

BERTHON

INTERNATIONAL



THE MARKET REPORT 2024



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BY SUE GRANT

The Berthon Market Report has become something of a tradition, and as I sit down to write for this year, I am reminded of what a roller coaster of external political and social economic events have been the theme over the past 5 years. We live in truly interesting times and each year they seem to become yet more interesting.

During these years, we have seen a worldwide pandemic, global warming and political instability, which has created enormous hardship and suffering in many areas of the world. We are far from through the worst of these and the little Berthon Sales Group ship has shortened sail and changed course many times over the past five years. We have seen the Covid bounce of yacht sales, currency shift, and beautiful cruising grounds wiped off the bluewater cruising agenda until further notice, regime change and war. Just when we thought that the breeze was easing and the seas were becoming less confused, 2023 came along...

We have lived the continuation of the tragedy that is the conflict in Ukraine, Hurricane Otis in Mexico, major earthquakes in Turkey, Morocco and Syria and floods in China. And of course in Africa, a humanitarian crisis continues to play out. Politically, extremes on the left and right create instability for all on Planet Earth, and into the mix, 49% of the population on Earth will go to the polls in 2024 including the USA, Taiwan, Russia, the European Parliament, Pakistan, Bangladesh, Mexico, Iran, Indonesia, India and the UK.

Despite all this, my trusty little Shed is warm and snug, and the Berthon Sales Group delivered a solid result in 2023. It was a year of change with a planned repositioning across the whole business. We believe that it is important to be nimble and to anticipate change – just



Trusty little shed.

carrying on doing the things that used to work, does not cut it and certainly leaves no room for us to offer increased service levels to our clients.

For sure, the fulcrum has pivoted and we are now operating in a buyers' market but there are pockets of the market where yacht sales are still hot – and where you are selling gear that people want, bargain hunters are always disappointed.

We always try to highlight those issues that are of concern to yachtsmen and the thorny issue of VAT does not go away. The post Brexit VAT shock is now behind us and whilst His Majesty's Revenue & Customs' rules may not be liked by many, they are at least quite clear and do not change. The main challenge with the treatment of VAT is the lack of clarity in various areas in Europe, which means that it is important to research and understand the local rules before arrival, as these may be subject to change at the drop of a hat in some places. Our VAT Sherpa Simon Anslow updates us.

Technology is moving fast in all areas from yacht construction to communications to design and production methods. This is now being harnessed to the increasingly urgent need to be greener and kinder to the planet. Electric drive, hydrogen, solar and the rest are being incorporated into yacht design and construction and the drive to use technology to facilitate this is ramping quickly.

At the core of the change in our marketplace has been the rise in cost of new yacht manufacture as builders have coped with increased labour and material costs, and supply chain issues, which have seen new yacht costs rise between 15 and 33%. A shortage of skilled craftsman is a big issue as the workforce ages and there are too few younger people with the needed skills available to step up. Apprentice programmes like the one at Berthon Boat Company are in overdrive but it takes 4 years to make a skilled craftsman, so the challenge is a medium term one.

2024 will see most builders with many yachts to deliver. Some of them doubtless at low margin with fixed price contracts at the time of order in 2022 or 2023.

The production builders geared up for the Covid bounce, and rather like a super tanker turning, reducing output is not a job of two minutes so they now float on rising levels of unsold stock. As interest rates have risen, stocking dealers are in an uncomfortable position as the market slows.



SOLARIS 50

“ WE ALSO FINALLY SIGNED A MANDATE TO SELL NEW PEGASUS 50S. MARKO PAŠ, THE DESIGNER AND THE BUILD TEAM ARE OLD FRIENDS, AND WE LOOK FORWARD TO PROMOTING THESE CARBON COMFORT ROCKET SHIPS TO SAILORS IN THE UK AND ELSEWHERE. WE PREDICT THAT THEIR CLEVER DESIGN IS THE SHAPE OF THINGS TO COME. ”



BERTHON SALES SPAIN NEW OFFICE VIEW

This does not mean that the new yacht market is dying, far from it. It is currently those builders who build yachts for owners rather than for stock, and who deliver a high quality product that people want and who appreciate great quality and engaging with their new yacht in build are busy. This change has been fundamental to our decision to refine our new yacht offering at Berthon, where we love working with clients on their journey through the construction of a yacht that is built just for them.

The rate at which new yacht pricing has increased has provided a buffer to the brokerage market, with good quality brokerage yachts continuing to sell at good prices, although not of course at the premium prices that we saw during the Covid bounce, but certainly at 2019 levels. We now have a normal brokerage market. As ever the mature and unloved, whacky and over-priced are definitely wallflowers, particularly as the number of brokerage yachts on the market is increasing.

Covid saw many new entrants to the sport and we have written before of the need to tick the stuff on the bucket list and this is still happening. We hear from World Cruising later in this publication who run an amazing series of bluewater events including the iconic Atlantic Rally for Cruisers (ARC).

What we are also seeing since Covid are new younger sailors swelling the ranks of yachting and with them has come an increase in fractional ownership, boat clubs and shared ownership schemes that reduce the risk of yacht ownership financially and meet the millennial demand for experiences rather than ownership. This trend is now spreading quickly through yachting.

Our voyage towards excellence continues with our first digital Winter Collection released in December 2023, as we step up our use of moving imagery as a key part of the marketing process. This Market Report will contain its own Collection and expect to see more of these great packages providing high-resolution images, informative video and granular yacht information. Our marketing team have been toiling on this project for months, and in the UK we are now the proud owners of a Green Room (not as grand as it sounds!) and Harry Camera and the listing crew have put all this together, despite the average performances of our brokers! As ever the yachts are the stars.

On new yachts, we have made some changes for 2024. We said goodbye to our friends at Pearl Yachts at the end of 2023. They deliver excellent motor yachts and we have sold a third of their 62 fleet and have loved working with

them. However, we felt that we wanted to return to our roots and so for the UK we are working with Solaris Power with their excellent range of lobster style motor yachts from 40 to 60 feet. Perfect for our UK waters with protection for our shocking weather and great sea keeping.

We continue to work with Solaris Sail and are excited about delivering a 64RS, 40 and the first of the new Solaris 74s to UK buyers in 2024, with the first new 55 on order for delivery in 2025. In the USA we were busy with a delivery of a 44 and 40 in 2023. In Sweden and Finland it is a slow burn process – but watch this space.

Our other offerings of Iguana in the UK, and Rustler, Moody and Sealine in the USA continue to find favour in these markets.

We also finally signed a mandate to sell new Pegasus 50s. Marko Paš, the designer and the build team are old friends, and we look forward to promoting these carbon comfort rocket ships to sailors in the UK and elsewhere. We predict that their clever design is the shape of things to come.

Our offices have developed and changed this year and we have worked hard on positioning and nimble planning for 2024 and beyond.

In the USA, our lovely team had a great year, and as the USA's growth figures increase and interest rates fall, this important market is busy. We watch results here carefully as where the USA leads, the rest of our market follows. Having the opportunity to sell international listings to Americans who hold strong US dollars helps enormously. We were also pleased to welcome Peter and Jeanie Houghton to the office as managing brokers this year, further strengthening the team.

We have had an office in the South of France for over a decade. It was therefore a big decision for us to close it, which we will do in 2024 as part of a planned strategy to focus our efforts on our operations in the Mediterranean in Palma de Mallorca, where we have both sales and service capabilities. We will do a better job for our clients by focusing our efforts and investment in Spain, where we already have 40 people on the payroll.

This investment is already in hand with a new sales office overlooking the Bay of Palma – it has to be one of the best views that we have ever seen. It also has more space and capability. In the service business, we made a lot of changes in 2023 and will charge into 2024 with a new top team of excellent and technical managers, headed up by Andrew

Fairbrass. A new website for the service business completes the overhaul. We can offer an integrated guardiennage, sales and refit service out of this centre, with a satellite operation in Valencia.

Berthon Scandinavia in Sweden has had an epic year. With a great selection of high quality cruising yachts from 30 to 60 feet, many of them built on the island of Orust, our team are acknowledged experts on all yachts built on the Island. The business is growing fast and this summer we added Oslo to our portfolio, where Kim Silfving is selling yachts for us. Epiphany saw a new collaboration with other sales companies from Najad to Arcona, showing our brokerage yachts amongst their new yacht offering in a new covered facility in Henån.

Italy has always been an area that has interested us and we have always listed and sold brokerage yachts from its beautiful coasts. However, the market is a confusing one and the flagging and contract processes are unique to this area, so it is important to work with partners who are experienced brokers and know what works. Italians are mad about yachts and some of the most beautiful yachts on the planet can be found in its waters – take Solaris for example! The market also differs from other areas in that the Italians prefer that

the buyer and seller both pay brokerage commission and this is confusing for international buyers. We are delighted that we have found a partner, Filippo Martini, to work with us in this area and his passion for yachts and experience of the local market makes it possible to bring Italian brokerage with a Berthon flavour to our clients.

A nascent collaboration with Chris Hills, originally born and brought up in Lymington close to our HQ, but now operating Down Under in Australia, brings a flavour of Berthon to the Southern Hemisphere.

So a good solid year and one of change to enable the Berthon Sales Group ship to navigate some new waters – not worse – just different – we can't wait, so bring it on. Fully serviced and rested during a welcome break for the New Year holidays, the same Team remains resolutely in place and we are excited to be working with some new faces, who add to the crew in 2024.

We are a family and this is what binds the Team together, along with a passion for yachts and the fun of working with our clients to help them dive into our wonderful world of yachting.

10 FLIGHT DECK REPORTS

The first assignment of the year for the Berthon Sales Team across our 5 offices, through our disciplines of motor, sail, performance, and new yachts, is to write a review of their segment of the market. We are monitoring market changes and how they apply to our different markets through the year, but these reports are always fascinating. Please also dive into the Market Report Collection where the Team preview their reports and bring you their Market Report picks of their favourite current listings... thecollection.berthoninternational.com

26 VAT & CUSTOMS

PKF Francis Clark are our go to people for advice about the ever-moving target that is the VAT treatment of yachts in the UK and EU. Simon Anslow has written for us in the Market Report for a number of years. The nuances and different interpretations of the VAT rules change regularly, and he shares some of 2023/24's wrinkles with us. pkf-francisclark.co.uk/your-experts/simon-anslow/

30 BLUEWATER CRUISERS

Marko Paš is an outstanding and innovative designer of performance cruising yachts in the 15 to 25 metre segment. He is also a great friend of Berthon. We partner with him and Miha Breskvar to market their outstanding Pegasus 50'. Marko talks about new technology, electric drive and eco sustainability, the use of raceboat technology for modern cruising yachts, styling and the monohull, multihull conundrum. For Marko, less is more. pegasus-yachts.com/the-team/

36 WORLD ARC

Berthon have been supporters of the ARC (Atlantic Rally for Cruisers) for many years and we love working with organisers World Cruising (WCC), with whom we stage an annual Bluewater event at our Lymington, UK HQ. WCC also organise the World ARC, Rally Portugal, the Malts Cruise and more. They, like us, are passionate about helping sailors to realise their cruising dreams. WCC's Rachel Hibberd writes. worldcruising.com

40 CHECKMATE

Our Chess theme in this year's Market Report cannot have passed you by. Our sport is full of technical innovation and amazing sailors doing extraordinary things and adding their unique gold dust to our sport. We showcase some of the Sales Team's checkmate favourites from 2023.

42 MARINE INDUSTRY SKILLS

Berthon Boat Company Yard Manager Keith Longman runs the Berthon Apprenticeship Programme, at our Lymington Shipyard. Training young people is at the core of Berthon's mission. Keith discusses the need for training to increase the level of skills within our industry. berthon.co.uk/careers-at-berthon/shipwrights/

46 YACHT OWNERSHIP

Yacht ownership is a joy and a pleasure. The Covid pandemic brought with it an extraordinary level of interest in yachting in all its forms, and with it many new entrants to the sport. With them have come new and innovative ways to own and use marine craft of all types, from boat clubs to fractional ownership, as the experience of yachting rather than yacht ownership comes to the fore. berthoninternational.com

48 YACHT BROKERAGE

Yacht brokerage in 2024 has its share of challenges – or opportunities as we prefer to call them. We discuss some of the *bumps in the road* from new regulation to the instant delivery via the website of volumes of information which is plentiful but often inaccurate, to the infinitely sophisticated ways that scammers try to interfere with the brokerage process, to the dearth of marina berths internationally, and more. berthoninternational.com

50 BERTHON FORECAST

The annual attempt from Berthon at guessing what 2024 will bring to our market. As Nautical Seers we are amateurs, with glasses that are perpetually half full. We predict changes and some developments in 2024. Of course, the current macro-economic and political landscape is not within our remit, and as ever, we leave comments about the weather to higher beings.



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BERTHON FLEET

Visit our Market 2024 fleet of outstanding sailing, motor and performance yachts both new and pre owned on sale internationally.

Click and follow the link if you are viewing this publication digitally or scan the QR code if reading in hard copy



CLICK OR SCAN
TO VIEW
OUR FLEET

They are chosen for you by our specialist brokers and you can also view their 2024 Review of their segment of the market.

We are passionate about the Berthon fleet and would love to answer your questions.

thecollection.berthoninternational.com

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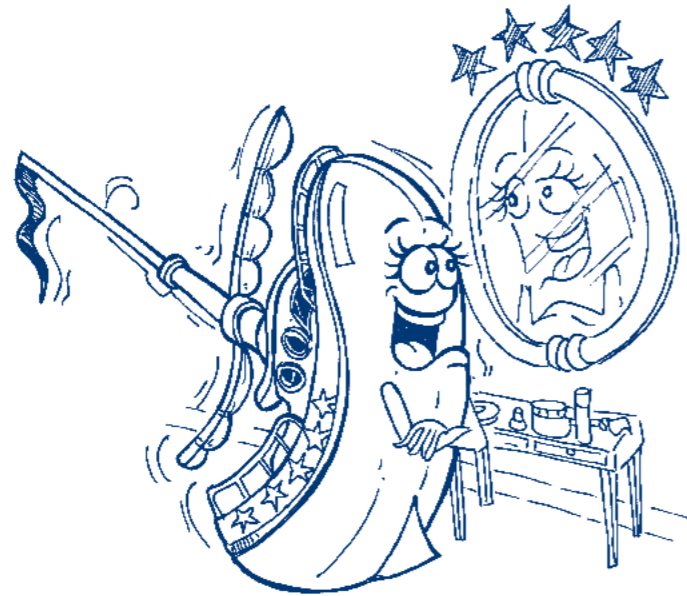
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SAILING YACHT REVIEW

BY ALAN MCILROY & HARRY LIGHTFOOT

SAILING YACHTS:



Our yachts are definitely the real stars.

Another busy year at the sailing yacht brokerage desk in 2023, especially early on the in season and with quite a bit of travel for us both. Whilst the market has no doubt cooled by comparison to the frenetic couple of seasons post Covid, the year put in a very solid and steady performance. Well-presented and yachts of quality are still in relatively short supply and focused buyers are still on the hunt. As has been noted elsewhere in this year's Market Report, in general prices have now adjusted to 2019 levels and we are seeing a more normal market as we leave Covid behind.

Here in the UK, we saw a big demand for sailing yachts between 30 and 50 feet. Berthing is becoming a challenge for larger yachts for those wishing to sail in local waters. Sub-50 footers are an easier squeeze into the space that is available. There is enthusiasm for sailing in our home waters, and Scotland was definitely at the top of the bucket list for 2023. That said, we sold plenty of sailing yachts for bluewater and Mediterranean use this year and the ARC continues to be hugely popular.

We are delighted to add to the ARC fleet annually as clients purchase to take part in this evergreen event. The ARCs three starts providing the ARC, ARC Plus and ARC January works well and these Rallies are a great stepping stone for the World ARC, which continues to be very well supported.

It was very much a year of two halves in the sailing yacht sector, with a strong beginning to the year, but as we moved into the summer demand definitely throttled back. As we neared the end of 2023, yacht owners realised that they needed to take a slightly more pragmatic view on price, in

a market that was still stable but that no longer supported 2021/22 pricing. External factors, too many to mention, no doubt played a part in the late summer and into the autumn, but accurate pricing saw yachts trading and the market moving into a more normal rhythm.

Price, location and condition are for sure the Berthon mantra, and getting these three right, together with using a broker who is passionate about your yacht and knowledgeable about both your yacht and the market helps too. Yacht sellers do need to consider all three when bringing their yacht to the market as yacht buyers are quickly discounting yachts in difficult to access locations this year, as buyers are definitely time poor in this market.

VAT remains an issue for some, keeping the market for smaller yachts local, but it still presents opportunities in the Mediterranean for UK buyers to take advantage of their ability to keep an ex-VAT yacht in Europe on a TA, provided that she leaves the EU every 18 months. The rules around the VAT treatment of yachts remains rather sepia and we are happy to advise where we can.

Brexit has produced a number of yachts, which because of circumstance are both UK and EU VAT paid. These are very attractive, although of course at point of sale the buyer must decide which VAT status to pick as her new owner cannot have both. Many UK buyers are attracted to the EU VAT paid option, enabling the yacht to remain in Europe permanently and to sell into the European market at the end of their ownership. However, this does mean that UK cruising is off the agenda.

SAILING YACHT REVIEW

DISCOVERY YACHTS:



ARC 2018 © JAMES MITCHELL

Of course, for those non-EU yachtsmen cruising in the Mediterranean, the Schengen 90 day rule is a limiter. We hear rumours that some member states are considering relaxing the time-period. This will add more impetus to the attraction of cruising in its azure waters, if it happens.

