

# McMICHAEL

## YACHT YARDS & BROKERS

PUT OUR TEAM OF EXPERTS TO WORK ON YOUR LISTING



## OUR VALUE ADVANTAGE

McMichael is unique in how we build powerful, engaging, and influential content that we then leverage through an array of digital tools reaching our network of qualified active buyers. Providing you with the latest data to calculate the highest, fair market value, ensuring the best price for your yacht.

# WHY LIST WITH McMICHAEL?

Our team of highly skilled and knowledgeable Yacht Sales Consultants are all accomplished boaters with an average of 15 years of experience. We have sales offices in Mamaroneck, NY, Huntington, NY, and Newport, RI.



## THE LISTING

Our expertise is knowing what makes a powerful listing to ensure a yacht sells for its highest value in a reasonable amount of time. Here are some of the ways our inhouse marketing team will make a listing more powerful and successful:

- Staging your yacht to show its best in high-definition exterior and interior images
- Capturing HD drone video and stills of your yacht underway
- Creating multiple HD video feature segments
- Develop a detailed brochure
- Review and features articles
- Sharable digital model and listing page
- Content on sailing or engine performance

## INTEGRATED MARKETING APPROACH

A family-owned and operated business in the marine industry for over 88 years, we have a network of thousands of active boaters and enjoy an exceptional reputation for professionalism and customer service. We have a set of tools and processes we use to sell your yacht, including the following:

- Promotions and features of your yacht in the McMichael newsletter
- Ongoing highlights in the McMichael Social media networks
- Direct email promotion to the McMichael boater network
- Video hosted on Vimeo, YouTube, LinkedIn, and Reels
- Review and features articles
- McMichael online inventory tool
- Listed on all major third-party multiple listing service sites

McMichael has a specialized team of service technicians in our two service yards to ensure your yacht is in its best possible condition and prepared for survey.



**McMICHAEL**  
YACHT YARDS & BROKERS

Phone: (914) 381-5900 | Email: [info@mcm yacht.com](mailto:info@mcm yacht.com)







Your personal Yacht Sales Consultant will be actively promoting your yacht in the following ways:

- Scheduling viewings
- Personal email reach out to their boater network
- Links to videos of your yacht on their social media network
- Phone call reach out to their boater network
- Leverage their fellow McMichael Sales Consultants' boater networks
- Direct networking with other dealers' sales consultants



## WE LOOK FORWARD TO WORKING WITH YOU

McMichael Yacht Yards & Brokers employs over 35 people that continue to "provide good service in a friendly manner." Our service yards are widely recognized as one of the top choices in the East for laminate repair and offshore race outfitting. Our brokerage office is staffed by some of the most experienced and respected yacht sales consultants and administration in the industry.

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