



Tips to assist in selling your boat!

While we have the expertise and experience to sell your boat, there is a lot you can do to help in the process and to ensure that the price realized is the best you can get.

You can do this at little expense. It WILL make a difference and is worth doing well. It just requires a little effort.



It comes down to good old fashioned cleanliness and presentation. It is vital that the boat be presented as clean as possible, and not just the immediately visible areas, but all lockers, engine rooms and out of the way places. It should be presented neatly and uncluttered by personal effects. If it is not neat, clean and tidy the first impression will be unfavourable and first impressions are everything. Many items of cleanliness reflect on the standard of care and maintenance.

If you have the time it is certainly worth your while to do whatever it takes to present the boat properly. If you don't have the time there are numerous boat detailers who will achieve the right standard at a reasonable cost, a cost which will be less than that which will be lost by an untidy boat. Call us if you need assistance or a referral.



Here are some general comments about presentation
that will assist you to achieve the right result:

- (A) Clean the Boat. Not just a cursory clean but every locker, cupboard, storage area, engine room and the like. Purchasers will delve into every area imaginable and will get an adverse view from any unclean areas. It reflects on the care that has been given the boat and the standard of maintenance. A clean boat impresses as a well maintained boat, a dirty one suggests it has not been cared for, with the implication that its maintenance and service may also be similarly lacking.
- (B) The Toilet. Make it shine! Most boats are bought by couples with the female partner having an enormous, if not majority say in the final decision. No woman likes an unclean house, and an unclean toilet is worse. Ladies are very easily turned off boats with dirty or smelly toilets. So make them as good as possible, and use air fresheners to keep the compartment friendly.
- (C) The Galley. Same here. Not just clean benches but every locker, and the cook top and oven, fridge and freezer. Remove all surplus foodstuffs and keep lockers as empty as possible so people can really see the available storage space. It should all look nice and smell nice. Fresh and hygienic.
- (D) The bilge!. Every boat has one and every purchaser will look into it as it says volumes for the general care of the boat. It should be clean, dry and completely oil free. Water sloshing around suggests a leak, an engine problem and lack of maintenance. Oil suggests an engine problem and lack of maintenance. Oil and water in the bilge is the biggest turnoff for prospective buyers, but one of the simplest to remedy.
- (E) Engines. Should be clean and oil and fuel free. Nothing impresses more than an engine free from oils and rust and which looks shiny, painted and new. So spend the time and remove all traces of oil, use rust converter and paint affected spots. If the hose clamps are rusty replace them. Clean, well presented engines suggest care and maintenance. Oily or rusty engines ring alarm bells and scare off prospective buyers regardless of how good the engine really is.
- (F) Beds should be made up nicely with cushions on them to look homely and neat. Nothing should be left on the bed. There is nothing worse than a delightful cabin with a bed covered in fishing gear, or clothes or sundry boating gear. Remember first impressions!
- (G) Remove the clutter. Anything not being sold with the boat should be removed from it. Apart from the presentation, it looks better, makes it neater, gives better access to lockers etc, and removes any question about just what is and is not included in the inventory.
- (H) Broken equipment or fittings. If something is fitted to the boat that does not work, or is not in good order do not include it in the inventory as this will save issues later with surveyors. If for example the radar doesn't work, then exclude it. Don't include it in an attempt to make it look like there is more gear than another boat. Only include in the inventory quality working equipment. If some item of equipment does not work as it should and it is on the inventory come sale time the surveyor will find it, and the purchaser will expect it to be repaired or a "cost of repair" deduction to be made from the price.
- (I) Make sure everything works. Start with lights, then all other electronics, then pumps, navigation equipment. The salt air environment plays havoc with electrics and on most boats usually something doesn't work. Ask yourself what you would think if you turned on a light switch and it didn't work. Would you ask yourself "what else is broken", or "when was this last maintained". Would it raise doubts about the standard of care and maintenance? It does to most buyers!
- (J) Apply some polish! Stainless rails that are tarnished are simply made shiny using readily available product. Polish stainless appliances like ovens. If the surface of fibreglass boats is chalky or powdered then they should be polished. Dull faded fibreglass boats look terrible, yet a quick polish and buff does wonders. Professional polishing is cheap compared to what will be lost on the sale price, so if you can't do it yourself then pay someone. It will be worth it.
- (K) Mouldy carpet? Many boats with carpet headliners suffer from mould. Small amounts can be removed using "Exit mould" or similar products. Major mould problems can be steam cleaned by your local carpet cleaner for a similar cost to doing the lounge room, around \$200-\$300. Well worth the money and leaves it clean, stain and odour free.
- (L) Storage lockers and lazarette's. These places tend to accumulate old paint and oil tins, rusty used parts and dodgy rusty tools. Remove them all and clean the locker. Let purchasers see the space and benefits not the rubbish usually there.
- (M) Rope lockers. Coil and stow neatly, don't leave a tangled mess. Dirty mooring lines or sheets on a sailboat can be thrown in your washing machine and washed with detergent. Its amazing the difference!