There are as ever some hot brands – Hallberg-Rassy, Najad and Southerly to name a few and these yachts have held their prices very well. Where a yacht with a hot brand has VAT paid in the wrong jurisdiction for her buyer, we have seen the sale pressing ahead nonetheless with VAT being paid a second time, provided that the owner is sensible on price. We expect that this trend will continue in 2024.

Together with the rest of the Berthon Team, we are committed to the drive to improve our offering in all mediums, with granular yacht particulars, good imagery, and video. We believe that yachts should have comprehensive specifications that reflect the technical details of the yacht, her inventory and that we should list recent significant works. All buyers are interested in how her owner has used her and what they love most about her and so we make it a point to deliver on this information too.

We have both become minor and imperfect film functionaries as we work on video content, and our yachts are definitely the real stars. These videos are professionally produced and accurately reflect the sailing yachts that we are selling. Whilst we all cringe at the sound of our own voices, the ability of this medium to inform and to give potential yacht buyers an accurate flavour of the yachts in which they are interested is a vital tool in our marketing armoury. Now that we are through

Covid, virtual viewings are old hat, with clients preferring to view live. As they are time poor, they can have confidence that the information delivered in our Berthon videos provide an accurate reflection of the yacht they are taking the time to view. The whole Team worships at the feet of Harry Shutler (known as Harry Camera) our videographer and cameraman, for his ability to perform magic and release high quality material that reflects the Berthon fleet. Visit our YouTube channel and see what we mean...

“ WE ARE DELIGHTED TO ADD TO THE ARC FLEET ANNUALLY AS CLIENTS PURCHASE TO TAKE PART IN THIS EVERGREEN EVENT. THE ARCS THREE STARTS PROVIDING THE ARC, ARC PLUS AND ARC JANUARY WORKS WELL AND THESE RALLIES ARE A GREAT STEPPING STONE FOR THE WORLD ARC, WHICH CONTINUES TO BE VERY WELL SUPPORTED. ”

MOTOR YACHT REVIEW

BY HUGH RAYNER & HARRY HAMSON

MOTOR YACHTS:



The barometer of how the market is performing for the UK Berthon Sales Team is provided by a life sized tally board, also very evident to anyone visiting the shipyard. It is the population of our Sales gantries. The 2023 season has specifically been a stormer for motor yachts, with strong turnover of listings, encouragingly high levels of new listings, and ... full gantries! Perhaps more interestingly is the quality of the yachts that have been attracted to the sunny shores of Lymington. Hugh has been working here since 2009 (eek...) and he cannot remember ever having had such superb and varied listings of high calibre to offer.

The market is a diverse environment, but we are increasingly aware of a split; the true sea-boat (the safer, sturdier, more capable Vessel) appears favoured (by our market in any case). Berthon has always been the home of the handsome, blue-hulled, semi-displacement motor-yacht, and the indications are that we are bucking the trend in a market riddled with outboard-powered white plastic. Of course, all yachts have their place in a competitive arena, but the market is presently fragmented, with many dealers carrying heavy inventories of new and nearly new stock. In a bearish market, with higher costs of borrowing, this is an uncomfortable place, and discounting must follow – and so the vicious circle begins.

Through 2023, we have continued to deal in the heavier, more traditional, seaworthy yacht. A steady yacht that offers substantial offshore range. With higher levels of comfort under way on offer, and a hull form that will flatten an angry sea, the user experience is superior. If your plan is to use the yacht offshore and to really chalk up some sea miles in your logbook, then you will likely end up with one of these heavier displacement types. Looking back at our completions through last season, 50% were of classic semi-displacement hull form – the Hardy/Aquastar/Dale Nelson type – ‘proper’ sea-boats. Our current 2024 listings indicate that this is a market in which Berthon are understood to reliably specialise, and the heartening truth is that if the yacht is capable, then the yacht gets used, and this can only ever be a good thing.

Of course, no motor yacht report would be complete without a mention of our fanaticism for all yachts Scandinavian, particularly Windy, which we know so well. Today and through 2023 we are handling a large selection of their larger sports boats including no less than three Windy 46 Chinooks – two from 2018 and one from 2017. Harry's favourite Windy is the 39 Camira with her incredibly good looking design and immense cockpit space for entertaining – and she is super-fast.



For our local market, we have also seen the RIB market explode – anything from large Scorpions to Cobras and Brigs. Not to be left off the list are of course Gemini, fitted out and rigged by Berthon Boat Co – they offer great performance, comfort and excellent handling, particularly when it's gnarly. RIBs are easy to use and specs can now include Ullman seating at £5,500 a pop, and the outboard selection is infinite, with ridiculous amounts of horses on tap. The rubber boats that we deal with cost upwards of £250,000 today.

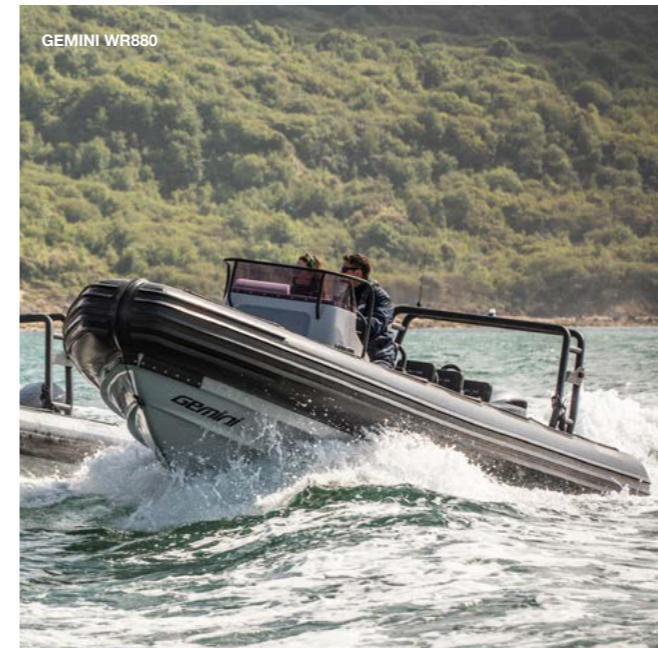
So, what's happening with pricing? New boat production prices have soared (a potent mix of supply issues, rising material, labour and energy costs, and the cost of money to finance each venture), and so the cost of a new boat has been driven skywards. Brokerage prices have continued to stiffen to date, with purchasers recognising that a higher-quality used option is a financially safer, ecologically preferable, and arguably, a more rational choice. For the yacht owner, the key to a successful sale is to present a historically well-maintained, sensibly specified and reasonably priced yacht - in sparkling condition of course. First impressions are still vital, and always remember that a buyer is not only buying the floating estate, but the previous owners' too; fundamental when looking 'in the round' at the marketing of any new listing.

MOTOR YACHT REVIEW

WINDY BOATS:



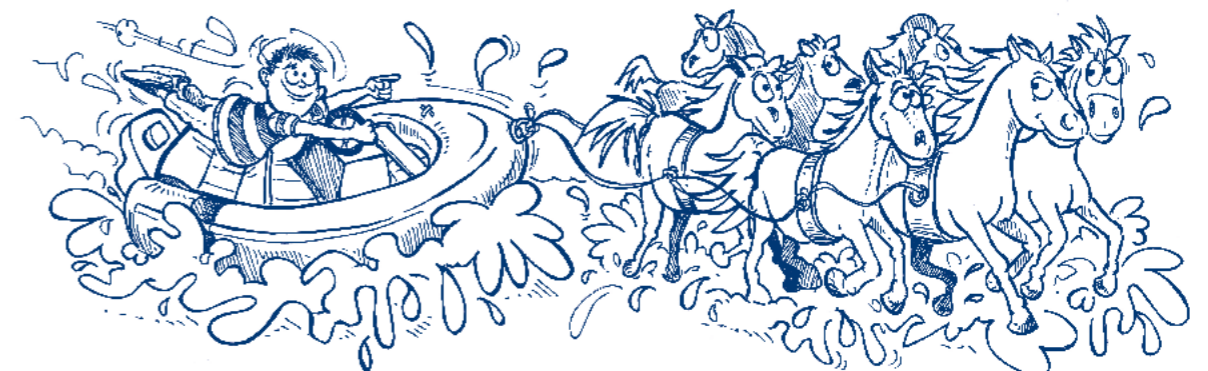
For us, one of the less-anticipated results of Brexit and its attendant tax implications, has been the concentration of interest in a numerically dwindling pool of modern, UK-located and taxed craft that suit our waters well. This has supercharged the UK brokerage market for motor yachts. Buyers are understandably far from keen to import, and so we are now dealing with an inventory of yachts that will (for the huge majority) circulate only in our domestic waters. We are also seeing some sun-seeking owners move their craft into the Mediterranean under Temporary Admission, to exploit this relief within the EU, but the bulk is staying put in Blighty, within the 'Brit-Bubble'.



MARKETING, MARKETING, MARKETING...

When Hugh was an upstart of an underling Broker, a set of boat details were just a few printed pages, generally with a locally-developed colour photo glued to the front (yes, really...), advertising was a page in Motor Boat & Yachting and marketing was picking up the phone and making those calls. Communication is still key. Thankfully, face-to-face contact and meeting new people is still our lifeblood, but some of the tools of engaging remotely are massively changed. The moving image is crucial – so each new yacht listing is accompanied by a self-produced walkaround video, which is instantly available online to bring the boat to life. Effectiveness is conveniently measured by viewing times, click-throughs, bounces, and hits. We now pen blogs to tell the story behind each boat, whilst focusing on all our yachts' online profiles to drive interest and engagement in them. Apps such as Instagram/LinkedIn/Facebook outwardly direct data to a social media audience in a way wholly undreamt of previously, and you may have seen that our traditionally printed Winter Collection has transposed onto its own microsite. We consume via our phones and tablets, so a new portion of the day now revolves around Reels, Stories and Posts - a real learning curve of new communication techniques.

Any company is only as good as its people, and it is only when one steps back and reviews the history of Berthon that you realise what an extraordinary business of which the sales group is part. Perhaps this differentiates us in a more challenging market, which doubtless 2024 will prove to be. We believe that we offer a professional, informed service, as historically we always have, and we look forward to chatting with you soon about any aspects of your yachting.



Rubber boats with ridiculous amounts of horses on tap.

PERFORMANCE YACHT REVIEW

BY BEN COOPER

PERFORMANCE/
CRUISING/
RACING YACHTS:



A recent addition to the positive column of having children is discussing lessons, learning and remembering what I learnt all those years ago, and inversely remembering what I had forgotten. Sums (now number sentences) I think I could hold my own on, but English now seems to be a different language. We recently discussed Polysemous words, and the difference to a Homonym, but I must admit I was lost – It did get me thinking though, as it coincided with the request to write 1,000 words for the Market Report. (Thanks to this, I have already achieved 96 of them). One could argue that the word Performance is a Polysemous word, as it can stir different personal meanings and standpoints. Many cruising sailors really do not want performance. Every racing sailor wants performance. However, what if you could have comfort and performance? How do you decide what is 'enough' performance?

The Performance market for cruising is still one that is confused – almost every mid-range cruising yacht is provided with the performance moniker, but what does that actually mean? It is simple to look at the adverts, see the yacht thundering along and look at the slightly sped up 'insta' movies to convince yourself the yacht of your dreams will fill you with excitement

when you want it, and comfort when you don't – much like an Audi RS6. But how do you cut through this mire of information and promises, to determine what is really sporty? A good start is to wind the clock back to your physics lessons and use the good old rule of thumb of displacement and sail area.

Add to the equation ballast ratio, draft and keel type and we are getting there. Unfortunately, there is no line in the sand to define Performance. I would rule displacement and righting moment as the primary ingredients, and add sail area depending on where you sail. For the Caribbean for example, you don't need much. For the Med, much more please. Yes, of course you can reef. But. Hull shape, wide is good across the

wind, narrow is good upwind and dead downwind. If wide – she must be light.

I am conscious that on this rather brief and apologetically banal waffle, I have come close to describing the relatively new and equally awesome Pegasus 50. Carbon build, with a simple view on systems, but very comfortable and a swift bluewater cruising yacht with deck saloon with a very open plan living space that connects cockpit and saloon / galley well. Ballast ratio is a very reasonable 39% with a very light displacement of 12,300 Kg. Close to being half the displacement of some other 'well known' bluewater cruising yachts and around 20% less than her performance peers. An upwind sail area of just under 130 sqm gives a sail area to displacement ratio that knocks the socks off her peers. You can see for yourself on our website – berthoninternational.com/new-yacht-sales/pegasus-yachts

Moving on from the advertorial, performance cruising is still a booming market, the advent of vacuum infusion, foam cores and carbon in construction is not new technology now and is being used by most manufacturers in their sporty ranges. The challenge now is to make the yachts that are easily handled, as for the majority of the time, they will be sailed shorthanded, and with a sporty ride, sail handling systems are a focus.

Luckily, the Ocean racing scene is also strong and development of furling and sail handling has moved on quickly and trickled down to standard equipment aboard a lot of yachts.

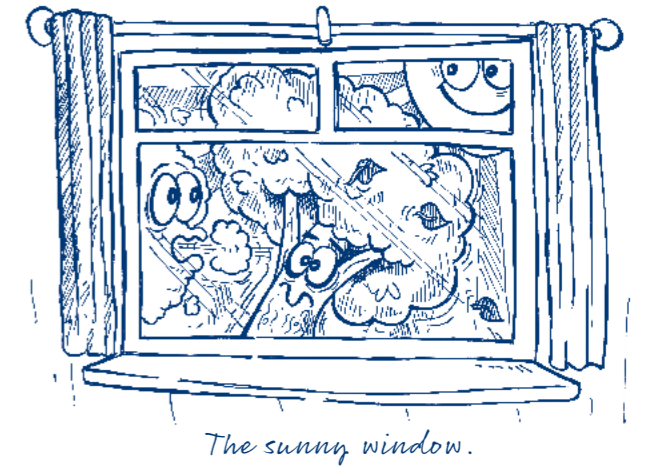
Over the past few years and during the Covid pandemic, for the first time in a long time, we had a

very strong sellers' market and prices boomed, but now that is over. We have reverted back to a slight bias in favour of the purchaser. However, with material prices, inflation and supply chain issues, the prices of new yachts are under pressure and helping strengthen the position of the brokerage seller in the brokerage market, so on the whole, I would say we are sitting in a fairly equitable market.



The world of racing continues to move, churn rate has slowed, and many events are having some fallow time. However, there is a feeling that the new dawn is just around the corner – domestically and now further afield. The Cape 31 and J70 are filling the void, but participation rates for other classes are low. There is a notion that the RORC Admirals Cup in 2025 has ignited the kindling for the next cycle of 'big boat' yacht racing and it will be very exciting to see this progressing in the near future. Offshore sailing is still the big adventure, and in some ways less about the result and more about the adventure, which supports the bulk of the fleet and generates participation, in contrast with inshore racing that is more focused on the result for much of the fleet. The big races – Fastnet, Sydney Hobart, Giraglia et al are still attracting high entry numbers. I think this will continue, and the next few years will see a rise in participation inshore, and perhaps the size of yachts starting to increase again as the Cape 31 / J70 sailors move on, and the smaller end of the Admiral Cup band start the training cycle.

2024 I think will be interesting domestically. Politically we have a potential change, and financially there may be hiccups ahead driven by supply issue and conflicts. However, we prefer to look out of the sunny window, and understand that whenever there is wind, there is a sailor looking at the trees bending.



NEW MOTOR YACHT SALES

BY ROBERT STEADMAN

SOLARIS POWER:



In comparison to previous years, 2023 brought relative normality. With UK inflation heading down the slope and interest rates staying unchanged, there was a sense of positivity. The price of shipping a container dropped 66% from the peak in 2022 and China finally ended its zero-Covid policy, in early January, further easing supply chain pressures.

However, we also saw significant price increases in new yacht prices from 15 – 33%. This combined with the squeeze on living standards because of energy prices, inflation, and interest rates, brought the inevitable falter in demand. Globally, the yachting sector saw a 43% decrease in sales in comparison to 2022. That said, the total monetary value of yacht sales increased from €3.6 billion to €3.9 billion euros indicating the resilience of the large yacht market.

The British boutique yacht builder Pearl Yachts marked 25 years in production in 2023. First conceived in 1998 by Iain Smallridge, an experienced yacht captain, combined with John Yarnold, a local businessman, they started building aft cabin cruisers. In 2003, Margaret & Tony Whittaker, entrepreneurs, and yachting enthusiasts, decided to invest in the brand to produce a range of sleek, stylish flybridge yachts. Naval architect Bill Dixon and production manager Paul Hannah were brought into the company and in 2004 the Pearl 55 was born. Kelly Hoppen agreed to work exclusively with Pearl Yachts in 2013 and the award winning range now spans 62, 72, 80 & 95.

It was with a heavy heart that Berthon announced that we would no longer be dealers for Pearl Yachts from the end of 2023. Sadly, it was clear that the two businesses were travelling on vastly differing trajectories. We are proud of the fact we sold 7 Pearl Yachts in three years, and we remain strong friends with Pearl, and continue to work with the brand and with our clients on both new yacht sales and brokerage. We wish the Pearl Yachts Team good luck and look forward to seeing the incredible new innovations they will bring to the market in the future.

