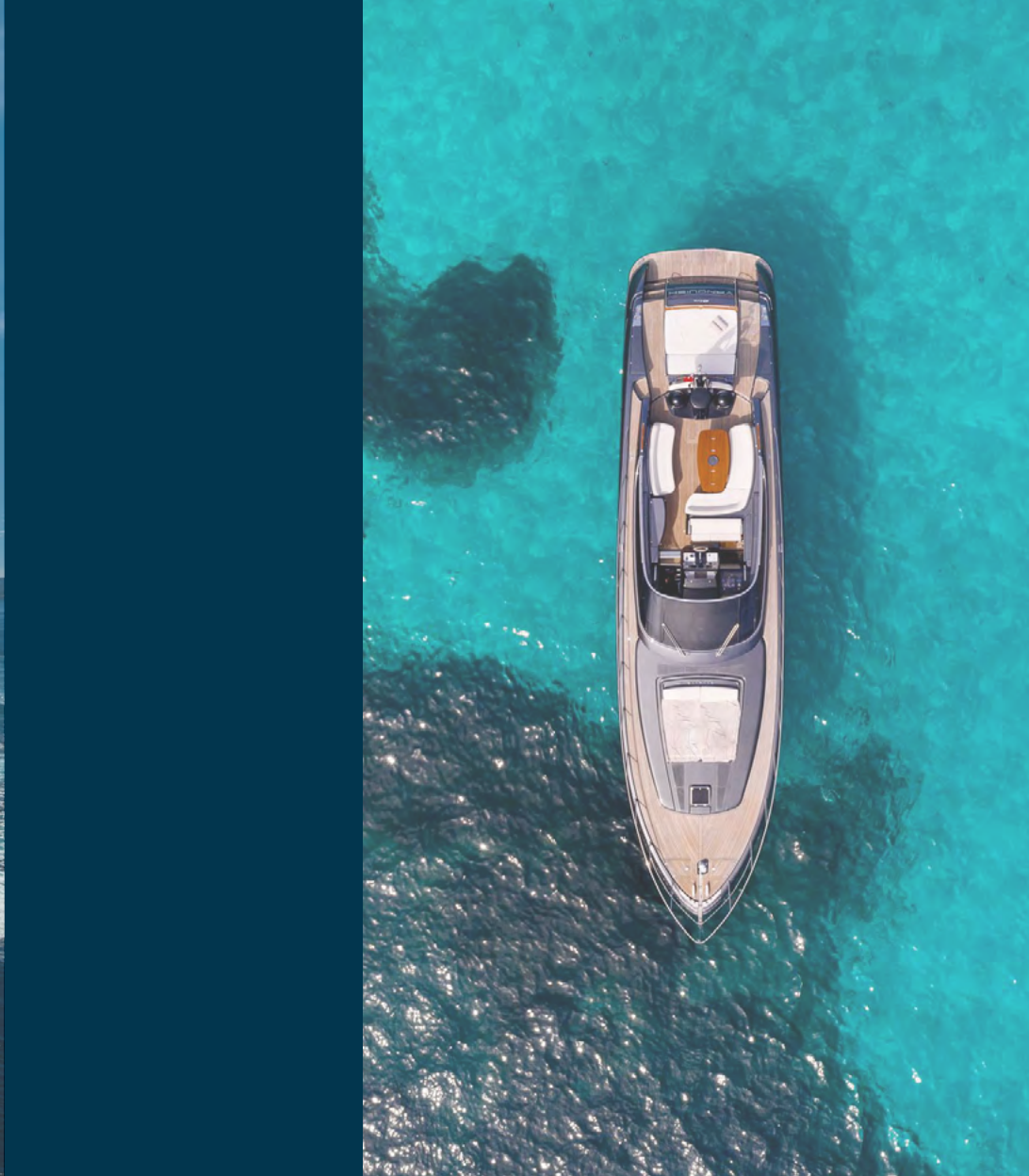
With 26 offices covering 33 territories, we can offer support at a local level that other brokerage houses simply can’t.

Over 50 brokers and well over 75 members of support staff allow us to manage the entire yacht sales process, from start to finish.

From Servicing to Marketing, Sales, Legal Advice or Conveyancing, we have dedicated members of staff to manage every aspect of your brokerage experience, with knowledge and expertise.