- (N) Awnings and covers. Remove mould and clean. If there is broken stitching and hanging threads then have it fixed, it doesn't cost much.
- (O) Sails. Consider cleaning and repairing old sails. If you don't have the time your Sailmaker can do this inexpensively. Sails are a major component of sailing boats, and a major replacement cost. They should be presented well. They should also be accurately described in the inventory. If a seller says they are very good when the surveyor says they are "fair" a price adjustment will be sought by the buyer or the sale may be lost.
- (P) Service records. It helps no end if you can make up a folder with service or repair history and leave it on the boat for prospective purchasers to browse. It is helpful informative and looks good too!. If you have boat tests or reviews, factory brochures, or any paperwork on the vessel then put it together in a folder and leave on the boat for prospective buyers to browse.
- (Q) Availability. It is important that the boat is available at all times as you never know when the eventual buyer will arrive. But we recognize that you still want to use it, so when you do please give us a call and let us know when it not available, with as much notice as possible. It is amazing just how many people travel long distances to buy boats, and its very frustrating for all when they arrive and the boat is missing!
- (R) Wash the boat regularly. An unused boat sitting in the marina still gets remarkably dirty with dust and industrial fallout, so make a plan to give it a quick rinse off at least once a fortnight. If you are not using it, then at least visit, wash down, and air the interior as long as possible to remove that stale unused smell. Believe us, discerning buyers can spot a boat that isn't being used or hasn't been in a while and this will reflect in the amount of the offer. We can all spot an opportunity. Even if not in need of washing, then air the boat regularly to minimise mould and that musty smell a closed boat gets – or use an antibacterial air freshener like Glen 20.
- (S) Consider doing more than just cleaning. Is the paint flaking off the windows, rust streaks at the stanchion bases, exhaust soot all over the transom, bronze scuppers tarnished. Things like this where there is flaky paint or a stain or tarnish of some type make an enormous difference to appearance, yet cost surprisingly little to fix. If there are a number of similar small items then get a quote and compare it to the likely result. A couple of hours of painting, stain and soot removal may cost a few hundred dollars. Will this make a difference in selling an expensive boat. You bet it will.!
- (T) Rigging on Sailboats. Try and identify the date the rigging was installed and locate evidence of that date. A problem unique to selling sailboats is the age of the rigging wire. Almost all surveyors will say rigging over 10 years old needs replacement, and every time this occurs buyers seek a reduction in the price equivalent to the cost of doing so. For a 40 footer the cost is about \$6000. If there is doubt on the age they will also seek an adjustment, so locating evidence of age, less than 10 years is important. If the rigging is over 10 years we should be advised and provision should be made in the contract at the time of sale to avoid later difficulties and adjustments.
- (U) Waterline and underwater growth. This is easily visible from alongside and looks bad. A boat in the water that is not being used will get growth and stains on the hull from lapping action. This should be removed. Either jump in yourself for a quick swim with a scouring pad or employ a dive cleaning service. This is remarkably cheap. A 40 footer costs about \$100 for a full bottom clean.
- (V) Rust streaks. From rigging or metal fittings should be removed. There are numerous off the shelf products that will quickly remove rust stains simply with a wipe over.

I am sure you have the idea! Clean it, make it look good, and remove anything that suggests lack of care or maintenance. Your boat will be more appealing, make a better first impression and will sell faster. The cost of putting in the right condition will always be recouped.

If your boat has some specific issue then please discuss it with us. We will advise you on the best, most cost efficient options to aid in selling your vessel or preparing it for sale.

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