However, as the saying goes, when one door closes another opens. We announced our new UK dealership for Solaris Power at the end of 2023, expanding on our successful relationship with their sister company Solaris Yachts, who build exceptionally pretty sailing yachts to the highest standards, from their state of the art shipyard in Aquileia, Italy.

Solaris Power was formed in 2008, born from the success of Solaris Yachts and the Power shipyard is situated in the historic town of Forlì, in the industrial heart of Italy. Now building 55 Solaris Power yachts each year, they have gained a solid reputation for their high quality, Italian style and most importantly their epic seakeeping! The experienced workforce of 160 work within a modern facility. The designers are on site and the build is meticulously managed in house from concept to completion. In the UK, we offer the Solaris Power range from 40 to 60 feet with Open, Lobster, Coupé and Flybridge options available. >>

The unique teardrop hulls are designed by renowned naval architect Brunello Acampora of Victory Design. The yachts are powered by Volvo Penta Integrated Propulsion System (IPS) for efficiency, manoeuvrability and also to maximise the accommodation space that is available.

We are very excited to bring the Solaris Power brand to the UK, with no direct competition when comparing the style, build quality and sea keeping. The launch of the Solaris Power 52 Coupé at boot Düsseldorf 2024 appealed to our clients, giving them the possibility to enjoy long passages in complete style and comfort. The sweeping clean exterior lines combined with a flush deck and comforting tall bulwarks confirm that she is indeed a Solaris Power yacht. The construction uses an infusion layup for strength and the Victory Design hull provides a uniquely dry and comfortable ride that maintains stability from displacement all the way up to fast planning speeds, with minimal vibration. Of course, the paint finishes are of the highest standards, and clients are encouraged to personalise their Solaris from a wide range of colours and interior layouts.

Open boats have been selling well in the UK in the last five years with clients looking for those perfect days spent on the water in style, rather than being aboard for weeks on end. We think the Solaris Power 40 Open is a very clever yacht and see her popularity growing. Ordering one today you will receive the normal Solaris Power superb paint finish and Italian styling, together with that synonymous flush walk-around deck and tall bulwarks. The cockpit is shaded by a large standalone T-top,

which means that three people can sit or stand at the helm, protected by the chunky windscreen. A large leafed dining table with adjustable seating will comfortably accommodate eight people. There is an outdoor galley adjacent to the seating and plenty of fridge space too. Down below you will find a huge master cabin with an ensuite heads compartment with separate shower. There is also the choice of an additional cabin fit out or storage as you prefer.

Looking ahead for the upcoming 2024 season, we feel that it will be more important than ever to market yachts in a high quality and professional manner so that yacht buyers have accurate information about what is on offer. Look out for the information that is available on Solaris Power from Berthon and do ask us for more data about these great yachts. The size and diverse range of the Solaris Power line-up will appeal to the UK market, along with the style and build quality. With UK VAT paid status, clients can be assured that a pre-owned Solaris Power yacht in the UK will deliver great residual value.



SOLARIS POWER 52 COUPÉ

FURTHER ELEVATING YACHT LISTINGS

The hub of Marketing for the Sales Group has always been our Lymington HQ. Every set of sales particulars you see, read, and enjoy has been put together with the careful attention of our collegiate marketing team, including Lawrence Carter, Isabel Moss and Sophie Kemp.

In 2023/24, you will notice that our designs and format have changed somewhat for the first time in almost a decade! With a more modern layout, now more closely mirroring our digital marketing look, we have removed the small hard to see photos from our brokerage specifications. Instead, for every member of the Berthon fleet we create a comprehensive photo brochure to operate alongside the sales particulars and adjacent website offering.

The reason behind this is two-fold. It is our experience that, despite platforms like YouTube and Instagram being flooded with new build imagery and video with a lifestyle flavour, clients searching for a brokerage yacht still prefer to thoroughly examine every aspect of the technical details— from windlass to davits.

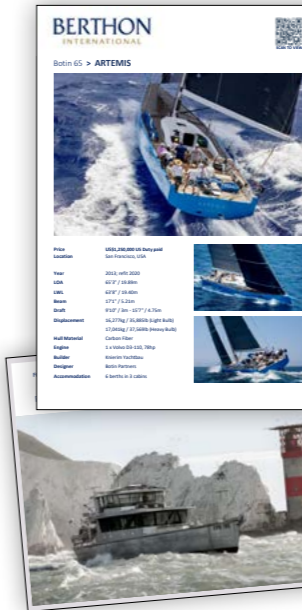
In a world where everyone carries a camera in their pocket with photo and video quality sufficient to be blown up to the size of a building, what we had before simply did not meet the standards for providing detailed information. We take pride in our yacht particulars and are constantly innovating, as we care that the yachts that Berthon are trusted to sell, have the best possible presentation.

DELIVERING YACHT IMAGERY AND VIDEO

Underscoring the importance of visual content in our yacht sales marketing package, we have long prioritized the inclusion of comprehensive sales videos, featuring full walkthroughs, as well as sea trial footage.

This became particularly crucial during the virtual viewings of the Covid-19 era, and it remains so today. Of course, having full time photographer and videographer Harry Shutler on the Berthon team helps – a lot! Harry manages our Berthon International Instagram account, a testament to his exceptional work, featuring our yacht listings and capturing his adventures during Berthon photo shoots [instagram.com/berthoninternational](https://www.instagram.com/berthoninternational)

Our yacht brokers are also dab hands at using our ample supply of camera equipment to capture imagery and even produce videos themselves, which Harry skilfully edits into captivating content hosted on our YouTube channel [youtube.com/@berthoninternational](https://www.youtube.com/@berthoninternational)



Outside our listings pages, where photos and videos obviously feature, all this supplementary information is also broadcast through our **Blog**. The blog carries tailored additional insights from our yacht brokers, where they delve into the histories of their yacht listings and provide further in-depth details on layouts both above and below deck, as well as other technical details. Our blog articles not only showcase our yachts for sale but also offer monthly market insights and keep readers abreast of any relevant industry news.

We are active on a number of social media platforms, which further helps to circulate all this content, and you will find us on YouTube, LinkedIn, Instagram, Facebook, X and even Pinterest.

CRM 'BOB' Bids Adieu

After two decades of using a 'sophisticated' (for the turn of the millennium) Microsoft Access database for our client relationship management, named BOB (those of you who follow Blackadder will understand), we are excited to report that we made the transition to SuperBOB in late 2023. For more technically inclined readers, this new system is an online SQL database that allows yacht and client information to be accessed from anywhere with a Wi-Fi/4G internet connection. Our beloved SuperBOB has many benefits, amongst them the fact that SQL is the universal standard, enabling exciting interactions with modern software suites and ensuring compliance in a post-GDPR world. In SuperBOB, we trust!

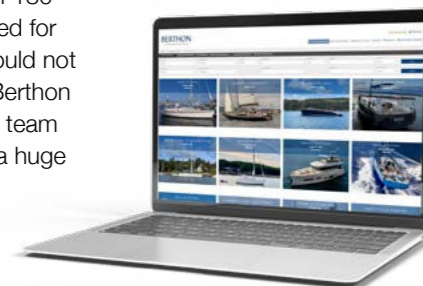
We are still in the early days of this project rollout, but he has gained the trust and affection of our brokers in the UK and Spanish offices already. SuperBOB is expected to have circumnavigated the globe (and our offices) by the end of 2024. He brings greater efficiency in terms of information delivery and allows our brokers to function effectively wherever they may be; and supporting our brokers to deliver a better service to our clients, which is what makes the team in marketing tick.



MARKETING TEAM REPORT

BY LAWRENCE CARTER, SOPHIE KEMP, HARRY SHUTLER & ISABEL MOSS

With north of 180 yachts listed for sale, it should not be a surprise that the Berthon Sales Group marketing team continues to deal with a huge variety of tasks in the background to ensure that our international yacht brokerage service delivers.



The creation of listings is at the core of this service, and we pride ourselves on supplying clear and useful granular information in our sales particulars. The goal is not just to 'list' yachts. It may have been once many moons ago but in 2024, where our clients' active participation with and comprehension of digital media has never been more discerning, we aim to tell a vessel's story through high-definition yacht imagery, video, and seller narrative.

The results speak for themselves...

HOW TO SELL A YACHT IN 2024

One of the major positives to come out of the initial Covid-19 era was the time it allowed for the design and rollout of our dedicated sales portal, [berthonInternational.com](https://www.berthoninternational.com). Bolstered by the freedom this provided, and as long-term investors in/navigators of the SEO (Search Engine Optimization) sphere, a key focus for us—and never far from our minds— the goal has become simply 'visibility', whether digital or in the rapidly waning medium of print.

It is, therefore, very important in 2024 that the Berthon Sales Group, alongside [berthonInternational.com](https://www.berthoninternational.com) (and its satellite sites, [berthonscandinavia.se](https://www.berthonscandinavia.se), [berthonspain.com](https://www.berthonspain.com), and [berthonusa.com](https://www.berthonusa.com)), remain a subscriber to online marketplaces such as Yacht World, Boats.com, Seahorse, and Yatco.

From the Berthon Mothership in the UK, the Marketing Team is committed to providing the best possible marketing support to our brokers and hence the Berthon Fleet.

BERTHON USA REVIEW

BY JENNIFER STEWART, ALAN BAINES, BILL RUDKIN, PETER HOUGHTON & JEANIE HOUGHTON



Sitting here in Newport, Rhode Island, the cold grey days of late January, is a good time to reflect on the previous year, and ponder on the new one. Being commissioned sales people, as we are, we always go into the New Year thinking *'How much are we going to earn this year?'* The answer is always *'Let's start at zero, and work up from there!'*

Think positively, we always say.

Last year was a question of holding our collective breath during the spring, as the entire Berthon family internationally thought a recession was imminent. The latter half of the year turned out to be pretty strong, but as with all stories, that wasn't the whole tale.

The underlying current was a rapid shift back to a more normal supply and demand situation in the brokerage market, with more yachts coming on the market, more price drops, and longer time periods from listing to selling. We all knew the unreal times of 2020, 2021 and into early 2022 couldn't last, but we were startled to see just how rapidly the *'elastic snapped back'*.

What caused this? For new yachts, high inflation has sent prices soaring, so those who bought either just before Covid, or during the early stages of the pandemic, found their new yacht had appreciated in value. What we are now seeing is that very recent model yachts are sought after as an alternative to a new build purchase. However, the price gap is widening from the replacement cost. High interest rates have definitely taken the wind out of the sails of segments that are typically financed – such as center console powerboats. Many boat and yacht dealers are now seeing far higher inventory levels than is comfortable.

The US marina and boatyard industry has seen a huge shift in recent years, starting just prior to Covid times, with the rise of institutionally funded Marina owners, such as Safe Harbor, and a few others. These groups have been buying multiple marinas, and in the case of Safe Harbor – hundreds of them. While they have for sure invested heavily in every property that they bought, which in many cases was desperately needed, the chickens have now come home to roost now that they have improved their real estate, resulting in vastly higher marina, storage, and service costs for yachtsmen.

Last year we delivered several new yachts, including a Solaris 50, 44 and 40, and a nice blue Rustler 24 with electric inboard drive that is kept in Buffalo, NY. We displayed a Moody 41DS at the Newport Boat Show, and a Moody 54DS and a Solaris 44 at the Annapolis Boat Show, which follows Newport.

We have a Rustler 37 in build that will be kept in Buzzards Bay – the third Rustler 37 to make the USA her home. Also in build is the first of the exciting new Moody 48DS destined for US waters. Alan just returned from the boot Düsseldorf, where the new Moody 48DS had her debut to much acclaim. At the show he also met up with several US clients and was able to show them all our brands at this extraordinary inside show of many halls!

Last summer we organized the inaugural Moody World Cup, and had five Moody deck saloon yachts sailing their hearts out for a replica Americas Cup (well, OK – a picture frame). This was so much fun for all that we hope to repeat the event in this coming year.

On the business front, Founding Partner Jennifer Stewart has announced her retirement, and has sold her stake to Peter and Jeanie Houghton, who have been on the Berthon USA Team for nearly three years now. The reality of this is that Jen is now working 39 hours a week rather than 40 – and she is still in the office before Alan every day!

Mark, following his successful run with Solaris sales, has been lured away to become Swans *'Maytag repair man'* – or so he thought. Actually, he is very busy, however he is still based in our offices, as he is part of the furniture, so we have sub-leased him some space.

So, in our quest to *'work upwards from zero'*, we look forward to meeting you, chatting to you, and helping you with the two happiest days of your yachting life.

Those two days make us happy.



2 happiest days of your yachting life.

BERTHON SPAIN YACHT SALES REVIEW

BY SIMON TURNER & NATHALIE MIQUEL-ELCANO



Overall, 2023 was not as glorious as previous years from a Sales perspective, which was as expected after the Covid-19 boom. The market in general has shifted and it is now a buyer's market, and brokerage prices are now realigning to pre-Covid levels.

The first half of the year and early summer were unusually quiet for sailing yacht sales, with a low frequency both of enquiries and of client visits on board. This picked up in the summer with many clients visiting in the July to October period, but few sales resulting from this increased activity. Clients came, visited, showed interest but then pulled back for various reasons, or didn't commit. Buyers seemed to be in no hurry to make decisions and most chose to wait.

Despite a difficult market, Simon closed some good sales throughout the year, including the 80-foot ketch FRUITION in Valencia and 100 foot Swan VIRAGO in on the East Coast of the USA. Locally in Palma, he sold the Najad 505 SIGAL. She will be sailing around the world with her new Spanish owners. A Baltic 50 was also sold to new Canadian owners who will enjoy her in the Mediterranean for a while before shipping her home.

The market has remained slow for new listings, and not as many sailing yachts as expected have come to the market in the Mediterranean area in the 50 to 100 foot range.

On new motor yacht sales, the summer was difficult as well with many clients delaying making a decision to order, but the market picked up at the end of the year and there was strong interest for new motor. The motorboat market seems relatively buoyant at the high quality, premium end of the market as we move into 2024.

The prices of new yachts have gone up because of energy, labour and material costs, as well as international supply chain issues. Stock levels are rising quickly and this makes the brokerage market look attractive in comparison. Yet with falling or stagnating house prices in some markets plus business issues, it may not be the time clients choose to *'cash out'* to buy a yacht and go sailing.

World events are challenging, with Israel, Gaza, Russia, Ukraine, Iran, Syria, Red Sea area, and threats from the China / Taiwan area, all of which encourage potential yacht buyers to think hard before making a purchase. Climate change issues, with flooding and droughts in other areas are disturbing trade (in case of Panama and Suez canals) resulting in further increased costs, also do not help. However, we never underestimate the versatility of our clients and their wish to dive into yacht ownership and experience all that it offers, whatever the macro political and economic weather.

The first quarter of 2024 may continue to be slow on sales of sailing yachts in the 50 to 100 foot range, but with adjusted pricing, we expect that buyers will come forward by late spring and summer. There should also be some good new listings

coming to the market, specifically from clients who bought in between 2020 and 2022 and who are not long-term yacht owners. This is a trend that we are already seeing to some extent.

On motor yachts, we are expecting that interest will increase as the wonderful Mallorca weather improves.

The end of 2023 brought a big change for the sales team as we moved into a new office at the end of December. Our new offices are not far from where we were before – in fact in the next-door building. However, we now enjoy one of the best views in all of Palma from our eighth floor windows overlooking Club de Mar. The entire bay of Palma lays in front of us, with the city and the cathedral laid out against the backdrop of the Tramuntana mountain range, and spectacular vistas of the coastline extending all the way out to the island of Cabrera on clear days.

The office itself is bright and modern, with an open plan layout and a separate meeting room where clients can enjoy a coffee with a view while discussing yachts. A bigger office means that we have room to expand the business, and we look forward to welcoming new faces to our team and to sharing our room with a view.

2024 will be an exciting year in Palma as the new Club de Mar should be completed and will open its doors in the first months of 2025. Work on the docks is now almost finished and the marina buildings are out of the ground. It will be interesting to watch the last stages of this ambitious project unfold beneath our windows.

Extensive work is still ongoing on the Paseo Marítimo, with ever changing disruptions to traffic and parking right along the waterfront. With over a year of work behind us and a lot more still to be completed, we have become accustomed to the surrounding chaos and are looking forward to seeing the finished Paseo Marítimo, whenever that may be!

The next event on the Mallorca calendar is the Palma International Boat Show at the end of April, which is celebrating its 40th anniversary this year. The exact list of yachts that we will be presenting at the Boat Show is yet to be finalised. Berthon brokers from other Berthon offices are already preparing their visits to this milestone event of the Mediterranean season. In the Superyacht Village, Berthon will be presenting Jongert 2700 VIVID and 82 Hoek SWEET EMOTION.

2024 will be sure to bring a lot of excitement and yacht traffic to Spain and the Balearic area, with the America's Cup taking place in Barcelona over the summer and autumn. From our new lookout, we can't wait to see all those yachts coming and going, regattas taking place in the bay, and the seasons changing over Palma and our beautiful island of Mallorca.

BERTHON SPAIN SERVICE AND REFIT REVIEW

BY ROWAN FAIRBRASS



“ WE ARE SEEING AN INCREASE IN REQUESTS FOR OUR ELECTRICAL TEAM TO OVERSEE THE PROGRAMMING OF WHOLE YACHT ON BOARD ELECTRICAL CONTROL SYSTEMS, AS WELL AS THE INSTALLATION OF NEW DEVICES. ”

The spring of 2023 brought with it a period of great change for Berthon Spain. We welcomed Jaime Benejam to our management team, as Head of Technical, overseeing the ever-growing Engineering Department. Since joining us in March, he has implemented numerous positive changes to the work environment through the year and helped us to build a dynamic team. Alongside Jaime, Fabian Santos joined the Berthon Spain Service Team early in 2023 to assist with the smooth operation and organisation across all departments in his role as Technical Coordinator. Further recruitment during 2023 has expanded and improved our skills base, now that we are working more frequently with Volvo, Mercury, Yanmar and Cummins Onan engines.