UNPARALLELED REACH

# No Sunseeker? No problem!

Our experience and knowledge spans much further than the Sunseeker range.

Princess, Ferretti, Azimut, Riva, Fairline, Sealine and many more yachts from other International manufacturers have all recently sold with Sunseeker Brokerage.

With 86 non-Sunseekers listed in 2024 take a look at the yachts for sale on our website [www.sunseekerbrokerage.com](http://www.sunseekerbrokerage.com) to see what we currently have for sale.

With non-Sunseeker sales making approximately 33% of our brokerage sales last year (2024), rest assured that we have the experience, knowledge, network and tools to market and ultimately sell your Yacht.

AZIMUT  
YACHTS

PRINCESS

SANLORENZO

Riva

FAIRLINE  
YACHTS

PERSHING

FERRETTI  
YACHTS

SEALINE



33%

OF 2024 SALES WERE  
NON SUNSEEKER  
MODELS

125

NON-SUNSEEKERS  
SOLD SINCE 2021

3

NON-SUNSEEKERS  
SOLD EVERY MONTH





MARKETING YOUR YACHT

# Professional Photography & Videography

It is a fact that quality imagery plays a huge part in product saleability. Our experience in the marketplace suggests the most important factor when it comes to marketing a yacht is how she looks to a potential buyer.

We will strive to take the very best quality photographs of your yacht, with inhouse photography and videography services available. This ensures unique and exciting content for your yacht to promote across all marketing platforms.

A professional video of your Yacht is now proven to be one of the most valuable marketing materials when selling your boat. Creating video content is extremely quick and easy and we can organise the entire production process for you.

We employ all of the latest drone technologies and work together with specialist teams to bring you the very best videos for your Yacht.



Evidence provided by the world's leading marine portals prove that displaying over **25 quality images** improves your enquiry rate by **up to 35%**.







MARKETING YOUR YACHT

# Virtual Tours & Viewings

Moving into the digital age has seen many technological advances.

Using Matterport camera technology we are able to create a 360-degree virtual tour of your Yacht. A detailed and in depth 360° walkthrough, precisely measured and fully to scale.

Not only a fantastic marketing tool but it also means that we can now put any prospective buyer on your Yacht without them ever stepping outside their front door!



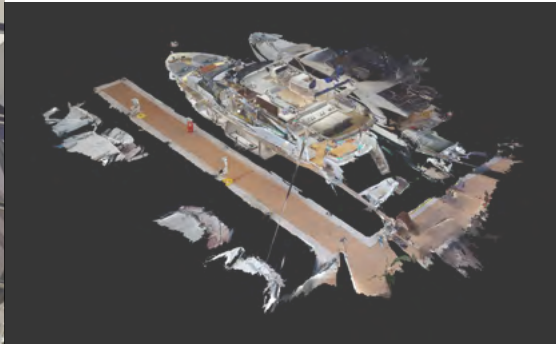
Virtual Viewings



Matterport Virtual Tour



Online Advertising







MARKETING YOUR YACHT

# Website Promotion

The key to selling your boat is by ensuring maximum visibility to potential purchasers.

Sunseeker Brokerage heavily invests in getting the best exposure for your listing.

Through the ongoing development of websites, analytics and targeted marketing campaigns across platforms, we work towards delivering visitors to the websites, to ultimately deliver more leads, to sell your Yacht.

It's this emphasis and focus on growth that saw;

