

Listing Your Boat With Matthew Willett Marine

Thank you for your enquiry about Listing and Selling your boat through Matthew Willett Marine (MWM). Listing your boat to sell is a very serious decision to make and incorporates many variables which may include the actual sale price, market conditions and which broker to use. It is important to me that you make that decision based on the right information which is why I have chosen to create this brief document for you to highlight the benefits of using MWM as your agent and the processes we use to achieve a result for you.

How we advertise

As you can see from our website (www.mwmarine.com.au) our business is heavily focused on web based marketing as well as traditional methods akin to all good brokerages. My opinion and supported research shows that in the current market, expensive print media is not as effective as web based marketing. Here are some interesting facts and reasons why we focus so heavily on this aspect of the business:

- Of the 22 Million people in Australia, 79% (17million) of them have access to the internet
- Over \$11 billion of product is purchased online each year
- On average each person spends 16hrs per week on line and only 2hrs per week reading print
- The internet, never closes - most internet traffic occurs between 8pm and 1am
- 78% of consumers buy product based on research obtained through social media
- The Return on Investment (ROI) is substantial compared to other forms of advertising
- We can display more information and pictures about your boat appealing to the visual and informative buyer alike - most print material allows very few pictures for example
- MWM stays at the forefront of the social trends. We utilise social media and have own app which puts your listing in the customers hands without them having to find it. Our website is mobile friendly, in fact 60% of our traffic comes from a mobile device so we pride ourselves in using worlds best practice to put your boat into the market in as many different ways as we can
- But the most important factor of all is that ultimately we can measure the real time data specific to your boat and adjust our marketing accordingly and immediately.

Your Broker

One of the main things to consider when selling your boat is what your broker will offer. I am the owner operator of my business so you can expect a high level of personalised service. I run a lean business model which allows me to maximise the return on your investment in me. I aim to list a smaller number of good quality boats and focus my time on getting the right result for you, rather than carrying listings that I can't service. Once engaged I have the experience and industry knowledge built on over 20 years in the marine environment (10 of those in an award winning and leading sales role with a large company) to get the job done for you. I abide by a code of ethics established by the governing body in this industry so you know when you are dealing with me you will be treated correctly, legally and most importantly, personally.

The Listing Process

Once contacted I would prefer to meet you on board your boat and discuss the vessel's options and sale price from your perspective. I will then offer my guidance and present you with some options to consider. Once listed we will, within 3 working days:

- Take a complete set of photos and full inventory
- Complete your listing agreement and inventory to approve and sign
- Publish your vessel to our websites which include:
 - www.mwmarine.com.au (average 950 uniques visitors per month)
 - www.boatpoint.com.au (over 1,000,000 unique visitors per month)
 - www.boatsales.com.au (average 290,000 unique visitors per month)
 - www.yachtandboat.com.au (average 95,000 unique visitors per month)
 - www.boatsonline.com.au (average 37,000 unique visitors per month)
 - www.boatsonsale.com.au (average 13,000 unique visitors per month)

Listing Process continued....

- (a unique visitor (UV) is classed as a “computer” per month. i.e. if someone uses their office computer to log in to a site 20 times in 1 month, that is only counted as 1 UV)
- Produce a For Sale Card to be placed in our shop front
- Produce an optional Video for publication to our website and also mwmarnetv.com.au
- Upload the inventory to our company website which automatically loads to social mediums such as twitter and facebook
- Commence a Mail Out program to our Database (new listing)
- Advertise onboard your boat via a For Sale Sign if applicable
- Add it to our monthly listings summary
- Begin contacting our database identified potential buyers
- Broadcast the vessel to industry colleagues and brokers with whom we regularly network
- Broadcast the listing through social network mediums

All of the above ensures maximum exposure of your vessel in minimum time.

Fees and Charges

MWM has a simplified fee structure to cover the wide range of vessels based on its final sale price which is agreed prior to the listing commencing and is detailed in our listing agreement.

Our listing fees are as follows (Percentage or dollar amount, whichever is greater):

- 0-199k - \$10,000 or 8%
- 200k-499k - \$16,000 or 7%
- 500k-\$1m - \$35,000 or 5%
- \$1m plus by neg

Commission is inclusive of all standard in house advertising mediums including websites, social media, office display, in house photography and Trade a Boat dealer block advertising. Additional packages available on request.

MWM have available various trades people that can assist in the sale of your boat. Your boat should be presented and maintained properly so that any potential buyers have no reason not to buy your boat. This may include detailing, regular cleaning, servicing and so on and we will discuss those options with you prior to listing your boat. Your boat should be berthed here at the Marina and we can arrange a competitive price for you. All of these berths are exposed to high levels of walk through traffic and every day some 70,000 cars pass our office. Quite often the people who buy boats may never have considered yours as an options so to have it easily accessible to our sales team means you will end up with best opportunity of achieving a sale. If you do decide to keep your boat here, MWM will ensure it is maintained at the highest level of presentation for sale and keep you advised of anything that may need to be taken care of to help its sale.

Thank you for taking the time to read through this document and I hope it helps with your decision to list and sell your boat through my business. I am certainly grateful for the opportunity and appreciate that you have many choices in this industry with whom you can choose to sell. Ultimately however, I know the industry, have been around it for most of my life and will certainly do my utmost to achieve a desired result for you. If you would like to use our services please contact us on the details below. We look forward to hearing from you and thanks again.

Yours Sincerely,

Matthew Willett
Dealer Principal