In the office, our accounts team oversaw the implementation and execution of a completely new accounting software system. This has already proven to be hugely beneficial for the organisation of stock control, budgeting and cash flow projections. Working alongside our office manager Alice, they are continuing to improve the day-to-day operation of the business.

Our Head of Electrical Richard Green chalked up a major improvement to the business by successfully writing the computer code for an internal intranet system that links up to our existing job App, used by all our technicians to keep accurate records of all work completed and parts used. A screen has been erected in the workshop showing up to date information on each active job, which means that each technician has access to the most current data.

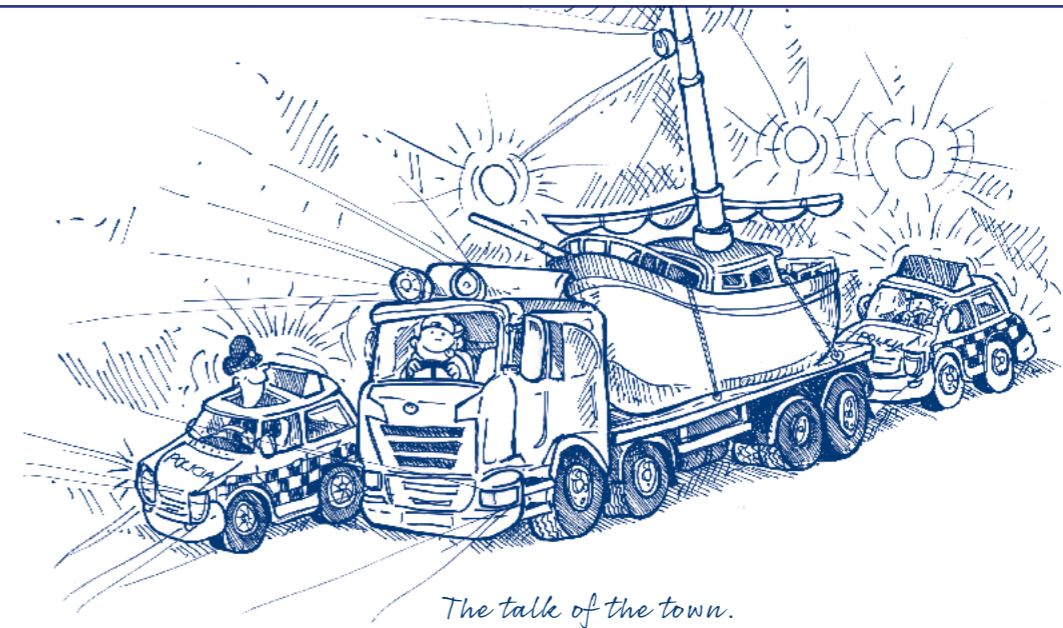
This improvement in internal communication is streamlining the work schedules and making the business as a whole, much more efficient.

The Guardiennage Department had a strong 2023, maintaining the fleet from 2022 and adding two new yachts. The majority of our Guardiennage yachts are sailing yachts, one of which was sold to the current owners by Sue Grant herself, over 10 years ago!

Berthon Spain has kept the storage shed packed with tenders and other boats of all shape and size. We are also delighted that our storage facility is the winter home for a Maxi 72 racing yacht and support container. Her late-night arrival at the end of summer was for sure, the talk of the town! Roads were closed and a special escort was needed for this pioneering move. She now sits snug in the Palma Berthon Big Blue shed.

Berthon Spain's Service Team completed a number of refits throughout 2023, notably on BLISS, a custom carbon 25m sailing yacht. The extensive job list included pulling the rig for survey, servicing the keel locking pins, rebuilding the fuel tanks and subsequently the saloon sofas where they were housed. The fuel tanks had been leaking and therefore needed to be replaced, which resulted in a much improved design and reinstalled by Berthon technicians. As part of the rig survey, a full service of the rig was completed and all the running rigging was replaced. The Electrical Department took advantage of the easy access provided by having a horizontal mast on the ground to install a new Pepwave antenna for improved internet connection on board. Further electrical refit jobs that were carried out on this very specialised sailing yacht include

BERTHON SPAIN SERVICE AND REFIT REVIEW



calibrating tank sensors, keel readings and vang adjustment readings, as well as programming the magic trim for each sail.

The Berthon Spain Electrical Department are now registered installers for Starlink. Reliable internet on board is no longer seen as a luxury, but vital to the successful running of a superyacht, providing essential communication channels throughout the yacht and with the wider world. We are seeing an increase in requests for our Electrical Team to oversee the programming of whole yacht on board electrical control systems, as well as the installation of new devices. In the spring, our electrician Leo spent many days building a Programmable Logic Controller (PLC) system from scratch for a 34m sailing yacht. These types of systems are proving to be more popular within the 20m – 30m yacht range following advances in technology and a global trend of relying upon devices. Leo continues to work on some of the biggest yachts coming into the port of Palma, specialising in electrical fault finding, programming and the installation of PLC systems. Going into 2024 Berthon Spain are very excited about working with Böning Ship Automation technology, who have recently opened a new office in Palma de Mallorca.

The Engineering Team successfully completed a difficult job on an unusual Oyster 82'. Her centre board keel was dropped during a yard period to allow our technicians to replace the guides. At this time, we also disconnected and serviced all seven Lewmar steering gearboxes and installed a new water maker on board.

Marten 80' NIMROD came to us for extensive work on her hydraulic feathering pitch propeller and hydraulic auto pilot

system. This was a brilliant example of the value of our in-house Fabrication Department assisting other departments by being able to manufacture exactly what is needed, in the shortest time frame possible. Berthon Spain technicians also re-built her matrix keel, after poorly executed alterations left it severely damaged by galvanic corrosion. NIMROD uses Coppercoat in place of antifouling paint, so as the hull would not necessarily be inspected ashore as frequently as a normally antifouled yacht, it was paramount that this issue was confidently resolved.

Towards the end of 2023 we were given the green light on an interesting refit on a Catana 65 catamaran brought to Mallorca from the South of France. Our Electrical Team will install a grand total of 58 solar panels, complemented by a Mastervolt lithium ion battery bank, allowing the owner to cruise in silence, without the need to run a generator. This refit includes an overhaul of the B&G navigation equipment together with improved internet and Starlink installations.

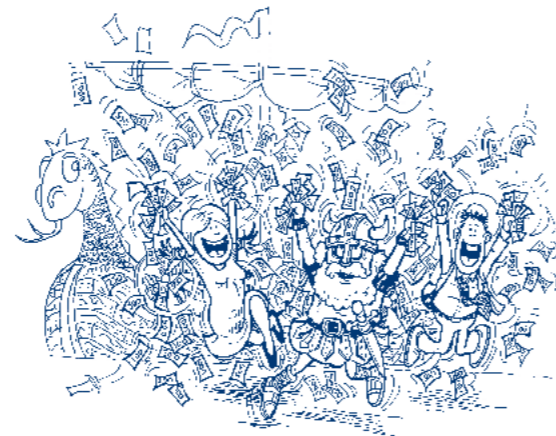
Aside from all this, the usual routine of annual haul outs continues to roll on. Getting all the yachts with whom we are involved antifouled, polished, PropSpeed applied and under water systems checked and ready for the sunshine is not a trivial undertaking. The collection of yachts for sale through Berthon now based in Valencia continues to expand, so we are now providing guardiennage and service in this lovely area too.

We look forward to seeing you all again soon for more fun on the water in 2024.

BERTHON SCANDINAVIA REVIEW

BY MAGNUS KULLBERG

SCANDINAVIA FLEET:



*Record Sales -
This makes us very happy.*

The end of January is a good time to reflect on the past year. Today, when we write the Berthon Scandinavia 2024 Market Report it is a proper winter's day. It is snowing, the thermometer shows -6°C degrees and the marina is totally covered with ice. Two yachts are frozen in and it is about 1,000m to the open (not frozen) sea. As we write this, we have just come back from boot Düsseldorf where we worked with our friends at Solaris, showing the super nice Solaris 50, 60 and 64. The Göteborg boat show is next up.

For Berthon Scandinavia, 2023 unfolded as a successful year, fast outstripping our initial expectations. We started the year with a cautious outlook, anticipating a slowing of the market with fewer listings than 2022 brought us. However, our predictions could not have been more wrong. By April, a significant number of yacht owners began seeking our expertise to market and sell their lovely yachts.

This period marked a noticeable increase in interest among our clients, many of whom were eager to follow their dream of owning a high quality yacht. They aspired not just to sail but to embark on extended voyages and to embrace the live aboard lifestyle. Sailing is developing fast as a popular way of exploration, offering unique opportunities to travel, connect with people from vastly differing background, and to experience a wide variety of cultures.

We specialise in the brokerage sales of sailing and motor yachts ranging from 30 to 80 feet, with construction years spanning from the 1990s to today. Most of our listings are premium yachts manufactured by Swedish and Scandinavian shipyards, as well as other renowned European brands.

With our offices located on Orust Island, on the picturesque west coast of Sweden, we naturally focus on brands with

which we are intimately familiar. Orust is the home of yacht building in Sweden – Hallberg-Rassy, Najad, Sweden, Malö and many others – some still operating and others not. Our portfolio is heavy in these brands and includes other great names like Arcona, Swan and Nauticat. Around 75% of our listings are Scandinavian premium yachts, most of which are beautifully maintained. In our waters, yachts are typically sailed for around six or seven months a year and are professionally serviced, before they are stored in climate-controlled, dehumidified sheds once the snow is on the ground.

Our sales figures from 2023 show what a busy year we had. They show a spike of 30% in numbers of yachts sold, compared to our three-year average. We set a new record by selling pre-owned premium sailing and motor yachts for a total value of approximately SEK 130,000,000. This makes us very happy.

The Swedish krona's performance in 2023, maintaining a lower value against the € and US \$, introduced an interesting dynamic to the market. With exchange rates reaching up to SEK12.1 to €1, we saw a surge in interest from international buyers and, due to the weak Swedish krona, a decrease in the number of Swedish buyers. This advantageous exchange rate was beneficial for both buyers and sellers, and so our market was busy.

As for 2024, the year has started with greater momentum than in 2023. We have finalized several contracts in the first two months and have introduced a collection of new and interesting listings to the market. Despite the ongoing global challenges, we are optimistic about the future of the brokerage market in our segment. We believe that the demand for sailing adventures will continue to grow, fueled by an enduring passion for the sea and the unique experiences that it delivers.

BERTHON SCANDINAVIA REVIEW

SCANDINAVIA FLEET:



BERTHON SCANDINAVIA IS EXPANDING!

To service the yacht market on the east coast of Sweden, we have welcomed a new broker to our team working out of Stockholm - Kim Silfvig. Kim returned to Sweden in the summer of 2023 after a year and a half's voyage with his young family. They had the chance to explore the Caribbean archipelago under sail. With a background in regatta sailing, experience in long-distance cruising, and a Yacht Masters' qualification, we are delighted to welcome him to the Berthon family!

We are planning to expand at our office in Henån by adding a positive individual who is mad about our sport. They should be passionate about sailing yachts or motorboats and eager to pursue a career in yacht brokerage. If you are reading this and think you are the right person, and live on the island of Orust or close to our office in Henån, please do get in touch.

“ WITH EXCHANGE RATES REACHING UP TO SEK12.1 TO €1, WE SAW A SURGE IN INTEREST FROM INTERNATIONAL BUYERS AND, DUE TO THE WEAK SWEDISH KRONA, A DECREASE IN THE NUMBER OF SWEDISH BUYERS. ”

SOLARIS YACHTS

During the past year, our friends at Solaris have developed two new models, the Solaris 40 and 50. As usual, the Solaris design team has successfully collaborated with the Argentinian naval architect Javier Soto Acebal. Both models feature modern lines characterized by a subtle chine and a buoyant bow, both qualities that provide fantastic hull performance and on board volume for maximum comfort.

At boot Düsseldorf, we had to work hard as there was significant interest from our Scandinavian clients, journalists, as well as from colleagues in the marine industry. There were many positive words, and positive discussions. Unfortunately, the economic situation has not helped new yacht sales, but we are confident that it will turn around, and when it does, we will have the hottest product on the market! With our strong commitment and enthusiasm for Solaris Yachts in Scandinavia, we are looking forward to seeing many Solaris yachts in our waters in the future.

We are very impressed by Solaris Yachts. The shipyard has not slowed down and has developed a new version of its 40-footer, the Solaris 40ST. This model has a slightly shorter E dimension and thus a shorter boom, which improves the space available in the cockpit works well with a bimini. In terms of sailing, performance is increased with the help of modern sail technology, including the square top mainsail, which provides more power at the top of the sail. The perfect size for our waters.

The next model on the block is the Solaris 55, with her premiere scheduled for the Cannes Yachting Festival 2024. We will of course be there, and we are very excited...

SOLARIS REVIEW

BY RICHARD BALDWIN AND ALAN MCILROY



BUILT FOR SAILORS SINCE 1974

40 40ST 44 50 55 60 | 64RS ^{NEW} 74RS 80RS 111

50 YEARS ANNIVERSARY

Goodness! 2023 was a busy year for the UK Solaris Sail desk! We knew at the beginning of the year it promised to be full on with a combination of launches, shows and events, and so we spent more time in Europe this year than ever, with three Solaris 50s delivered and two larger yachts currently in build. Hull #1 of the new Solaris 74'RS is a particularly exciting project. Having already had the experience of building and owning a Solaris 64'RS, the owner was keen to work very closely with the yard on the project. Every aspect of the build has been considered on its merits and her owner's intended use (a circumnavigation) from the keel, rig, deck plan and on-board systems. The 74'RS is well into production with launch anticipated for early 2024.

The yard has continued its upward trajectory and while it enjoyed a record year with 46 new yachts delivered, it also had to rise to the challenges and increase its resources. Solaris Sail now employs a staff of nearly 200. Still on its original site, the facility was significantly extended in 2018/19 and Solaris have plans to extend further in the near future.

SOLARIS CUP

This is a true family event, held in the idyllic surroundings of Porto Rotondo Sardinia each year. The warmth of the welcome and hospitality extended by the Solaris family is legendary. 2023 saw over 50 yachts and with 2024 set to be the 50th Anniversary year, this number is set to increase. What was also very encouraging was the size of the UK flagged contingent and this is set to increase again in 2024. The format is one of relaxed racing, combined with both crew and owners' evening events – definitely not a Regatta to miss. Importantly, it is also an opportunity for prospective Solaris owners to sea trial the Solaris range and enjoy the surroundings and atmosphere. If you are interested in attending, do let us know.



NEW PROJECT - WATCH THIS SPACE FOR NEXT YEAR

Existing Solaris models enjoy a good life cycle, there are never any Mk II's, and this ensures owned Solaris' have good residual values. A new model is a totally new model.

2024 will see the replacement of the of the current 55' of which there are 31 hulls. Like the older 50', the current 55' is a very hard act to follow. With every new model, there is a combination of innovation as well as refining what works best on the current design. Building on the success of current design, the new 55' will not only incorporate recent Solaris thinking, but she will also have some new tricks up her sleeve.

The keys differences create increased volumes and equipment capacities to allow longer periods of autonomy at sea:

- > LOA increased by 210mm.
- > Beam increased by 150mm.
- > Hullform stability increased.
- > Interior volume increased – three ensuite heads with separate showers.
- > Taller mast and sail area increased by 4%.
- > Fuel capacity increased by 25%.
- > Increased generator capacity, now 10.5kw mounted centrally behind the main engine.
- > Sealed fore and aft tender garage for fully inflated 2.7m RIB.
- > Full width cockpit offering an enhanced helming position and twin cockpit tables.

SOLARIS REVIEW



50TH ANNIVERSARY 2024

This year sees the landmark 50th Anniversary of Solaris from humble beginnings to the innovative pioneering yard it has become. Solaris are undeniably successful as they deliver a combination of remaining true to the original ethos of the yard, while staying one step ahead of the field with brave design and clever innovation.

VAT ADVANTAGES OF BUYING NEW IN THE MEDITERRANEAN

A much debated topic, the issue of VAT has been one area where UK sailors have benefitted when buying new build. Since UK flagged yachts are visiting yachts from a third country, there isn't a requirement to pay VAT in Europe. This does of course, come with the caveat of having to clear out every 18 months, but depending on your cruising area this may not be such a hardship. Turkey, Montenegro, Algeria, Tunisia and Gibraltar are all outside the EU VAT net, and you can clear in and out in a day to reset the clock.

“ A NEW MODEL IS A TOTALLY NEW MODEL. ”



New tricks up the Solaris 55's sleeves.

ENJOYING THE JOURNEY

The motivation to buy a yacht can come from many quarters; a present to self for those years of hard work and late nights, a vehicle to bring the family together, or the magic carpet to take you to those places that can only properly be reached by sea. Whatever the motivation, it is important you get it right, and equally important is your journey building your new yacht. Solaris are passionate about producing yachts that not only deliver a superlative sailing experience, but also with heart stopping style both externally and internally. From the outset, we engage with our owners to refine a specification that meets their individual requirements. The initial proposal is generally followed by a yard visit where choices can be made on everything from the deck hardware to laying out interior finishes. With a specification agreed and the build underway, owners are actively encouraged to visit the yard at various stages. Solaris are understandably proud of their facility and the quality of their build. As the agents for Solaris UK, we are with you every step of the way during the build process and then through the commissioning and handover. Having been through the process many times we are well placed to advise and assist. At commissioning and handover, we deliver the needed support and local knowledge to make taking delivery of your new Solaris a truly great experience.

