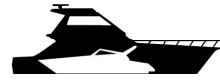




No Wake Zone

by Dennis Donato



Dennis Donato, of Hudson Valley Yacht Brokers located in Garrison, New York, has been boating on the Hudson River for over 30 years. You can contact him at (845) 424-4744 or E-mail hvyachtbrokers@aol.com Take a tour 24/7 at Hudson Valley Yacht Broker's website hvyachtbrokers.com WHERE IT'S ALWAYS SUMMER!

Not Every Boat is a "10"!

WOW! It's September already and the boating season is almost over!! That's right, only 60 more days until the boats have to be off of the floating docks and the clubs begin the winter shut-down. But there is still a lot of boating to be done and more boating events and adventures before the "end of days" is upon us.

To those Captains who were able to put their vessels in the slip this year, my congratulations on continuing the boating way of life in a very difficult year. You have every conceivable reason (excuse) to not use your boat this year and you did it anyway because boating for you is a way of life, not just another form of recreation. This year we faced record high fuel costs, higher slip fees and ever increasing costs for maintenance and equipment. These issues were important enough to cause some Captains to remain under winter cover and sit out this boating year. Each of us had a lot of self-examination to do this year and we made our decisions based on individual and personal circumstances. Let's talk about some of those individual and personal decisions such as listing your boat for sale *OR* looking to buy another vessel.

First of all, boats *ARE* selling this year. Yes, even in the face of record high fuel costs, there are Buyers who are looking to capitalize on the lower asking prices for good quality pre-owned boats. There are many good buying opportunities out there this season and a "good deal" is one where both parties, Buyer and Seller, end up satisfied. So, if you are a Buyer looking to trade-up or down this year, do your homework and search the Internet for the best looking photos, the best list of specs and the best location (freshwater!) of the vessels-of-choice. A phone call to the listing Broker is better than an e-mail. A personal conversation with the Broker can tell you a lot about the character and integrity of the person on the other end of the phone. Choose wisely! Try to find out as much information as you can about the vessel before you make the trip to view the actual boat. Not every boat is a "10" !!!! There's nothing more disappointing than locating the "right" boat in an ad and traveling several hours to see this perfect boat and then realizing that this "10" you thought you were going look at is in reality a "4"!! If you are dealing with a reputable Broker, he should be able to answer any questions you have regarding the boats he has listed. Make sure that the Broker has actually seen the boat and more important, has been aboard the vessel to be able to evaluate it. If the Broker is unable to satisfactorily answer your questions on the condition or operation of the vessel, find another Broker! Chances are the vessel you are

interested in won't meet your expectations. Shop around for the most knowledgeable Broker to deal with.

Next, if you have made a personal decision to put your boat up for sale I would advise you to also carefully select a professional Broker to help sell your boat. Select a Broker after you have again done your homework. Find a professional Broker, someone who sells boats on a full-time basis, not just on weekends or after his regular job. Ask if he is a member of any professional organizations such as Yacht Brokers Association of America. The YBAA organization's members are professional Brokers who operate their business in a professional manner and adhere to the organization's Code of Ethics and business practices. Not all Brokers can participate in YBAA, so ask if your Broker is a member. It is also extremely important **WHERE** your Broker is going to be advertising your vessel. The three top producing websites for pre-owned boats are Yachtworld.com, Boats.com, and Boat Trader on Line. If your Broker is not on these sites you are not reaching the widest possible customer base and your chances



for a sale are reduced significantly. Also, the [Yachtworld](http://Yachtworld.com) site is for Brokers and Dealers **ONLY**. Owners are not permitted to advertise their vessels on this site. It is the primary site for Brokers to be able to network among each other and the identify vessels that are available to be co-brokered and therefore available all over the U.S.A. In the era of multi-media reach, it is important to know if your Broker does any print advertising to reach local and regional customers. Hudson Valley Yacht Brokers is the only Independent Brokerage to run a full page four color ad each month in the premier boating publication in the state; *Boating on the Hudson*. Each month a listed vessel's photo and description highlights are in front of the largest boating audience with a reach from Lake Champlain to Northern New Jersey. No other Brokerage matches this advertising plan.

Finally, ask about your Broker's reputation. Would his clients use him again to sell or buy another boat? Was their Closing done in a professional manner and successful for all parties? Did the Broker answer all of your questions and take you through the Listing/Selling process so that there were no surprises? Ask the questions and evaluate the answers before you make a commitment with a Broker. Remember, all boats are not a "10" (see photo above) and all Brokers are not "10s", so choose wisely.