700k

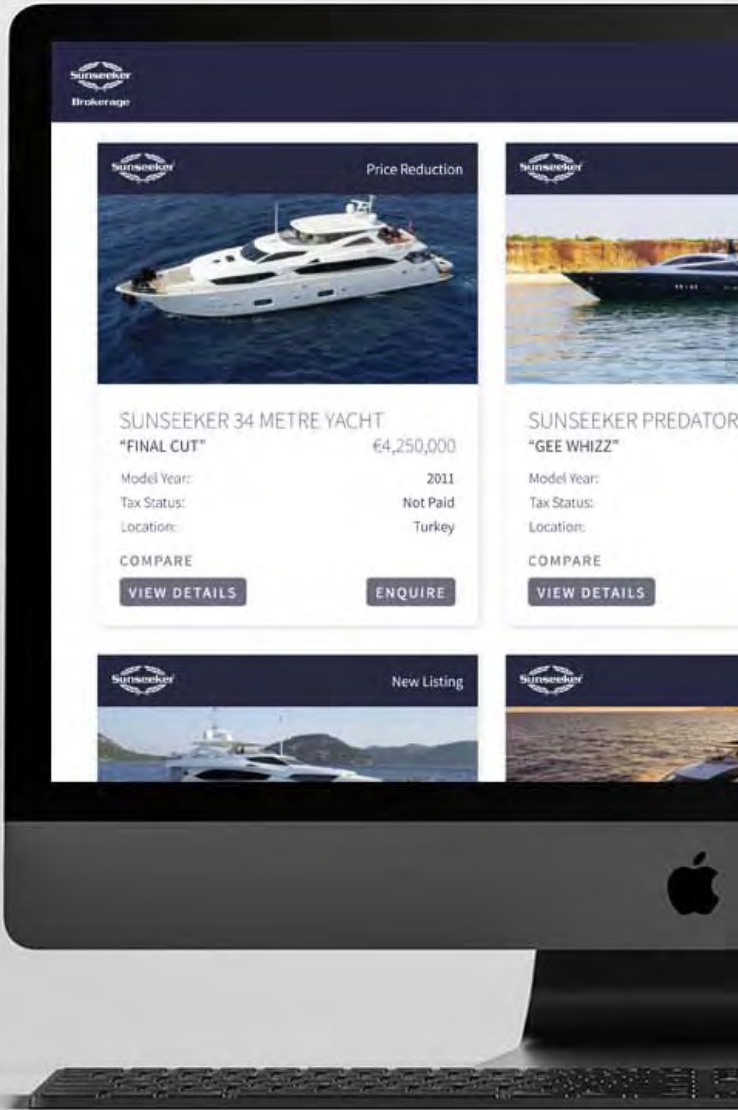
WEBSITE PAGES VIEWED  
IN 2024

138k

NEW WEBSITE  
VISITORS IN 2024

1,000

WEBSITE ENQUIRIES IN  
2024







## MARKETING YOUR YACHT

# Making use of our digital footprint

Our digital footprint is extensive; not just with our Sunseeker Brokerage Website and our network of 37 Sunseeker London Group dealer sites. We also include our listings on a host of specialised 3rd party marine classified sites.

Truly global exposure, in multiple languages to ensure that your Yacht is seen by as many potential customers as possible.

The 3rd party sites your Yacht will be listed on:

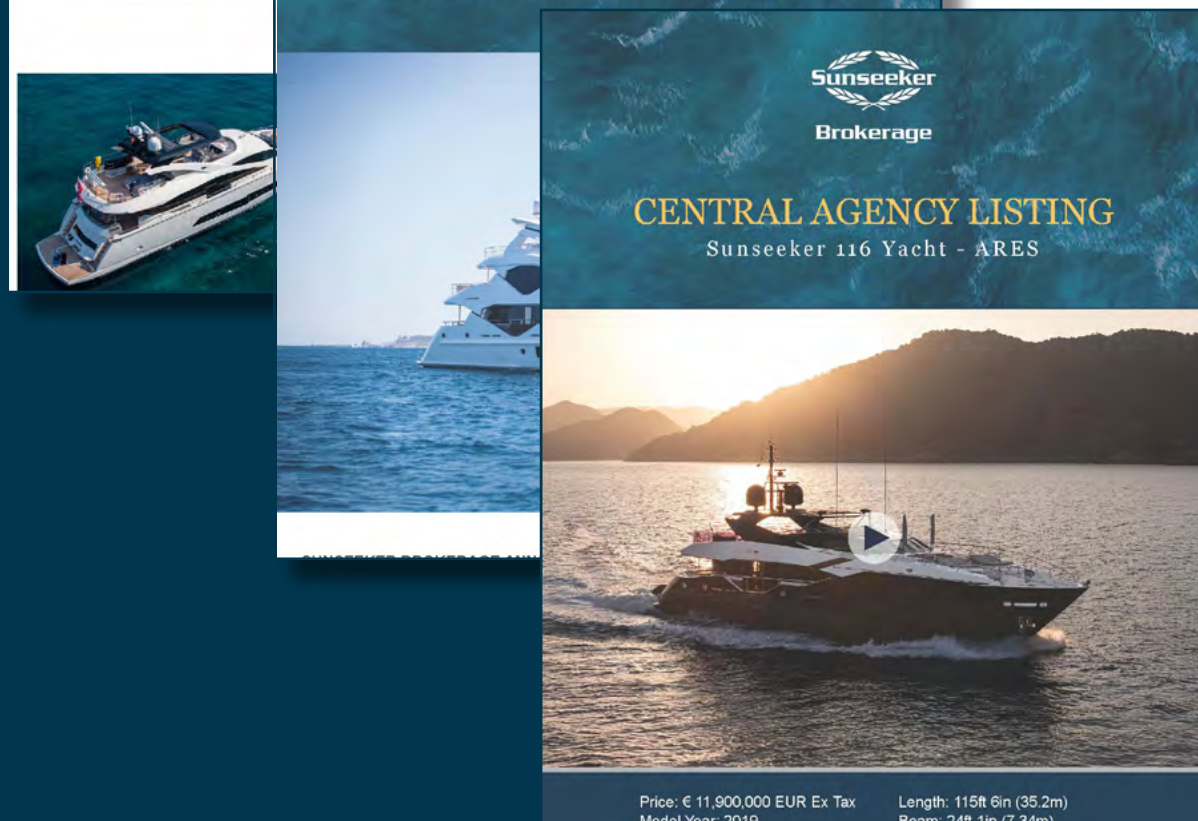
Yachtworld | Cosas de Barcos / Inautia |  
Boats.com | Annonces de Bateau | YATCO |  
Boat International | TheYachtMarket | Rightboat |  
Boatshop24.com | Boatshop24.co.uk | Boats and  
Outboards | TopBarcos | Boot24 | MondialBroker  
| YachtBuyer | Botenbank | BotenteKoop | Boot.ch  
YachtFocus | YouBoat

250k+  
COMBINED LISTINGS  
ON THESE SITES

1.7m+  
BOATS VISITS TO OUR LISTINGS  
SINCE 2021







## MARKETING YOUR YACHT

### Digital Mail-Outs

Along with our valued clients, a worldwide broker network is supplied with regular mailshots of our brokerage listings with full descriptions and photographs. Subscribers are kept informed of new listings, price reductions and location changes.



### Printed Advertising

As well as marketing in domestic publications within our territories, regular adverts for Sunseeker Brokerage are placed in the most popular industry magazines; Boat International and Motor Boat & Yachting.