With the notable launches of the new 55' and 74'RS, 2024 looks set to be an exciting year. The current Solaris range is 40 / 40 ST / 44 / 50 / 55 / 60 / 64RS / 74RS / 80RS / 111RS.

The Berthon Sales Group represents Solaris Sail in the UK, Sweden, Finland and on the East Coast of the USA. So, if you are reading this you can also dive into Solaris ownership with the help of Magnus Kullberg and Fredrik Sundburg from Berthon Scandinavia or with Peter and Jeanie Houghton and Alan Baines of Berthon USA.

VAT / CUSTOMS – IT'S A NEW DAWN, IT'S A NEW DAY...

BY SIMON ANSLOW OF PKF FRANCIS CLARK

The Brexit clouds have lifted, the Pandemic is now, for most, a horrible, but hopefully fading memory and for those of us who live and work in the marine world with the daily delights of VAT & Customs we are now settling down to the new normal.

So, what does that look like and what have we learnt over the last year? That the world does not revolve around the UK, that if you are a resident in Northern Ireland owning a boat is still very confusing, old established principles are now being challenged and that there are signs of cracks and dis-unity between the EU27 member states when it comes to the VAT/Customs treatment of pleasurecraft.

Allow us to share some of what we learnt these past few months...

Returned Goods Relief (RGR)

The mechanism that allows boats that have left a territory to return without the requirement to pay further VAT (and, where applicable, Duty); both the UK and the EU27 operate the relief and have very similar rules, primarily:

- The owner/declarant re-entering must be the same as that when the boat left
- The boat must have been in free circulation (VAT Paid) in that territory when she departed
- No substantive changes (improvements, or major refits) must have been made whilst away
- Return must be within 3-years of the date of departure

The UK have relaxed their rules as regards the 3-year limit and will allow RGR for privately owned pleasurecraft where the 3yrs has been exceeded, providing HMRC are notified prior to return and all the other conditions have been met.

Both the UK and the EU27 Customs authorities will also allow RGR where the 3-year time limit is exceeded, where it can be demonstrated the delay was due to exceptional circumstances. However, what is becoming apparent, particularly with certain EU member states, is that there are a number of

(very high) hurdles that have to be jumped:

- Notification to the relevant Customs authority should be made at the earliest possible opportunity, preferably in advance of expiration of the 3-year limit where it is foreseen and certainly before returning.
- Proper documentation indicating dates of departure from the EU are increasingly being insisted upon – given that most departures are under own sail and do not require any great formality, this is not always considered at the time, but is now a ‘must’.
- There must be a very good case around the reason for the delay in returning – again, as much documentation and supporting evidence should be obtained as possible.
- More scrutiny is being applied to the pre-existing VAT Paid Status; whereas in the past this has been pretty much a given, full documentation, provenance and transaction trails are increasingly being sought. This includes having confirmation of where the boat was at the time of Brexit, vessels that have been involved in lease schemes and also for pre-1985 / deemed VAT-Paid boats (more on these later...).

Pre-1985 Boats & Deemed VAT Paid Status

With the introduction of the Single Market in January 1985, a transitional measure granted ‘deemed’ VAT Paid Status (VPS) for pre-1985 built boats that were within the EU as at midnight 31 December 1992. Since that time, it has pretty much been a given that such vessels had deemed VAT status, but more recently this position has come under much closer scrutiny and indeed, challenged. Worth noting:

- Although a boat may in the first instance be eligible (pre-1985 / EU @ 31/12/1992), that does not give her life-long enduring VPS – like any other vessel that has VPS, it is only valid to the extent that there has been no subsequent ‘chargeable event’ that could give rise to that VPS being ‘lost’ – for example a change of ownership whilst outside of the relevant territory or significant works undertaken outside the territory that change her condition.

- We have seen an increasing number of cases in the EU27 where returning pleasurecraft with 1985-deemed VPS, seeking RGR, have been required to provide documentary or substantive secondary evidence of the vessel’s whereabouts as at midnight 31 December 1992; given that over 30 years have now elapsed (and quite possible a number of ownership changes in the meantime) such evidence may now be long gone and difficult to obtain.

- Rumbblings have been heard from a number of Member States that they may no longer accept the deemed VPS for pre-1985 boats. Indeed, there are substantive reports that Germany has declared outright that they consider the measure no longer applicable, as it is not possible for any such vessel to still be in the same condition; therefore VPS will need to be demonstrated by other means, such as original VAT invoices or import entries.



Northern Ireland

We’ve had the NI Protocol, then The Windsor Agreement and now the DUP have returned to Stormont, but we are still none the wiser as to where NI resident boat owners stand as far as VAT & Customs treatment are concerned.

UK HMRC still refer to ‘*unfettered access*’ but cannot clarify or confirm whether that simply means that NI resident boat owners can come and go to and from the mainland without having to observe Customs formalities (and be liable for VAT/Duty) or whether that extends to having the right to dispose of that vessel in the UK as if she were UK VAT Paid. A further complication is where a NI resident may acquire an EU27 VPS boat, which they then bring back to NI – does she retain its EU27 VPS? Does she assume UK VPS? What are the restrictions on UK use or sale? These matters are now sitting with higher tiers of government...

An equally worrying issue came to the fore during the year – that of the right of NI residents to enjoy TA status within the EU27. A disturbing story emerged last Summer, which now appears to have occurred on a number of occasions.

An NI resident had arranged for the purchase of a new yacht to be supplied as a zero-rated export from the UK into the EU under TA – an entirely legitimate and accepted arrangement for UK residents (usual terms and conditions apply!). So far, so good; however, following a trip to a third country, on return to the EU27 (Greece in this instance), they were denied TA on the grounds that as NI is technically part of the Union Customs territory for goods (falling within the scope of the Union Customs Code), residents are ineligible. As a consequence, VAT on the full value became payable (along with a penalty!).



Lease Schemes

Over the years there have been a number of lease based VAT mitigation and deferment schemes that have been employed to assist boat owners; some have been outright VAT driven, exploiting the rules, regulations and circumstances, and engineered for gain (the long departed and not in the least lamented Cross Border Lease), with others being perhaps a by-product of arrangements and local legislation (French Lease, for example), with many somewhere in between; being more opportunistic and taking advantage of Member States' domestic legislation framed to ease the application of certain Primary VAT Directive rules regarding 'use and enjoyment'.

With the exception of the earlier Cross Border Scheme, the attitude taken by those EU Member States that did not operate or have domestic legislation that allowed for the operation of these later mechanisms tended to be grudging acceptance. The view taken being that provided the owner or operator undertook the activity in accordance with the respective 'home' State's legislation, the VPS would generally be accepted.

Following the **Mercedes Benz** CJEU case decision in 2017 the EC Commission took out infraction proceedings against the Member States that were operating lease arrangements, where a reduced rate of VAT was chargeable on a sliding scale dependant on the size of the vessel – those targeted were primarily arrangements where there was a commercial lease operator financed (or at least partially so) by the ultimate beneficial owner, with the structure effectively being engineered. As a consequence, these lease schemes were brought to a close across 2018-19, but with a tacit understanding that any that had been concluded or were in progress would have the VPS honoured.

The exception to this action was the French Lease Scheme – this was thought to be by way of distinction from the other arrangements, in that the lease operators were French banks, providing legitimate third party funding. However, they did not escape for much longer and following further infraction proceedings, the reduced-VAT value French mechanism was also brought to a close at the end of 2020.

So far, so good; no harm/no foul and good whilst they lasted. Wind forward to a post-Brexit environment where local Customs authorities have become a lot more sensitive and aware of private pleasurecraft, VAT, imports and Customs mechanisms and we start to see a breaking of ranks, discontent and outright challenge.

Over this last year there have been a number of reported incidents (indeed, we have been instructed on at least three), where some Member States – in particular the Netherlands and Germany (notably neither of which operated or sanctioned these type of lease mechanisms) have, when sought their opinion, declined to accept that a vessel that has been acquired through one of these arrangements (and the VAT has been paid on a reduced rate) has valid VPS.

There are a number of technical points, but long-story-short, the issue is not necessarily when the boat is actually within the EU, but should she leave and then return, seeking RGR to resume its Union Status, these Customs authorities are stating that without their acceptance of its prior VPS, she fails the conditions and VAT is then due on her re-importation. Rather graciously(!) and by concession, we have seen examples where that import VAT has been reduced by the amount of VAT previously paid at the reduced rate on the original lease.

This is a worry and concern for anyone that has a boat that has been through one of these arrangements and whilst we would expect that they should not encounter any issue when dealing with those Member States that previously operated these types of arrangements, clearly it puts a question mark over the 'free and unencumbered' use throughout the whole of the EU. Technically the respective opposing Member States should have a grown-up conversation to sort this out, but as this seems unlikely any time soon, it is suggested that owners (current and potential) that find themselves in this position should revert to the original provider and relevant Member State that was responsible for the VAT on that boat under the arrangement and seek formal confirmation as to the enduring validity of the VPS.

Classic Boats

And a nice one to finish on; whilst we are all aware (or should be now) that importing a boat into the UK will render her liable to payment of VAT on her full value (unless eligible for one of the reliefs such as TA or RGR), there is potential news for owners of older boats.

UK VAT legislation allows for VAT to be payable on a reduced value – 25%, therefore an effective current VAT rate of 5% - on certain goods imported into the UK that are either:

**An antique that is more than 100yrs old; or
A collection or collector's piece that is of...
historical interest**

We have been successful in having HMRC accept a number of 'classic' boats within these categories, including an early 20th century America's Cup yacht to a more recent late 1960's motorboat.

With the 1970's now well over 50 years in the past, it is always worth applying the 'Don't ask/Don't get' principle!

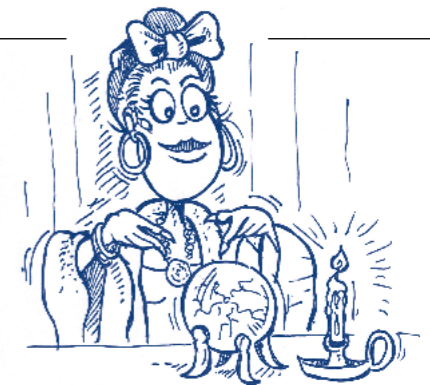


GANNON & BENJAMIN 75' SCHOONER, REBECCA OF VINEYARD HAVEN

What Next?

It is a brave person who consults the crystal ball, but a safe bet would be that the EU will continue its infighting, NI position will remain unresolved for some time, but there is a bit of light at the end of the tunnel in so much as there are indications that some Members States are starting to introduce a much more accessible, streamlined electronic TA mechanism, that will allow remote, immediate and verifiable notification

– **welcome to the 21st Century!**



2024 Crystal Ball



BLUEWATER CRUISERS - THE FUTURE IS NOW

BY MARKO PAŠ OF MARINE DESIGNS
(FOUNDER & DIRECTOR OF PEGASUS YACHTS)



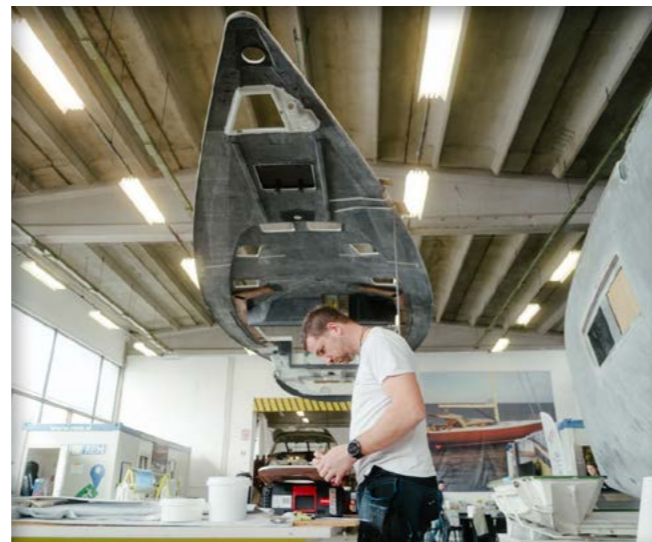
Dear reader, please keep in your mind that my experience and my thoughts in this article focus exclusively on mid-sized cruising yachts from 15 to 25 metres, being built in composite materials.

MATERIALS AND PRODUCTION TECHNOLOGY

Materials and production technology developments through the past two decades have been able to exploit the benefits of lightweight build in the cruising yacht segment. The fibre wetting and laminate consolidation process called vacuum infusion has now been mastered by designers and builders, providing the major composite production method. Vacuum infusion is safe, financially affordable and delivers a good quality, sustainable yacht structure. The availability of carbon materials at an affordable price for some yacht groups, and extensive experience of structural engineers enabling them to use a combination of glass fibres with carbon, has resulted in the possibility of lighter yacht structures. Yachts nowadays are lighter in construction, without losing soundness, durability, or longevity.

Modern lightweight hulls like our Pegasus 50', have a higher sail area to displacement ratio and fuller bow sections, hence, speeds increase, especially reaching and downwind. Fuller bows do not steer the yacht, as the bow always remains high out of water, which in turn means that the deck stays dry. By reducing total displacement, the necessary driving force can be reduced, which means that the mast can be shorter, lighter, and less expensive. It also reduces the sail area needed. An absolute winner for my taste is the use of carbon masts, which have become much more widely used during the last decade. It is not unusual today for a modern bluewater yacht to find herself with a 30% lighter mast than the alloy equivalent. This also means that the motion in a seaway is softer and easier.

However, reducing displacement and improving reaching and downwind speed is not always favourable. There will still be traditional ocean-going yachts designed and built with intentionally higher displacement for more comfort and, in some cases, for more speed. Imagine motoring into a choppy sea – here a heavy displacement hull with fine bow entry and its high mass inertia, softly cuts through the water. In contrast, a lightweight hull with fuller bow is a total nightmare in these conditions. Very uncomfortable. These two worlds will split in future, but lighter displacement bluewater cruising yachts are coming. We just need to find the right balance between the various elements; comfort, speed, and cost.



NEW DEVELOPMENTS FROM THE RACING WORLD

Many people question how racing boats, especially with the developments in foiling aboard America's Cup boats and ocean racing classes, will contribute to the cruising yacht segment. I honestly don't know. I am certain that there are already a good number of small features that we do not directly recognize that are already improving our passage times when crossing oceans. Electronics, especially autopilots, are getting better, composite standing rigging which reduces weight high above the centre of buoyancy has improved as much as fourfold, there are high-performance ropes for acceptable budgets, laminated durable lightweight sails...

Are we, cruising folks, flying above the waves on the ocean? Probably not, because if you fly on water and waves, the yacht also lands in the water and that is dangerous. As a famous British sailor said recently: *"it's not the speed, it's the abrupt stop, that kills"*.

Or maybe it will simply take more time to develop racing systems for cruising. But still, we can't control nature and yachts are moving through the air and in the water at the same time. Cruising, at speed is only one part of the joy. There is much more to it preparing food, good sleep, no stress, a love of the sea...

I believe cruising motor yachts have much more to gain from foiling knowledge. Foil supported power catamarans are no longer exotic and they are very functional at sea. I was lucky to be involved with a project development in this segment, and foils provide a fast and smooth ride, which is comfortable because vertical acceleration is much reduced and fuel consumption is also notably diminished. Another bonus is that the catamaran's crew get less seasick! >>



CATAMARANS OR MONOHULL?

Even though I sailed an Olympic campaign in Tornado catamarans and hugely enjoyed their performance and speed, I am focused today on sailing and developing monohulls. This may appear a little anachronistic on my part, particularly as there is a constant drive for new and progressive developments for cruising sailing catamarans. This development began over 20 years ago when multihull builders started building cats for cruising areas like the Caribbean and Far East. They deliver roomy saloons with 360 degree vision that are fully connected with the cockpit as well as providing four quasi-equal cabins. They are the perfect platform for sea lovers. Plenty of mooring spaces and constant ocean breezes with reaching courses fuelled demand for these boats, and over time production sailing catamarans evolved into comfortable houseboats. A wise move for builders and their happy catamaran clients. This in turn, has opened up the market for a new breed of catamarans / performance catamarans.

These boats are technical marvels. They sail upwind and are super-fast when reaching because they are lightweight and they have massive stability that generates drive. These boats are easier to handle because of the use of fully furling downwind sails. However, their complexity, very high speed potential and high loads are challenging for cruising sailors. Of course, the price point is also eye watering, correctly reflecting the level of technology and performance delivered.

For my very personal taste, monohulls are still best on the grounds of practicality and safety amongst many other reasons, but I predict that catamarans as a generality are going to take a major portion of the market in time.

Will catamarans take over? I have no idea; this will be determined by existing and future infrastructure. However, when choosing between a production cruising monohull or a catamaran, my personal choice for bluewater would definitely be monohull.



PHOTO CREDIT WORLD CRUISING CLUB

EXTERIOR STYLING-INTEGRATED COCKPIT COVERINGS

When thinking about styling and the exterior aesthetics of bluewater cruising yachts, I feel that inevitably the emphasis will focus on practicality. The need for sun protection and the fact today's sailors tend to be less agile and want comfort will push designers and builders towards protected cockpits. Even the most traditional brands are implementing mainsheet arches and from there it's just a small step to an integrated solid cockpit roof.

