



90 DAYS

MECHANICAL SYSTEMS

Engine of course needs to be clean and looking like it was maintained properly. Dates of changes on oil filters should be on the filters or in your logbook. Belts should be properly tight. Wipe down the engine of any grease or belt dust. Check the motor mounts for looseness, corrosion or wear. Make sure the engine is working properly at full rpm under way. The surveyor will do this, so you should too. Is there any excess smoke coming from the exhaust? Are the engine instruments working properly?

LEAKS

Are there any noticeable leaks on the hatches or opening portlights? If so, consider new gaskets or tightening up latches. Are there any leaks at chain plates to interior? If so, re-bed and clean the evidence of leaks on the interior wood or other surfaces.

BATTERIES

How old are they? Clean the terminals and make sure they take a charge.

GALLEY

Make it neat and tidy. Clean the stainless sinks so they shine. Clean out all of the storage areas, wipe them down and replace the utensils, etc in a manner that looks organized. Make sure the refrigerator is fresh smelling and with no mildew. Make sure it works properly; sometimes a simple recharge of the refrigerant will bring the temperature down faster and lower. Clean the oven and stove.

MAIN SALON

If possible send the cushions out to be steam cleaned. They will smell fresher and look better and far less expensive than having to purchase new cushions. Clean out ALL storage spaces under the cushions and if you want to impress someone again repaint those FBG interior hull surfaces.

BILGE

Difficult to imagine how many buyers immediately look at the bilge area. So, make sure it is clean, free of oil residue, and looks maintained.

SAILS

Have them sent out to be cleaned and serviced. UV covers often need to be replaced. Some stitching might be loose. You do not have to have them perfect, but if a buyer can be informed, they have been inspected and cleaned that sends a positive message that eliminates his fear factor since often the sails cannot or are not inspected carefully during survey. You should also know the age of the sails and over all condition. Good to know the brand manufacturer.



HEADS

For about \$150, you can install a new marine head. Short money and sends a strong message that you have taken care of even the simple items so the buyer does not have to worry. SMELLS – if your head has odor from the plumbing, head toilet or the holding tank, find out why and get rid of it. We have had buyers who walk on and walk off in less than five minutes due to bad smelling boats.

MILDEW

Increasingly people have allergies or fears of mildew and mold. Not always easy to avoid or get rid of, but some buyers will also walk away if they see mildew or mold. Wipe down all surfaces that are prone to this with a good cleaner, ammonia or chlorine based and if not done the hour before the showing the boat will smell clean without smelling chemically toxic.

LOG BOOKS

Buyers LOVE to look at logbooks. Missing or non-existent logbooks send a negative impression.

LAST BUT NOT LEAST

Consider hiring a marine surveyor to do a quick survey. Does not have to be a full survey, but this survey can do two things. First of all we/you can then advertise there is a recent survey available to serious buyers. Buyers are wary about spending time and money to look at a boat only to have it “fail” survey. Thus, if there is a recent survey available it increases the chances someone will look at your boat first knowing the buyer’s survey is not likely to reveal any serious issues that cause the buyer to walk away. Secondly, this survey will also bring to your attention small items that can be easily corrected such that the boat shows better and looks maintained properly. Things such as lights, switches, missing hose clamps, etc are not deal breakers to most buyers, but if they look and show functionality it sends and reinforces a message to the buyer you have been attentive.

In short, be prepared, prepare your boat properly to show better than others and you will sell quicker and at a higher price. Of course, having her priced at a fair market price and properly. If you follow the guidelines above, you will minimize your chances of having to sell your boat only based upon a lower price.

If you do your job as the owner and seller, then the rest is based upon price and your broker. Some brokers use good quality photographs, and the photos should be reasonable resolution; above 200kb. If the pictures are too small the buyer will not be able to see details. Some of the better brokers are using video and that is also good. Make sure your listing broker is using multiple listing services, not just one. The most popular is Yacht World of course, but there are many others that are being used by buyers. Your broker should be familiar with your boat and the reasons why you are selling. He should provide you data that shows what comparable boats have sold for the in past six months. He should know what the asking prices are for comparable boats. You should consider how fast you wish to sell and list your boat on the market based upon your timing. If you broker is at the top of the game, he will also advertise your boat in trade magazines on a regular basis and he should be using blast emails to his database (he does have one of course) of prospects to keep them informed that your boat is ready for sale.



Your broker's level of confidence in selling your boat is also based upon how well you prepare your boat to sell. His confidence will be reflected in his tone and language to prospective buyers. If he is excited about your boat, he will convey that excitement and confidence. Give him the tools to present your boat in its best condition. Make sure he is using HIS tools of the trade to promote and gain exposure for your boat. **AND you will sell in less than 90 days.**