



**IN ASSOCIATION WITH POP YACHTS INTERNATIONAL.**

We are the largest boat broker in the USA with over 6,500 boats in our inventory.

**POP YACHTS MIDWEST**

**573-919-0016**

**WWW.POPYACHTSMIDWEST.COM**



## The POP Yachts Advantage

POP Yachts can help you sell your boat quickly, under our no risk program. Here are a few reasons why:

- 1. Worldwide Exposure** – Once your vessel is listed on our system, the advertisement for your vessel is automatically sent to just about every major marine MLS website out there, including numerous websites throughout Europe, the Middle East, Australia, Canada, Central/South America, and Asia. If there is a buyer out there anywhere on the planet we will find them! We have the world-wide exposure piece nailed down and we all know that many boat buyers are coming from overseas these days. We incur all marketing costs associated with our system. Websites in our advertising network include BoatTrader.com, Boats.com, iBoats.com and 160 more - guaranteed to be much more than any other brokerage.
- 2. Experts at Converting Online Leads** – Today's boat buyer does their research - most of it on the internet and long before they are talking to sellers and dealers. Everyone is doing their homework as a result of the internet, narrowing down available options, researching quality vs. price, and determining exactly what boat they want prior to contacting anyone. In many cases, a prospective buyer will know more about the vessel in question than you do! Converting online prospects to sales requires different skills and strategies than a traditional face to face encounter. At POP Yachts, we are experts in working online leads. We have a team of people working around the clock to address all leads immediately and with various techniques that significantly increase our response rate. We don't just generate leads; we are expert salespeople who work these leads all the way through closing.
- 3. True Representation** – Everyone is shopping online these days! A key strategy of POP Yachts has always been to put a 100 or more photos up of each vessel that we personally visit. We truly believe in presenting a true and accurate representation of every vessel that we market. We get loads of positive feedback from our boat buyers as a result. They spend more time looking at our boat advertisements which of course increases our odds for a successful sale. Hiding dirt, problems and rust is a sure way to upset buyers and waste everyone's time. Would you want us to bring a buyer to see your vessel who doesn't know about the trailer brakes are rusted solid? This would result in everyone's time being wasted.
- 4. Superior Technology** – Our state of the art technology allows us to capture excellent information about all prospective buyers. We can tell you not only who viewed your boat, but we can tell you what their name is, where they are from (down to the city), how many times they have looked at your boat, what other boats they are looking at, etc. With this technology, we are able to work sales proactively versus just waiting for the phone to ring. Additionally, we provide the information on all prospective buyers to you in a concise weekly report.
- 5. User Friendly Marketing Agreement** – We do not believe in locking people into long-term, exclusive agreements. Our marketing agreement clearly states that we only earn a fee if we perform. The agreement can be cancelled at any time with just 15 days notice. Plus, you can continue to market your boat for sale on your own. If we don't generate the buyer who buys your boat, we aren't owed a dime!
- 6. Paid on Performance** – As our name indicates, we are only paid if we perform and bring you a buyer. All costs are absorbed by POP Yachts. We will create a professional advertisement and market your vessel worldwide, putting the risk on our shoulders. If we bring you a buyer, then we all win. If we do not bring you a buyer, you have lost absolutely nothing. All monies will be cleared in our secure escrow account prior to any transfer of ownership taking place. Our closing services, provided at zero cost to you, provide peace of mind and security throughout the transaction.



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