Remember the Renault Space back in mid-80s? Even a conservative industry such as ours will adapt. Sailors are simply not willing to hide from the sun in a tiny part of the cockpit, or to have to deal with complicated canvas sunshade contraptions after dropping anchor. They want to swim and have cool drinks. For the same reason, coachroof windows will become vertical or even inverse. No sleek windshield angles like on a sports car. This is not only a fashion trick taken from motorboat designs, it's also very practical and the result is simply less heat in the saloon.

Boats will generally grow in volume. Every new design is bigger than its predecessor. But this trend is less evident with real ocean-going yachts. The law of physics are not changing, so correct volume distribution per length is still very important for comfort and performance at sea.

Will bow stem shapes remain vertical, or even reverse, as is the trend now? For ocean going yachts probably not- it lifts water which means lots of water on the foredeck and then into the cockpit. But it does look attractive in marinas and at boat shows. >>

“ IN THE LAST TWO YEARS, WE HAVE BUILT THREE BLUEWATER SAILING YACHTS WITH TWO DIFFERENT AND RENOWNED ELECTRIC DRIVE PACKAGE SUPPLIERS. ”



ECO SUSTAINABILITY AND ELECTRIC DRIVE ON BLUEWATER CRUISING YACHTS

We are living in the electric car era, and this technology is flowing into yachting as well. Boat owners, some driving electric cars, expect us builders to translate automotive solutions into boats. But... the devil is in the detail. There are electric drive components on the market, but few suppliers offering a complete package and only few offering a turnkey solution similar to what is on offer for combustion engines. Install, connect, run. No way.

I have been dealing with electric drive on boats since 2008. In the last two years, we have built three bluewater sailing yachts with two different and renowned electric drive package suppliers. Not plug and play! Same for both. We needed to engage our electrical engineering team to produce installation drawings at the level we needed, both in the shipyard and for our owners. Days of email exchanges and video conference calls followed with highly sophisticated electronic language no one fully understood. And after the commissioning papers are signed by the system supplier's most senior person, the yacht owner moved the throttle forward and the yacht went into reverse, or the owner discovers that not all the battery cells are balanced to the same hundredth of a volt. Of course, it's always the yacht builder's fault, despite the fact that the supplier has signed off the system as fully commissioned!

So, a bit of the boat builder's insight, not to say frustration, before I move onto the subject of electric drive.

In general terms, transfer of torque on a displacement sailing boat, from propeller to water is ten times less efficient than a car tyre to the road. This is simply physics. So, the comparison with cars fails immediately and this has proved to be the case in practice too. Thinking about how we all use our yachts, there are **three categories** -

01 DAY SAILING

Out of the marina to an anchorage not far from the start or sailing and returning back to marina in the evening.

02 HOLIDAY HOPPING

Holiday time is limited and so the cruising programme takes in as many destinations as possible. Add to this the need to meet up with friends to show them your new yacht! This programme does not take wind strength or direction into account. This is how a typical Mediterranean cruise normally works.

03 SAILING OCEANS

Sailing for long periods without undue time pressure and taking advantage of the prevailing winds.



CASE 1 DAY SAILING

Electric propulsion for people motoring their yachts in and out of marinas with an electric infrastructure for regular charging of the battery bank works fine. On a lightweight 50-footer, a 38kW battery bank provides range of 25 miles at 5.5 knots.

CASE 2 HOLIDAY HOPPING

If you have a tight programme and need to motor, because there is no wind or it is coming from the wrong direction, you need power to cover distances otherwise you will have to anchor in a protected anchorage until wind conditions change. In this case, an effective set up is critical. You can always run the generator to power the electric motors. **But what is the gain if you need to run the generator with diesel to run electric motors?** All our electric yachts have the same amount of diesel on board as our diesel powered yachts. The maximum range with the generator running and electric motors is similar. But at 5.5 knots constant boat speed, the time at sea with electric drives is 30% longer, if the sea state is flat, otherwise the difference is even larger.

CASE 3 SAILING OCEANS

For peace of mind for the keen sailor, where there is no rush and you are sailing oceans with generally prevailing winds, electric drive is a potential option because of the regeneration that electric drive offers. If you sail a lot, electric drives regenerate up to 1.5kW per hour, which means that the main battery bank is constantly full, and the yacht has an excess of energy. But for long distances a diesel generator is still obligatory as well as a large diesel tank.

Pleasure marine electric propulsion is currently being adopted by enthusiastic start-up companies and the technology is relatively immature. There have been announcements that larger players in the propulsion sector will enter the electric market with turnkey solutions, but so far, their solutions have been postponed. Probably for good reason. Until these new systems are available, builders, and especially yacht owners will have to survive with the solutions that are currently available on the market. For early adopters and electric enthusiasts this might not be a problem.



LESS IS MORE

If I could have my wish for the future for real bluewater cruisers, Less is More would be the name of the game. Less complexity, more freedom, less unnecessary stuff, less stress. Compare yachts with cars, where even small and inexpensive cars have unbelievable features; from big screens to interactive audio solutions. Think of the amount of resource that the automotive industry spends on one car model! I wish that yacht designers and builders had a fraction of this potential spend. But until this changes, let's design and build yachts that are fair and simple, and let the yachts serve our clients and not vice versa.



WORLD ARC – *Sailing Your Dream*

BY RACHEL HIBBERD,
WORLD CRUISING CLUB



Sailing with blue skies above and dolphins in your wake. Dropping anchor in gin-clear water near a palm-fringed beach. Catching tuna for the freshest seafood supper. Meeting interesting people and enjoying the solitude. The dream of ocean cruising is seductive, especially when the reality is a beat to Cherbourg in never-ending drizzle.

This is **'the dream'**, but making the dream come true takes planning, time and support. It can be difficult to create the space for bluewater between commitments to work, children, grandchildren, elderly parents or pets. Is it a grown-up gap year, or an open-ended voyage of discovery? What does your dream look like?

American Lane Jacobs sums up the aspirations of many sailors:

“ I've wanted to sail around the world since 1976, and it's taken me almost 50 years to learn to sail, save the money, get the right boat and find the time to do it. I can't tell you how happy I am to be here at last for the start of World ARC. ”



HOW MUCH TIME?

Even if you're not selling-up and setting sail for ever, you can still have a transformational adventure. A six-month window could be a leisurely sail to the Mediterranean or round the Baltic, or even an east-west Atlantic crossing. Lay-up in Grenada or Trinidad and fly home to return the following winter, or book a place on a yacht transport ship and bring your yacht back to Europe.

A year expands your horizons for a classic Atlantic circuit – crossing east-west in the autumn for a Caribbean winter, returning to Europe via Bermuda and the Azores in late spring before hurricane season. Come back to the UK, or head from the Azores to Portugal and into the Mediterranean for the European summer.



CIRCUMNAVIGATION

Want to sail round the world but need to get back to work? A 21-month sabbatical could see you sailing from Europe across the Atlantic for a Caribbean Christmas, before transiting the Panama Canal and on across the Pacific visiting the Galapagos, French Polynesia, Fiji and Australia. Into the Indian Ocean to Indonesia, Cocos, Mauritius, Reunion and then South Africa for your second Christmas away, perhaps at a game lodge.

Departing South Africa in the New Year, you'd cross the Atlantic to Brazil for the famous carnival season before heading up to the Caribbean, crossing your outbound track in March. Complete your circumnavigation with a leisurely cruise up through the islands, leaving in May to cross the Atlantic back to Europe.

Circumnavigating in under two years does require a sense of pace, but there is also time to explore and wonder. If you have no deadline for return, then yours is the luxury of time, with your route and landfalls dictated only by weather systems and visa requirements. >>



SAILING RALLIES

Alongside the social atmosphere and focus on safety, one of the key reasons for joining a Rally is the timetable. Having a start date means that yacht and crew preparations come together at the optimum time – there is a target to aim for. The momentum of the Rally itinerary, especially for a multi-destination voyage like a circumnavigation, balances supported visits to far-flung destinations with personal exploration, keeping participants the right side of seasonal weather systems and able to return to home and work commitments as planned.

A circumnavigation doesn't have to be a 'one and done' dream, as Helmut and Babsi Laxen explain.

“ This is the second time we've done World ARC. We love it so much, particularly the camaraderie among the sailors. Our favourite destination, which we can't wait to return to, is Fakarava in French Polynesia. ”

As Helmut Laxen highlights, camaraderie is a big aspect of cruising with a Rally. The in-port Rally activities are designed to help sailors finalise their preparations and to meet fellow ralliers. While not literally in the same boat, the rally participants share common goals and challenges, whether they're the proud owner of a Westerly Konsort, an Oyster 565 or a 30m custom build.

When the Rally is at sea, even when yachts are mostly out of sight, there is an element of safety in numbers – someone to offer advice over the SSB net (*now more often the Starlink WhatsApp group*), or to donate a vital replacement part. In last year's ARC Plus Transatlantic Rally, a Wauquiez 47 was unexpectedly de-masted. Other Rally boats came to her aid, transferring enough fuel to allow the yacht to safely return to Cape Verde.



ARC 2011 © WCC



ARC 2023 START © WCC



The ARC Forest.



YELLOW SHIRTS TEAM 2023 © WCC



ARC 2022 © ARTHUR DANIEL



MORE THAN SAILING

Some of the shoreside activities for Rally participants include kids' clubs – the Transatlantic Rallies are popular with young families – as well as talks by industry experts and excursions inland. One of the more unusual activities during the ARC and ARC Plus rallies in Gran Canaria is to plant trees in the 'ARC Forest'.

In 2010 World Cruising Club joined forces with local not-for-profit Fundación Foresta to support their project revitalising the ancient Doramas Forest for the benefit of wildlife, water management and carbon capture. Every year, a busload of sailors heads into the mountains to admire the incredible views, learn about the importance of the forest and to plant trees. Almost 4,000 laurisilva trees have been planted by Rally sailors and carefully nurtured by Fundación volunteers.

Giving back and volunteering can be an important element of the bluewater dream, and World Cruising has helped sailors to get involved with a range of projects around the world, including raising funds for Caribbean youth sailing projects, humanitarian relief in Vanuatu and litter picking on Pacific islands.



ABOUT WORLD CRUISING CLUB

Cowes-based World Cruising Club has been organising Sailing Rallies since the first ARC (*Atlantic Rally for Cruisers*) in 1986. Founded by Jimmy Cornell and run for decades by Andrew Bishop and Jeremy Wyatt, the organisation is now led by Paul and Suzana Tetlow after a management buy-out in 2023.

Paul and Suzana have many years of experience in leading Rallies, working with port officials and overseas partners to deliver the adventure of a lifetime for the sailors. Paul heads-up the company as Managing Director, and Suzana brings her unique mix of organisational and language skills to the role of Operations Director. The pair are supported by a small permanent team and wider network of 'yellow shirts' during events, many of whom have themselves crossed oceans with us.

1. SOLARIS 55

The new Solaris 55 is currently in build and will be making her World Premiere in September 2024. Solaris celebrates 50 years of yacht building in 2024 and the future promises to be exciting. The new 55 is designed to successfully take you round the world or to be equally at home for a pleasant day sailing.

2. SOLARIS POWER 44 OPEN

Epitomizes sophistication and power on the water. Crafted by an expert in-house team, materials are meticulously chosen for their quality. Designed by renowned naval architect Brunello Acampora, the hulls are resin-infused for optimal strength, ensuring stability from displacement to 39 knots.

3. NEW OFFICE IN PALMA

Our brokerage office in Spain has moved! Now located in Edificio Reina Constanza, Calle Porto Pi 8 – 8B, Palma de Mallorca please do go visit if you are in town. You certainly will not be disappointed with our panoramic view over Club de Mar and the port. Simon Turner will see you coming with his binoculars!

4. PEGASUS YACHTS

Unique, fast, comfortable and strong; all words regularly used when discussing the Pegasus 50. Open plan living, electric or diesel drive and beautifully designed by experienced sailors, for experienced sailors.

5. STARLINK

Starlink has transformed the way cruisers connect to the outside world when at sea. What's not to like about high-speed internet on the water! The connectivity it offers allows cruising sailors to work from anywhere on the Planet and it has already been used to help coordinate a rescue mid-Pacific. [starlink.com](https://www.starlink.com)

6. RECYCLABLE BOATS

ARKEMA, a worldwide company who create innovative materials for a sustainable world has created a thermoplastic resin called Elium® to allow for the building of recyclable composite yachts. A huge step forward in making the boat building world kinder to Planet Earth. [arkema.com](https://www.arkema.com) *Image below Photo Credit Simon Jacques.*

7. RORC FIRST FEMALE COMMODORE

Dr Deborah Fish OBE is the first ever female Commodore of RORC as of January 2024. She takes the helm from Berthon client James Neville. She has raced with RORC since 1999 and has competed in the iconic Fastnet race an impressive 11 times. We are excited to see what the next year has in store for this great club.

[rorc.org](https://www.rorc.org) *Image below – Commodore Deborah Fish aboard Richard Palmer's Class 40 JAGANDA – RORC Caribbean 600' – Photo Credit William Simpson/RORC.*

8. E-BOAT TECHNOLOGY

Electric cars have come on leaps and bounds in the last few years and we are seeing this in yachting too. Many established shipyards are transitioning from internal combustion to electric power. Foiling technology is also helping make this possible as it maximises efficiency, so electric hydro foiling boats are now making their way onto the market. *Image below CANDELA C-8 DC – Photo Credit CANDELA.*

9. PALMA SUPERYACHT SHOW

In late spring each year, it is possibly our favourite show. With a selection of superyachts, it is the opportunity to see a large proportion of the larger brokerage yachts on the market in Europe and the Mediterranean. It is run in conjunction with the Palma Boat Show – and the sun ALWAYS shines! As ever, we will be there...





MENDING THE MARINE INDUSTRY SKILLS GAP

BY KEITH LONGMAN

EDITOR'S INTRODUCTION

Boat Company Yard Manager Keith Longman has a busy and varied role at Berthon. However, by far the most important task that he has, is to articulate and deliver Berthon's core mission of training young people via an Apprenticeship Programme that has been in operation since the 1800s or maybe even before. He is also responsible for the rest of the Berthon crew and their development. Many of the Team have been at Berthon since they joined as apprentices, and he also manages the challenges of staff retention and an aging workforce. These challenges are far from unique to Berthon, and Keith is actively working with industry partners and Government to understand the common problems and to put in place the infrastructure needed for the industry to thrive and grow in an international context.

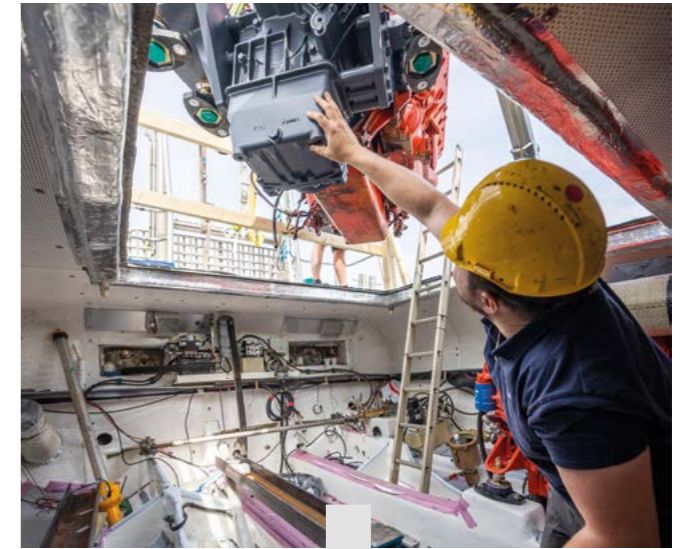
Berthon has been in the marine industry for a very long time. A family owned business, it was formed in 1877, has been in the same hands since 1917, and the fourth generation of the owners, the May family, work here today. My office is in a facility that was built in the late 1990s, but people have been building boats here since Roman times. We have 90 skilled craftsman on the shop floor including 20 apprentices. Berthon has all the skills in-house to fulfil the needs of our leisure and commercial customers including servicing, refits, repairs, and in-service support. Our apprenticeship programme is vital to that as it trains the next generation of Marine engineers, Marine electricians, Shipwrights, Yacht sprayers, Riggers and Boatmovers. We also offer training to graduates in both Project Management and in other parts of the Berthon Group. On site here in Lymington, we have a crew of 150 with a 250 berth deep water marina, outboard and small yacht distributor, pontoon builder, RIB sales operation and the Berthon Sales Group. This company has a sales office and service operation in Palma and sales offices in Sweden and on the East Coast of the USA. Berthon is a diverse business with high standards and offers varied careers and career advancement for the right candidates.

The Marine Industry is suffering from a skills gap and the UK Shipbuilding Skills Taskforce of which I am a member, released a report in September 2023 to identify how we can overcome this. Shipbuilding has great need of key science, technology, engineering, and maths (STEM) skills, in order to narrow the gap. Of course, these skills are needed across the economy, so it is important that a collaborative approach be adopted between Government and our industry to champion Shipbuilding.

What we have not been good at is to articulate effectively to the wider public what an exciting industry we are, and so we need to work hard to show them that it is high-tech, sustainable, and inclusive, as well as importantly – being fun! Our Apprenticeship Programmes and other initiatives which I will mention later are key to leveraging the skills system. Gaining the skills are one thing. Keeping up to date with new technologies to remain competitive as an industry is another, which is why at Berthon we place enormous emphasis on keeping the training going both internally and externally throughout the careers of the whole Team.

