

Jenny's Watch

Some say boat builders are all guilty of delivering the same luxury, quality, blah, blah, blah lip-service in their writing and marketing. Where's a true representation of the lifestyle? Where's a woman's perspective? (*Besides smiling women lounging in bikinis in ads.*) Where's the romance of life on the water? The thought sparked a deeper discussion within our walls last summer and we resolved to initiate a regular feature in our monthly NAVAID eNewsletter as a starting point to doing all that. By now you have probably read at least an installment or two of the new newsletter column—the section is called “Sheworthy”. And if you have not read it, then most assuredly, you have seen our new print ads in most of the consumer marine publications.

Offended by Sheworthy? Don't quit reading now. Sheworthy is just as much about men as it is about women. Sheworthy is not designed to stick women “in the kitchen”, but rather to share a female representation of the cruising lifestyle, which, in most cases, is the same as their spouse—albeit sometimes it takes a little longer for them to realize! Safety AND comfort, capability AND livability.

So, why did we coin “sheworthy”? Simply put, it's a nice play on words. A boat is referred to as “she”, as is a spouse or significant other, and both deserve the safety, comfort, capability and livability found on a seaworthy Kadey-Krogen yacht. Not the glitz and glamour so often portrayed in advertisements. From us, it's just honest solutions. More storage. More options. More like home. More to see. More of what you both want!

See you at the 2016 winter shows (*I'm on maternity leave at the moment!*)! In the meantime, please write Larry Polster about your Kadey-Krogen cruising adventures along with your hi-res pictures to larry@kadeykrogen.com. The Kadey-Krogen message is one that goes around the world and I'm eager to share your story.



Fair Winds,

Jenny

BUYING OR SELLING? DON'T LOSE SIGHT OF THE (BROKERAGE) GOAL

By John Gear, CPYB,
Kadey-Krogen Yachts



Kadey-Krogen Yachts turns 38 years old this year, older than almost any of the boat manufacturers involved in the full-displacement pleasure craft business. And those who follow our progress also know that late last year we reached our 600th hull milestone. Another notable achievement, we have a staff armed with more than 150 years of industry experience, averaging 17 years per person. These two facts are a testament to the Krogen design and the company's dedication to evolving the cruising lifestyle—and the priceless experiences enjoyed by those who choose to embrace the dream.



I don't think it will come as any surprise to you that many of those 600 hulls have had more than one owner, with many of you reading this falling into the category of "current owner" or "previous owner". Some of you even fall in both categories, perhaps more than once. That is a statistic that makes us both proud and humbled. It goes without saying that every new boat had a new owner, but nothing lasts forever and eventually the time comes to move up, move down or move out, which brings us to the purpose of this article – **The GOAL**.

There is only one goal when it comes to yacht brokerage—to pass the command. Whether you are the buyer or the seller, the goal is the same. Obviously, the perspectives of buyer and seller are different, but a successful transaction can be declared if, and only if, the boat is under new command. The results are easily measured, but getting there is a whole different story. Read on for a few suggestions, from our 150 years of combined experience, that we hope help you the next time you are buying or selling.

- If there is one overriding factor that must be prevalent throughout the entire process, it is, in a word, honesty. Honesty, not as the opposite of dishonest, but rather your "honest" expectations, be you buyer or seller. For example; a seller wanting "as much as I can get" is no more honest than a buyer wanting to "pay the least amount possible". With today's instant access to information, the used boat market is far more defined than in years past, when we were at the mercy of out-of-date sales statistics and mechanisms. So, be honest with yourself as to what you really want. The market will ultimately be the arbiter, but you can help achieve **The GOAL** by having honest expectations.
- Be realistic. In many respects this is a specific example of honesty, but so important that it deserves its own mention. Yes, there are exceptions to every stated fact, but they are just that, exceptions. If you are being honest with yourself, is it really prudent to look to be the benefactor of an exception, regardless of what side the transaction you are on? Or, do you want to accomplish your goal? Rarely do the two meet, and even if they did, how long do you want to wait for something that may never come? If you're selling, you want to get on to the next chapter whatever that may be,

and if you're buying, you want to get on the water—neither of which are going to happen with unrealistic expectations.

If you are selling, remember that typically the first offer you receive will be your best offer. I remember one transaction from last year where the ultimate selling price was almost 20 percent less than the first offer that was received more than a year earlier. As a seller, even if you think you might be able to do better by declining that first offer and waiting for something better to come along, you should consider the continued cost of ownership. If you are buying, there are three key points to remember. First, there is no such thing as the perfect boat. If you find 75 percent of what you are looking for, buy it! Second, don't succumb to "analysis paralysis". I see this quite often, especially from people with an engineering, math, or accounting background. They try and pick the perfect boat via a spreadsheet. Trust me, it does not work. All it does is lengthen the time before you get behind the wheel. This brings me to the third point. You only get so many spins around the sun.

- Trust the knowledge and experience of your broker. He or she is an asset and a resource. While most brokers are equipped with the "tools" necessary to technically complete your transaction, your Kadey-Krogen Yachts broker brings a dedicated, in-depth perspective of the power cruising market. Whether the vessel is an *American Tug*, *Back Cove*, *Eastbay*, *Grand Banks*, *Mainship*, *Nordic Tug*, or *Sabre*, they all are part of our Brokers' bread and butter.

And if you are buying or selling a Kadey-Krogen, there is an even greater benefit to working with one of our staff. You benefit from the broker's direct access to original construction and other historical information. Information has been paramount to achieving **The GOAL** many, many times in the past. Your broker's eyes are on the same goal, and they thrive on being able to facilitate and accomplish that one GOAL for all concerned. There is no substitute for dedication to the cause. Whether it be buying or selling, Krogen or otherwise, give your broker the opportunity to prove their worth to you.



We are all involved with "pleasure craft". So let's enjoy the process, be we buyer, seller, or broker. It is supposed to be pleasurable, and our GOAL should be to make it so.