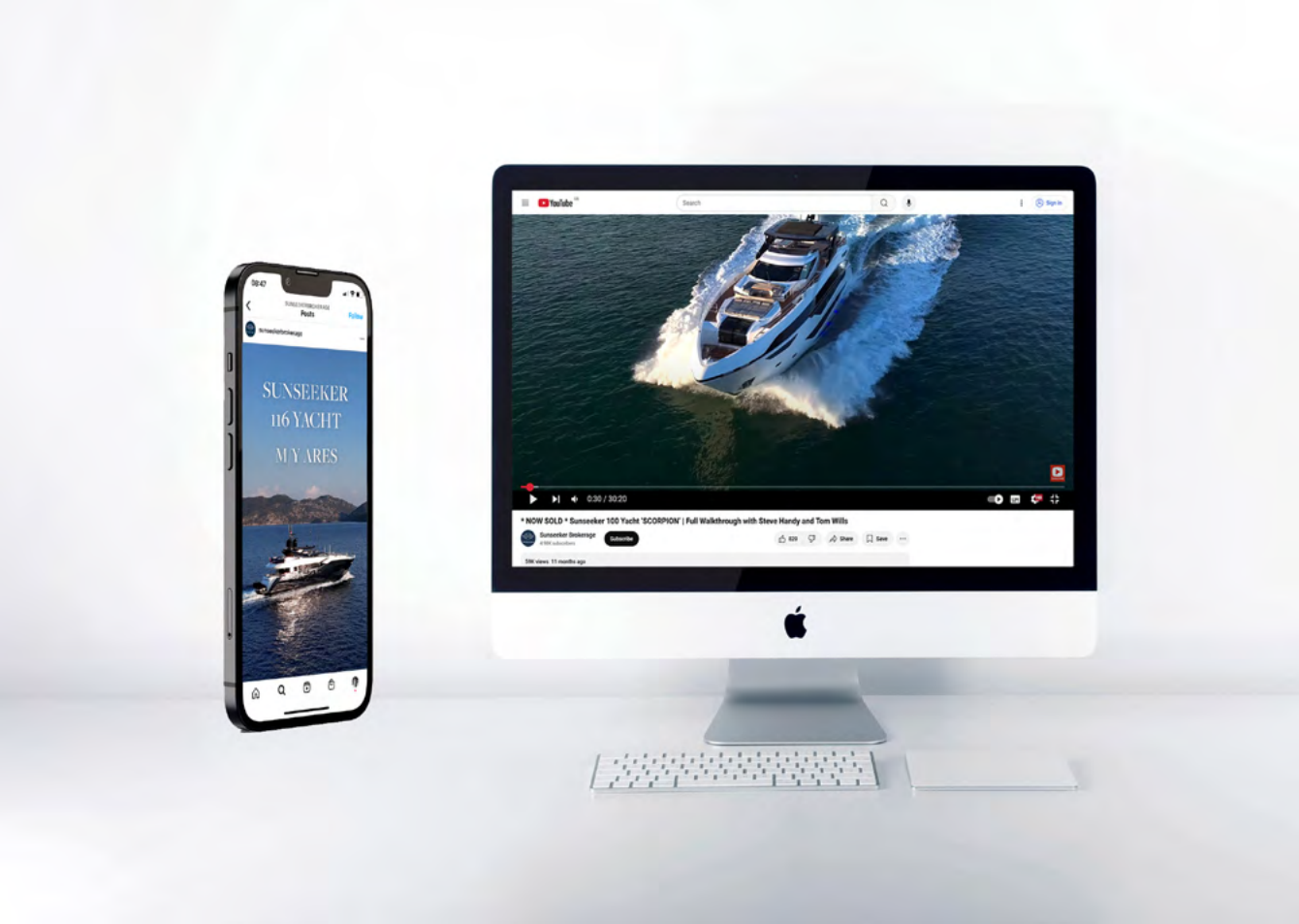
With a circulation of approximately 38,500 and 10,200 respectively, our full-page publications are seen by approximately 50,000 readers in print each month.

Please contact your listing broker to discuss advertising opportunities and rates in further detail.

**30+**  
YEARS OF EXTENSIVE  
WORLDWIDE BROKERAGE  
PARTNERSHIPS

**23k**  
VALUED IN-HOUSE  
CLIENTS RECEIVE  
OUR MAILOUTS





## MARKETING YOUR YACHT

# Social Media

With Social Media users reaching 5 billion in 2024 we will make sure that we use our entire social footprint to promote your Yacht in all the relevant places, with daily posts on Facebook, Instagram, YouTube, Twitter and LinkedIn.



337%

INCREASE IN YOUTUBE  
VIEWS IN THE LAST 12  
MONTHS

80.8k

YOUTUBE TOTAL WATCH  
TIME (HOURS)

2.5m

TOTAL SOCIAL REACH IN  
2024





MARKETING YOUR YACHT

Market Intelligence

With a designated support team, our brokers make sure that you have all the key information when it comes to making the correct decisions for your Yacht.

Market and yacht comparative research can help us to gauge and suggest how you should price your Yacht. Following the market trends we can also make sure this value remains correct in an ever-changing marketplace.



Market Analysis  
& Market Trends



Listed & Sale  
Price Analysis



A Proper Science  
to Valuation







## MARKETING YOUR YACHT

# What's Next For You?

Throughout this entire process, it is incredibly important to know what is next for you, after we successfully sell your Yacht.

Our team are always pleased to discuss your requirements and most importantly, assist you in every way possible to the high standards you would expect.

With a brief of what you are looking for, we can pinpoint the key opportunities and the best potential options in the market for you, by utilising our extensive resources, market knowledge and global network in the industry.





# Contact Us

Browse our full selection of Brokerage boats for sale online now.

For more information on listing your boat for sale, please either  
contact your Sunseeker Broker or contact us online at:

[www.sunseekerbrokerage.com/sell-your-yacht](http://www.sunseekerbrokerage.com/sell-your-yacht)

[info@sunseekerbrokerage.com](mailto:info@sunseekerbrokerage.com)



**Brokerage**