TODAY'S JOB MARKET PROVIDES PLENTY OF CHALLENGES:

- + *Persuading not only the students but also teachers that an apprenticeship is a worthwhile career path and challenging the group think of university as the preferred career path.*
- + *The frequent career changes that are a feature of life today. It is not unusual for people to change job every two to three years. We are in the business of investing in our people, and this makes it difficult when people leave after a relatively short period over which we have invested heavily in them in improving their skill set.*
- + *A side effect of frequent job moves is that in many cases the skills that would be honed by those in a long-term position with a career path and constant training at Berthon, are not found in those recruits who join us fully trained. We operate a skills matrix with six levels of defined progression and routes into charge hand and upwards. These progression routes coupled with excellent rates of pay and conditions, means we can attract experienced employees from other companies onto Berthon skilled Level 1. Of course, the potential to upskill and improve is here for them, but it takes varying amounts of time which is challenging for the business.*
- + *Longevity of service is something that we are fortunate to enjoy at Berthon with many of our people. One of our senior shipwrights has retired this year after 50 years at Berthon. He will be much missed not only because he is a friend to many here, but also because those years of experience and know-how will be lost to us. We have many very skilled crafts people, but our older cohorts have a deep understanding that only comes with decades on the floor doing it.*
- + *Post apprenticeship we do lose people into super yachting, and into other industries. A time served Berthon technician is attractive on the jobs market. Of course, I keep in touch with them all, and it is not unusual to hear from them years later, and it is always good to welcome them back to the Berthon family, and to see them back working at Berthon once more. You may leave Berthon, but you never really leave the Berthon family. >>*



“ I FOR ONE COULD NOT IMAGINE A MORE REWARDING WAY TO TRAIN, MAKE A LIVING AND TO ENJOY A WORKING LIFE THAN BY DOING SO WITHIN THIS INDUSTRY. ”





“ AT BERTHON, WE USE LEAN MANAGEMENT EXTENSIVELY TO ALLOW US TO BE SMART IN THE MANAGEMENT OF OUR PROJECTS AND TO GET THE BEST OUT OF THE RESOURCES THAT WE HAVE. ”



Recruitment is a constant task. I am a Careers Enterprise Advisor at our local senior school in Lymington and help promote the world of work and apprenticeships to their students as well as educating the educators. We work with several local schools and colleges, attending careers fairs and talking at assemblies to promote our Apprenticeship Programme, the opportunities to learn a trade at Berthon earning a good wage and the plentiful opportunities for career advancement. We are very interested in people who are planning a career change later in life and if they are committed, we are happy to invest in them and their training so that they can become full members of our Team.

We offer work experience at Berthon and graduate placements to demonstrate what a role in our industry and at Berthon can offer. Other parts of the business are also training – the Sales Group has a policy of taking graduates to train as brokers (we believe that it takes 5 years to make a broker) and this programme has worked well.

As a Liveryman for the Worshipful Company of Shipwrights, I sat on the Shipwrights Apprenticeship Scheme committee, which played a key role in introducing marine companies to apprenticeships and young people to the marine industry through bursaries. Every year the Livery stages its Shipwright Lectures at the MAST studios in Southampton and I am a member of the lectures committee that arranges these free to attend events for apprentices and students. We are keen that these young people are enthused about the career path that they have taken.

Running the Apprenticeship Programme and mentoring our intake of ten apprentices annually on a four year programme is a fascinating, rewarding and also sometimes frustrating job! Ensuring that apprentices at Berthon and in the wider industry have the best opportunities is what I am passionate about and for the last 10 years I have chaired the employer groups that have built the new apprenticeship standards in Boatbuilding, Marine engineering and Marine electrics as well as sitting on other standards groups. I have been made an honorary member of the City & Guilds of London Institute for my work updating the qualifications for the above apprenticeship standards. We work across a wide sector of the marine industry and so the opportunities for our apprentices to experience a variety of tasks and develop is ever present.

We have a large commercial department working with the MoD and a variety of Government and commercial agencies such as Border Force and ABP where speed, accuracy and budget are key. We build Gemini RIBs. We restore classic wooden yachts. We work in both traditional and high-tech materials, as well as repairing and refitting high performance racing yachts. We work with both fast and long-range motor yachts and have programmes for totally refitting bluewater cruising yachts for world trips. We maintain and carry out winter service and spring fit out for a large number of yachts, both power and sail. No project is ever the same, but what never changes is the need to provide the highest levels of competence for any work that has the Berthon stamp.

Berthon has a programme of investing heavily in infrastructure including a state of the art spray painting facility. Our engineering, shipwrighting, and electrical departments always have the latest equipment. We never know what might come through the door next and we need to be ready. This is of course the very best training for our apprentices. It gives them a depth of experience that certainly cannot be found in production boat building or on a factory floor.

We also recognise the importance of helping our apprentices to grow as people. Offering them participation in the Duke of Edinburgh Gold Award is one of the ways that we do this. Volunteering at the Lymington Food Bank was a particularly thought provoking experience for them all – in ways that I don't think that they imagined, when they were selected for the task.

Our apprentices also participate in the Shipwright Livery's King's Silver Medal with adventure events at Kielder Water in Northumberland. We have also had apprentices aboard our client Peter Watson's FPB 64 explorer yacht, sharing legs of what was dubbed The Long Voyage Home, from Whangarei, North Island in New Zealand to Tahiti, and across the Pacific to the Panama Canal. From there, it was onwards across the Atlantic to the boat's homeport in Guernsey in the Channel Islands. Peter has also kindly run programmes on his current boat, a larger FPB, at 78 feet, GREY WOLF II, changing the outlook and lives of a number of our Berthon apprentices.

Apprenticeship programmes are in operation across our industry and we are all learning together about what works best. Companies like BAE, Babcock and Pendennis also put the training of young people at the core of the recruitment policy. It fosters job retention and means that the skill set delivered is right for their business. Although very slow burn, it enables us all to upskill successfully, and we are also able to offer consistently high standards of workmanship. When people buy into an apprenticeship they are normally also willing to continue to learn and upskill as technology provides new skill requirements and new ways of doing things. At Berthon, we use Lean Management extensively to allow us to be smart in the management of our projects and to get the best out of the resources that we have.

Because the Berthon Group operates a diverse number of marine businesses, there is scope for our people to change their role at Berthon and to grow in another part of the business. There is always the possibility of moving from the floor into refit management and to learn to drive a desk. There are opportunities to move to subsidiary businesses and to take the training provided by the apprenticeship programme in order to help grow these businesses and to ensure that the skills levels and standards meet the Berthon benchmark.

The key part of my role as Berthon's Yard Manager is onsite at Berthon, running the yard and being in touch with everything that is happening on the floor, and keeping things running smoothly, for the whole Team. It is my task to ensure that we are on point with **ISO9001** (Quality), **ISO45001** (Health and Safety) and **ISO14001** (Environmental) standards and all the procedures that a modern business needs to respect.



However, my work with the Shipwrights' Livery, Shipbuilding Skills Taskforce, chair of employer groups, the role of careers enterprise advisor, speaking at schools and the other agencies with which I am involved is all aimed at managing and improving our skills base at Berthon and within the wider industry. It is only if we all work together to increase the visibility of our amazing industry that people of all ages and skills levels will be encouraged to join our mission and to enjoy a very fulfilling career with lots of opportunities in an industry which is one of the most diverse and exciting that I can think of.

After all, I started my career as an apprentice engineer and worked my way up the hard way. This means that I have a good understanding of the challenges as well as opportunities that exist. Being an island, the UK has always had a deep and enduring connection with the sea and everything to do with it. I for one could not imagine a more rewarding way to train, make a living and to enjoy a working life than by doing so within this industry.



Keith has many jobs!



Yacht Ownership

– the march towards an easier life

BY SUE GRANT

Yacht ownership is a joy. Your yacht is your rat race escape capsule, for use by you, your family and friends exclusively. She lies patiently at the dock awaiting for your appearance and is there for your yachting programme whatever it is. Outside usage periods, if she is crewed, she may have a charter programme or other members of your family may use her as you wish.

This has been the norm forever, and outside the requirements of a finance house, no one has anything to say about where she goes and what happens to her. With the privilege and joy of yacht ownership comes that wonderful feeling that your yacht is there and ready for you after the next series of meetings and commitments are done. With all this good stuff come the bills... It is normally said that on average a yacht will cost 10% of her value a year to maintain. This can be more if she is due big capital expenditure, or if she is more mature and her residual value is low for her size. If it is less, it is wise to hang onto the surplus against the next breakage or upgrade that needs your attention.

The baby boomer generation have always been super keen on pride of ownership and this, up until just before Covid, was the way it worked. With a churn rate on motor yachts at least of 36 months, the cost of upgrade on yachting was a matter for your enthusiasm and the need for an approving nod from your bank manager.

As the world changed in the 2000s, people owning yachts also changed, with the yacht becoming just one element of her owners' toy box, so she had to compete with the house by the sea, the ski chalet, the plane and much else. Shocking Northern European weather took yachts to the Mediterranean for its guaranteed sunshine and outside living. People downgraded to smaller yachts or came out of yachting altogether preferring to charter. There was a huge increase in the sales of motor yachts which were comfortable, easy to operate and a more certain investment. Sailing became somewhat side lined and the industry worried that it had the hallmark of an hereditary sport, with only those whose families sailed buying sailing yachts, and that numbers sold would dwindle to a trickle as new entrants preferred the convenience of throttles and getting from A to B in a straight line.

As yacht prices rose and technology increased, and the super and then mega yacht were born, the cost of entry into yacht or motor yacht ownership rose. Importantly the cost of berthing, insuring, and caring for yachts also multiplied. OK for the baby boomers but those millennials that yachting needed to attract to the sport were not impressed with the responsibility, capital investment and cost of ownership. They sailed dinghies, cadged cruising aboard yachts belonging to baby boomer family or friends, or chartered, or just didn't bother.

Large manufacturing groups like Beneteau woke up to this problem in the 2000s and planned for charter, boat share and the rest. The baby boomers were being overtaken by a new generation that wanted experience rather than a big overdraft caused by their yachting habit.

Of course, Covid turned everything on its head and the freedom of yachting and the ability to have your place on the water for you and your family, which was a safe space, made the millennials think again and they entered the feeding frenzy that was the yachting Covid bump in 2021. They bought small yachts, traded them and spent time on the water, learnt about clockwork yachting and sailing, and found that they loved them both.

With charming optimism, the yachting industry felt for a brief moment that they had captured this new breed of yachtsmen and that they would be able to persuade them to buy into the idea of large capital expenditure, big running costs and to be fully responsible for an asset that needs plenty of love and input. To a degree, whilst yacht prices were rising, this worked. However, the millennial buyer is a discerning one and this was never going to wash for long.

In a normal market, by buying wisely a yacht with proven good residual, and maintaining her properly (and paying the eye watering bills that this brings) you get out with a modest loss, which is a fair bargain for the pleasure, and experience that the yacht has delivered. Unlike a classic car or a property, yachts are not an investment – but they are your magic carpet to a fantastic lifestyle.

Whilst a good maintenance programme removes some of the uncertainties, there are always surprises with any maintenance programme and we wince when our yacht owning clients are cheerfully told when they question an eye watering bill sent by a marine business for fixing their yacht – Welcome to yacht ownership Sir...

Today's new intake of yachties don't like surprises. They will pay a fair price for a good experience and don't have the need to own a particular yacht for the emotional attachment that she provides. After Covid it was always inevitable that other types of ownership were going to be required to keep them coming to the party and spending on yachting. As they take over from the baby boomers, these new systems for using yachts and participating in our sport will become more common and then the norm. Owning, funding, and worrying about a depreciating asset that you use for much less than half the year will be the exception rather than the rule.

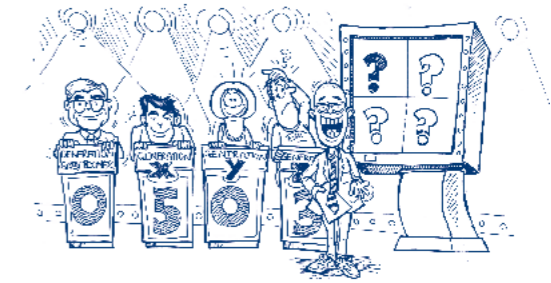
Savvy yacht manufacturers, clubs, marinas and other operators woke up to the joys of the **Boat Club** very quickly, and so now there are lots of them. We predict that 5 years from now they will scarcely be a port without a Boat Club being enthusiastically used by clients. The client pays a fixed fee per year for a set number of days of usage and books the days that suit. They can choose from a variety of different class of yachts and if they are not experienced, they pay for a captain to teach them the ropes.

This is very good business for the yacht manufacturers who can build for their own Boat Clubs and offer a selection of their product. The yachts pay for themselves and can be sold at the end of the term for an attractive price. The hope is that Boat Club users will then want to upgrade to full ownership. For the marinas, it guarantees that berths are taken and brings people into their port who may buy a yacht and want a berth in the future. For the normal Boat Club operator it is also a winner as fees are collected up front, so they have good cash flow and a programme for the year. Of course, this works best for smaller yachts although it can be scaled.

Millennials love all this. They pay a sum annually for a number of days and if they change their mind about a day or it's rainy – they can go to the pub instead. The thing that we find interesting about this trend is that the baby boomers have started to jump onto the train, loving the lack of organisation, hassle and knowing that for a modest fixed fee they have all the yachting that they need, they can use different yachts in the fleet and crucially, if something breaks it is just not their problem.

We have always seen **charter yachts** in somewhere very sunny, where you buy the boat on easy terms and she's in a charter programme. Over time you become her owner and at the end of the period you either keep her or she is sold and you recover some of your investment. Rather like an elaborate timeshare but still with strings and lots of paperwork. The Boat Club on the other hand, has a delightful simplicity that appeals to all.

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Baby Boomers join generation X, Y and Z.

Shared yacht ownership has always been with us. In the past, it has normally worked best when friends or family members club together and own a yacht with a common cruising programme, sailing aboard both together and apart, and very often the yacht has a charter programme as well. Many yachts have circuted the globe, entered regattas and done amazing things that way, with cost, experiences and capital costs shared. However, it is never that easy to organise and if a partner wants to leave the party, finding someone else to replace them was a problem. Sometime there are squabbles about running costs - does the yacht really need a new generator, mainsail, new Satcom or whatever? But many partnerships work well and the arrangement can flow over a number of yacht sale and purchases and this is a practice that we still see, and we have acted for a number of clients who have owned their yachts this way. The watchword for this working on an informal basis has always been mutual tolerance – in abundance!

But now we are seeing the development of **fractional ownership** systems administered by businesses who take the emotional sting in the tail out of the traditional shared ownership system and offer a fixed price for a set number of weeks of usage, with a set cruising programme and the yacht and her crew if she has them, are professionally managed. No more the irritation of deploying the dinghy and finding that one of the davit arms is broken which your partners forgot to mention. Or spending three days in port waiting for the air con which went down when your partners were aboard (not their fault but it worked perfectly for them grrr!) or grumbles about the cruising programme for next year.

Fractional ownership is a simple transaction that provides a fixed price for a number of days, in a set location aboard a yacht of which you own a slice of but which you do not manage. Run as a business, you buy for a fixed term and the asset is sold and you exit or move into a new arrangement with a new yacht. How very modern, hassle free and very twenty first century!

Of course, these new systems favour new yachts with warranty on both them and their kit, and manufacturers have a new outlet for their products. Yachts are released from the programmes at an early age, well depreciated and so relatively easy to sell into the brokerage aftermarket or are traded by the manufacturers against a new replacement.

We predict that brokerage yachts will start to enter systems like this as they become more developed and there is more confidence in the longevity of the programmes. The brokerage market after all, offers more choice and delivers a larger, more elaborate yacht for the same budget. Bringing larger yacht ownership within scope for more potential shared owners, or provides fewer owners with more time aboard the yachts that they share. The key to making this work is a short ownership period with a thorough refit to bring all kit and structure up to tip top shape before the programme commences.

All this is very encouraging in our view, for the future of yachting in all segments. Whilst technology has made yacht operation easy in many respects, the costs of ownership are rising, but the more relevant thing is that despite much talk about work life balance and spending time doing what you want to do, we are all time poor. Releasing yourself from time at the office to go sailing is surely rather more worthwhile when you don't spend those saved hours arguing with yacht service teams or with your head in the bilges trying to fix a fault, rather than enjoying what the millennial group call – the experience...



Bumps in the road.

“ IN THE OLDEN DAYS, THERE WERE YACHT BUYERS AND YACHT OWNERS, UNITED BY THEIR LOVE OF BOATING AND BEING OUT ON THE WATER. ”

YACHT BROKERAGE BUMPS IN THE ROAD FOR 2024

It is a well-known management maxim that there are no problems – only opportunities. In 2024, we are looking forward to embracing our full share of opportunities, as the world turns and processes and systems change, as a result of the march of technology and also because of a swathe of new regulations and new ways of doing things as far as international yacht brokerage is concerned.

It has always been the broker's task to know their market, to understand and be passionate about the yachts that they are selling, and to provide a comprehensive service to both their client, the yachts' owner, and to deliver an effective service to the buyer. The essential skill for the yacht broker has always been around knowing the yachts, pricing, and effectively managing a transaction whilst providing the correct advice to both sides of the purchase.

The wonderful World Wide Web enables everything to happen much more quickly, and information can be delivered, and deals can be managed in a short period of time with the likes of Mr DocuSign and use of soft copy contracts and the rest. The British Registry for example, operates entirely in soft copy today. They only need a PDF of a correctly executed Bill of Sale and supporting paperwork to change title, and long gone are the smart hard backed blue Registration document annotated by the Registrar in longhand, which later morphed to a printed Registry Certificate. Today you receive a PDF that you are asked to print out and keep amongst the ship's papers.

Fantastic. It cuts down time, makes things more seamless and saves many trees...

However, with the delivery of all this information comes the Tower of Babel effect with lots of inaccuracies and misleading data. Worse than this, there is ample opportunity for fraud with people trying to capture your bank details, re-direct funds into an account controlled by them from which they can syphon off yacht sale proceeds, and dive into your details and accounts as well. We are now well versed in checking bank details verbally. It seems that every month there is a new scam, and a new way that clever on-line thieves seek to interrupt bonafide transactions. Of course, this is not unique to yacht brokers but keeping on top of the issues is most definitely a **bump in the road**.

Another issue is that of knowing whom you are dealing with. KYC – three letters that instil fear into the bravest of us –

Know Your Client. With a repeat business record of around 55%, for a lot of the transactions that we undertake we know our client well. We have probably dined with them, have certainly followed their yachting programme for many years and know their immediate family and friends. In today's environment this is simply no longer enough, and so passports, utilities bills and a short biography of how they came by their yacht money (source of funds is the catchy term) are all nonetheless needed, together with an understanding of where the actual funds being used for the purchase come from.

Fortunately, these checks are required whether you are buying a Ferrari or an FPB and so our clients are used to invasive questioning which is now part of everyday life. This ongoing **bump in the road** is one that will not go away.

For new clients we start from the beginning. Mr Google tells you much, but direct questions now must be asked. The British custom of not discussing money is no longer OK, and of course the plethora of misleading information on the web means that none of this can be relied upon, except to gather some colour to the picture.

We also use Experian checks extensively to provide a financial footprint, in an unobtrusive way to assist with this **bump in the road**.

Of course, there are reams of regulation and suggestions of who is high risk and what you should do and how you should check stuff. Many of the yachts that we sell are owned by companies and buyers are corporate too. Credit checks help but getting to the holy grail of UBO – which sounds like an unfriendly Dalek, but is of course the *'Ultimate Beneficial Owner'* has always been key, and for this task, turning detective and asking all the questions is a vital part of the yacht brokerage role today.



Then of course we have PEPs. The guys at Courtts will tell you all about these. *'Politically Exposed Persons'* – and this is quite a **bump in the road**, together with potential terrorist organisations and all the other people who have made their money the uncool way and are therefore most certainly not yacht owner material. And we could bore you with more...

At Berthon we are super cautious, but we are fortunate that we have a lovely client base who are passionate about yachting and with whom we have personal contact, and we take the time to know them. Selling things to and for people with whom you don't have that personal contact makes it much harder, we are sure. We are privileged to work in an industry that is about passion and not about paperclips or widgets, where the product is merely a commodity. This makes it easier to assess the potential risks.

We have always been approached, normally by email by those who in their second contact offer to pay the asking price if only they can have our client account details and to send someone to pick up the goods. The **bump in the road** for 2024 is the increasingly sophisticated way in which scammers seek to draw brokers into their web with well-crafted emails and a lot of technical knowledge. As ever however, personal contact is the best way to weed them out, as on the passion about yachting barometer – they simply don't cut it.

With all these risks all around, due diligence is important, and the regulations needed, if testing. Firewalls and protocols all play their part in fighting the diligent fight and we are up for the challenge in continuing to deal with this **bump in the road**.

In amongst all this, the client base is changing. As with so many industries, Covid-19 brought us the Covid bounce and a massively buoyant market. As our feet once again touch the floor and we carry on

working within a more normal marketplace, we realise that this additional demand for yachts has changed the profile of the modern yachtie fundamentally. The influx of new entrants to the sport has been amazing. Even more amazing is the fact that they loved the experience and that many of them are continuing their love affair with our sport. The industry has been energised by them, but we must understand and deliver on yachting as they want it to be.

In the olden days, there were yacht buyers and yacht owners, united by their love of boating and being out on the water. Now we have Baby Boomers, Generation Y, Generation X and Generation Z. Of course, in the twenty first century we love labels, and essentially these are people passionate about the water, many of whom are new entrants to the sport. However, the new **bump in the road** is that we have to adapt to their needs, for if we ask them to adapt to ours, we will soon be out of work yacht brokers. Elsewhere in this publication we have written about fractional yacht ownership and different ways of yachting. We need to be nimble and deliver these new options to our lovely new labelled client base.

Good communication is one of the key things that enable people to spend more time yachting. The opportunity to stay in touch with the office, attend the odd virtual meeting and to keep up with what's happening, delivers for many clients a freedom pass and opportunity to spend more time on the water. Here we must thank the most excellent **Starlink**, which is as common aboard yachts now as the Yeoman plotter was in the 1990s. Definitely not a **bump in the road** and something that is actively aiding yacht sales – so thank you Mr Musk.

The next **bump in the road** is the gift that simply doesn't stop giving – supply chain disruption. During and after Covid it was a shocker and everyone has waited for things to get back to normal. There have been improvements but in general wait times are still dreadful and yacht sales are put at risk by very long waits for replacement parts that are highlighted by surveys that take months, not weeks to turn up. Batteries no longer on call off and must be manufactured – two and half months, engine parts made in batch by manufacturers and now out of stock with a scheduled batch production many months away, new generators on a year's wait. The list is long and very irksome. Of course, the issues in the Red Sea do not help this and we expect to be trying to find work arounds for 2024 and yes, we will lose sales over it.

Marina berths are another **bump in the road** that does not improve. Our offices in Palma de Mallorca in 2023 have struggled with berthing in Mallorca as prices rocket skywards and availability plummets. From our new sales office opposite the Club de Mar we see the huge cranes and hopeful signs of construction which with luck will herald a new facility – and more berths! On the Solent in the UK, there seem to be simply too many yachts for the berths available and in Newport, Rhode Island, owners of 60 footers are dry sailing them as there is no space! This **bump in the road** means that if a client is specific about where they want to keep their new yacht, if they don't have access to a berth, then the purchase of a yacht is rather cart before horse, and needs to be urgently addressed.

Insurance is another bump with some underwriters out of love with the yachting industry for its minute size, and uncanny ability to provide massive liabilities from fire, hurricane and the like, and they are therefore not excited about providing cover. This **bump in the road** will, we hope, ease slightly in 2024, but yacht buyers do well to think about insurance cover when they first see the yacht of their dreams and not 24 hours before the completion of their purchase.

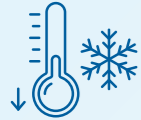
Aside from this, a permanent **bump in the road** is that of standing rigging on sailing yachts. Yacht owners who ignore their 10 year plus old rigging as a problem when they sell on the basis that their insurers have the yacht covered, are at risk of losing their sale. If the surveyor recommends replacement of the wires or full service of the rod (which will be a requirement from his PI insurers) then the buyer's insurer will ask for this work to be done. The myth that the buyer can take over the old owner's insurance is just that. They are a good choice as they already know the yacht, but the new owner's insurance will be a new policy and they will read the survey report and we have seen many occasions when standing rigging that was fine for the seller, suddenly becomes rancid and requiring immediate or near term renewal for the buyer.

So masses of change stemming from the Pandemic and a jolly **bumpy road for yacht brokers** (although fortunately with fewer potholes than on the UK road system as the scribe writes). Some of these bumps are long term but others are born of the Pandemic and also from the increased prominence of the web and the way that its tentacles have stretched into every part of life – even yachting...



BERTHON FORECAST 2024

BY SUE GRANT



The promise of a plethora of political elections, gales, extremes of temperature and a war on the borders of Europe are joined by a dreadful conflict in Gaza. What a start to a new year... 2024 begins with uncertainty politically and economically, and plenty of challenges for all the peoples on our Planet. Another forecast, same garden shed, overcoat and scarf, for in the UK, dreadful weather is a given during an English winter.

2023 was an interesting year for the Sales Group as we saw the market change and become much more normal. No more the race for scarce product and enhanced prices paid for yachts both new and pre-owned. There are now many more yachts available on the brokerage market and whilst manufacturers had a frenetic summer fulfilling all those 'made in Covid' orders, the pipeline has slowed for new yachts and as is normal, the pendulum of what is hot and what is not, has now swung.

For the Berthon Sales Group it has been a year of consolidation, and a change in focus to ready our little Berthon ship for the challenges to come and to ensure that we enhance our service in 2024. No one loves change but we moved quickly as the market's direction of travel became clear.

The **bluewater cruising bug** remains as contagious as ever and enthusiasm for yachting adventures grows, only confined by the availability of time, funds and the capacities of great organizations like World Cruising with whom we partner, and who bring us the ARC, World ARC and other wonderful rallies.

One of the things that we notice during the ebb and flow of the market, is that technology and innovation seems to be even more prevalent in a steadier and quieter market than in the frenzy of the Covid bounce. Of course, the bounce came at a time of immense pressure on the supply chain, materials and labour across the board. It is probably true to say that innovation becomes more apposite when the market softens. Added to that is the imperative to save the planet so burdened by the excesses of our fossil fuel way of life. 2023 saw huge progress on this front.

In our 2023 forecast, we felt that the client base would continue to invest in and get out on the water, despite gales, fog, high interest rates and even higher taxes. This has most certainly been the case. The motor yacht market in particular has performed strongly throughout the year, and we go into 2024 with some great listings and deals already in the bag. This market is dynamic although it is patchy and good condition is key. Today's buyer is not forgiving of poor service records, broken kit and deferred maintenance.

For sailing yachts, bluewater continues to be a good solid market, and in this segment the multihull has definitely come of age. Recent, well designed, and modern sailing yachts with sharp design and easily driven hulls are selling best.

We mentioned Ukraine in our 2023 forecast, but who could know that this conflict would be grumbling on unresolved with another war now in progress in the Middle East. Predictions about this situation are far above this scribe's pay grade.

We predicted that some new yacht manufacturers and distributors would have a very difficult time in 2023 and this was certainly the case. Small production yachts in all categories see both manufacturers and dealers carrying substantial inventories. This is a part of the market that is vulnerable, and we do not think that this will change in 2024.

Re-reading our 2023 attempt at crystal ball gazing, we also said that the feeling from some buyers that a crash was coming would not come to pass and indeed we were correct. The delta between new yacht prices magnified by interest rates, labour and material costs has grown exponentially. This has meant that more recent brokerage yachts are holding their price, provided that they are within a segment where there is market activity. The Covid bounce that found a buyer for anything floating within reason, is over and for some parts of the market, prices have not fallen as there is little if any trading of yachts within the segment.

Yacht positioning by sea remains as reassuringly expensive as we predicted, but of course we totally failed as nautical seers, as we missed the current difficulties in the Red Sea and the problems for shipping been caused by the Houthis Rebels.

So not a complete failure on the crystal ball side of things. Not just our market, but for the whole of Planet Earth, things are moving and changing quickly and we fully expect that 2024 will be a very big year in terms of climate change and political turmoil. We also expect that when the next Berthon forecast is written that the status quo of life will again have changed in ways in which we can't imagine today.

So, what about our 2024 crystal ball? We expect in the yacht market at least, that 2024 will be a stable year for yacht sales particularly in the brokerage market. Prices will not fall through the floor and there will be no feeding frenzy with values falling 50% from Covid highs. This is because of the disparity between new price and brokerage pricing, and also because increased costs of yacht ownership will mean that owners will not be excited about taking a bath when they sell. Although buyers cannot bid what they like and get a deal, they can wait for what they perceive to be value rather than a steal, and will likely end up as yacht owners. Because of this, owners do need to be cautious about overpricing in this market, or they will be left with their yacht and as she depreciates and demands more investment, the offer accepted later will be much less appetizing.

We also think that 2024 will be a key year for new yacht manufacturers. Small production producers who are building in high volume will start to turn the super tanker that is their production line, to give relief to their dealers and the aftermarket, so that high stock levels can be cleared. We also predict that new yachts will continue to sell and that in some segments the old fashioned concept of buying a yacht that is built for you will gain in popularity. This is a special process and engenders passion rather than making yacht purchase a soulless affair where the process is similar to buying any commodity.

“ WATCH OUT AS THE BABY BOOMERS JOIN GENERATIONS Y, X AND Z! ”

The Covid bounce yachtsmen are still with us and are driving fractional ownership, boat clubs and all sorts of new ways to enjoy our sport, all of which is healthy. We predict that these sorts of initiatives will grow and that further, some traditional yachtsmen with spare time or other interests and will embrace this form of yachting. Watch out as the baby boomers join Generations Y, X and Z! These new ways of using yachts will develop more in the coming years, giving production manufacturers a home for their stock. However, we also believe that these schemes will trickle up the quality and size chain of yacht production, although this will be a gradual process.

Supply chain issues, not helped by the problems in the Middle East and elsewhere, are not going to go away and this is a serious problem that will affect yachting in 2024 significantly across the piece, with higher prices for materials of all hues.

We do tend to bang on about **location and yacht sales**. In 2024 it will be more important than ever. Amongst our client base, we observe that since the Covid Pandemic, we have gone from staying home, to working from home, to working in the office and at home. It was very noticeable by 2023 that our clients are now most definitely back in the office 100% and they are working hard. Time is more precious than money (although of course money speaks loud and clear) and so for this year, those yachts positioned in out of the way places will struggle to attract viewings or to find new owners. Since we all came out of our Covid haze, virtual viewing are off – clients want to view live, and if she's a 12 hour trip with flight changes away, so that the visit can't be accomplished in a weekend, she is likely off the purchase list completely.

Our final prediction is about ports and locations. There are the glamour ports that are iconic and which everyone has visited – Capri, St. Tropez, Sardinia, Venice and many others. There are popular areas from which to yacht, whose waiting lists are long and prices that are eye watering. As the numbers of yachts being built and commissioned rise every year, pressure on these ports rises also. Sadly, unlike cars or washing machines, we don't scrap our yachts – they continue to live and require a hole in the water and to be attached to a dock. However, as prices rise in a falling market, yachtsmen are less willing to pay such reassuringly expensive prices, except for the brief periods when they are aboard. We therefore predict that cheaper ports with good transport links will become busier this year. As this happens, the services and watering holes will appear to service the increased number of yachts and the area becomes more popular. The traditional must go to ports are therefore wise to do more than just hike the prices once again lest they have more spaces in the water and fewer yachts tied to the dock.

So, what of the Berthon Sales Group for 2024? We have spent the last six months refitting our sturdy little ship and readying her for the sailing conditions that we expect in this New Year. We have a conservative passage plan in mind but are excited about the possibilities that the new direction we are taking in some parts of the Group. We are sailing with the same great crew, and with some significant changes to enable us to make the most of the yacht market's direction of travel.

One important member of the crew is our CRM BOB (from Blackadder of course). He has now been replaced by Super BOB who lives in the cloud, is infinitely accessible wherever we are and who offers 21st century software to increase our ability to provide granular information quickly and easily to the client base.

The centralisation of our offering in the Mediterranean in Palma de Mallorca is an important part of our new strategy, with new larger offices overlooking Palma Bay and a growing service team. This is augmented by a service point in Valencia and a wonderful agent Filippo Martini in Italy who provides us with the key to this great market. This has enabled us to close our outlying office in the South of France.

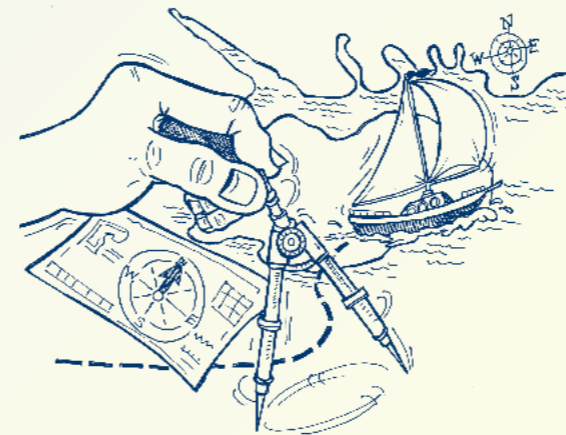
We are also excited to be **representing Solaris** in both sail and power. The new Solaris Power 52 presented at boot Düsseldorf is an extraordinary clockwork yacht and we are delighted to be able to bring this taste of Italian flair and panache to the client base be it via sail or throttle.

Berthon USA has always been our market weathervane and remains so today. The USA continues to lead the march to change in yachting and the appetite for recent, high quality brokerage yachts will power this operation with its expanding team this year. We are also excited about the new yacht possibilities with clever and contemporary cruising designs from Moody, timeless good looks of Rustler and the epic cool of Solaris Sail all being well received on East Coast waters.

Berthon Scandinavia specialises in some of the best maintained quality mid-range cruising and motor yachts on the planet and we expect that the growth of this office will be strong again this year as these little used and cherished yachts that spend the long Swedish winters undercover, offering great value to international yachtsmen.

At the Mother Ship in the UK, we continue to support the rest of the team, driving the march towards moving imagery and excellent presentation of the yachts that we are trusted to sell, using social media, publications like this and a vast tool kit of marketing initiatives to provide the best coverage possible for the Berthon fleet.

We look forward to working with you to realise your yachting plans in 2024 – whatever the weather.



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